



2025

# First Exposure Playtest Hall Program Information & Policies

This document supplements and applies to those participating in the Gen Con FEPH Program

The First Exposure Playtest Hall (FEPH) is a dedicated event space at Gen Con Indy designed to showcase games that are still in development and not yet available for purchase. Instead of players buying tickets and paying to play (like most events at the Convention), the publisher or designer pays a fee to reserve a block of time and attendees can play for free throughout Gen Con. It's the perfect opportunity to test a game and get feedback from players "in the wild."

Designers and publishers can purchase a Participant Package of four or eight 2-hour playtest sessions to be scheduled during the Convention.

FEPH is an open room and all attendees are welcome to walk through and look at games in development. Please note there is no private space available for playtesting - in fact, Participants are encouraged to plan for and take advantage of the fact that anyone could walk by and see their game in progress.

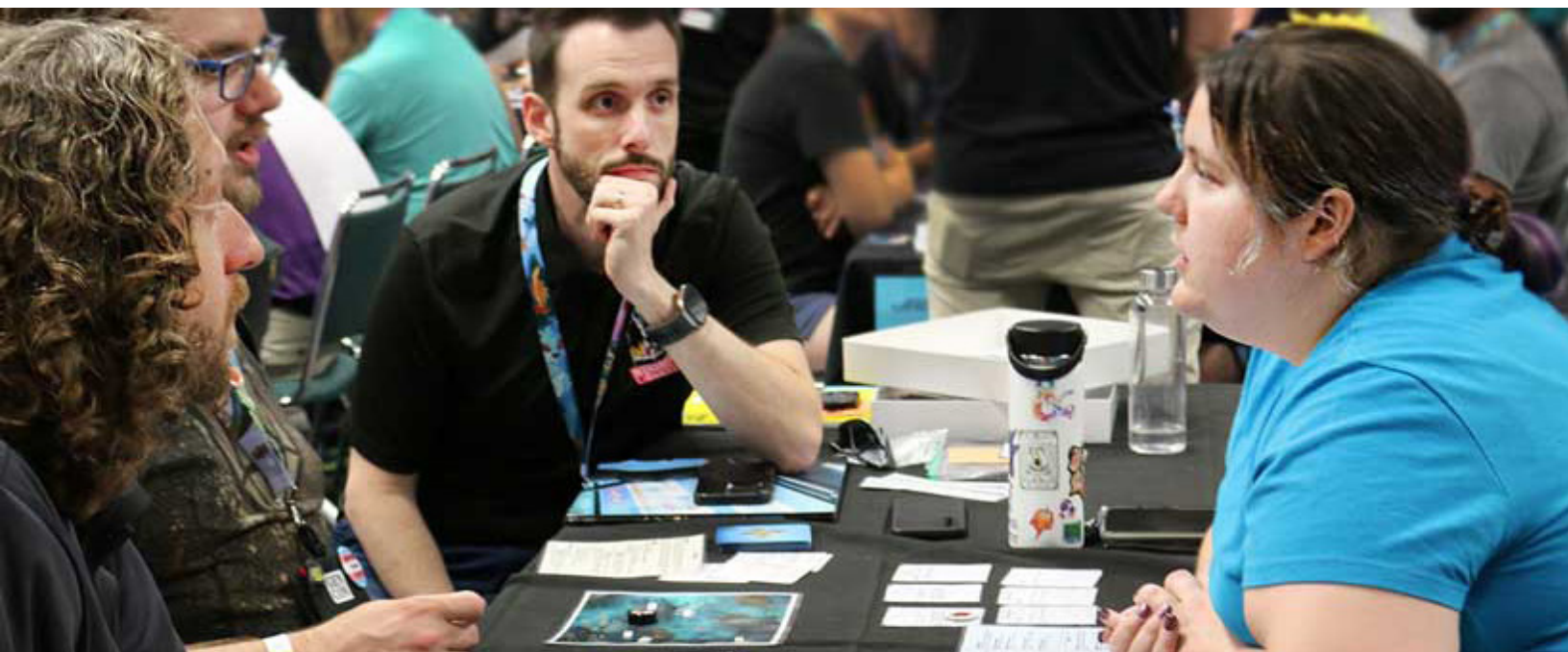
The First Exposure Playtest Hall is managed and presented by Double Exposure, Inc., which runs a number of gaming industry events and conventions of its own.

Anyone interested in becoming a Participant must purchase playtest sessions for their unpublished game by completing the online application form. By completing and submitting the form, you agree to the details outlined in this FEPH Information & Policies document along with Gen Con's Event Host Policy, except where explicitly contradicted here. Note that applications are processed manually in batches, and an application may take 1-2 weeks to process.

By submitting the FEPH online form, all Participants affirm that they have read and agree to abide by both documents.

## Definition of Terms

- First Exposure Playtest Hall is referenced as "FEPH"
- Person or Entity provided space in the First Exposure Playtest Hall is referenced as "Participant"
- Gen Con LLC is referenced as "Gen Con"
- Gen Con is referenced as "Convention"



# 1. Dates & Deadlines

- a. All dates are for the 2025 calendar year, unless otherwise noted.
- b. All times are in Eastern time zone, unless otherwise noted.

# 2. Registration/Application

- a. To apply for FEPH, potential Participants must submit a completed application form. Failure to submit form will result in an incomplete registration.
- b. Potential Participant must complete the FEPH application online.
- c. All fields on the application are required.
- d. If you do not have a Gen Con account number, you must create an account at [www.gencon.com](http://www.gencon.com). Your account number is the number in parenthesis next to your name (EX: Mickey Mouse (12345)).

## Waitlist/Cancellations

- a. In the event of a sell-out, applications may be placed on a waitlist.
- b. There are no refunds for canceled FEPH participation.

# 3. Participation

Only games or expansions for games that are not yet published may participate in FEPH. The FEPH is specifically for the testing of game mechanics. Gaming accessories, including, but not limited to, gaming aids, gaming organizational tools, and digital gaming applications, are not appropriate for FEPH. Should you have a question as to whether your game is appropriate for the FEPH, please email all queries to [events@gencon.com](mailto:events@gencon.com).

## Pricing

### Standard Package: \$400

Includes:

- Four (4), 2-hour length sessions (1 table, up to 8 players per session) / total of eight (8) hours of playtest time
- Two (2) complimentary Gamemaster ("GM") badges

### Deluxe Package: \$800

Includes:

- Eight (8), 2-hour length sessions (1 table, up to 8 players per session) / total of sixteen (16) hours of playtest time
- Four (4) complimentary Gamemaster ("GM") badges

## Convention Dates

July 31 - August 3

## First Exposure Playtest Hours

July 31 - August 2

8 am to 10 pm

August 3

8 am to 2 pm

## Participant Access Time

July 31 - August 2

7:30 am to 10 pm

August 3

7:30 am to 2 pm

## Application Deadline

July 1 or sooner if room is at capacity

## Payment

- a. Once an application has been received and approved, Participant will receive an email notifying them that an invoice has been prepared; this is not automatic and could take up to a week after your application is submitted.
- b. Payment is due immediately upon receipt of invoice.
- c. Invoices that remain unpaid for two (2) weeks or more may cause application to be rejected.
- d. After invoice has been paid, Participant will be sent an email within a few days confirming their status. They will be contacted by Double Exposure shortly thereafter to coordinate GM badge allocations, event details and schedule playtest slots.

## Scheduling/Pre-Convention

- a. All scheduling is based on a first come, first served basis.
- b. Each scheduled session can be a different game (or different aspect of a game), or the Participant can repeat the same test multiple times.
- c. Participant may request specific demographics for each playtest session (e.g. "experienced players" or "sci-fi fans"). Every reasonable effort to recruit those kinds of players will be made, but availability will ultimately be limited by the attendees waiting to play.

## Onsite

- a. Participants must check in at the FEPH HQ no later than 15 minutes before the scheduled start time for a playtest session. Failure to do so may result in the forfeiture of the session. Refunds will not be issued and sessions will only be rescheduled at Gen Con & Double Exposure's discretion.
- b. Playtest sessions are free for attendees. Participants should not collect or require tickets from players. FEPH HQ will take care of all ticket collection and attendance tracking. If any attendee attempts to give you a ticket, direct them to the FEPH HQ.
- c. Participant is responsible for providing all resources necessary for playtest session, including rules, props, dice, pencils, paper, etc., as well as any non-disclosure agreements (NDAs) or other paperwork the Participant desires.
- d. Gen Con attracts a wide variety of attendees. Material presented during a playtest session should be suitable for most ages. Participants are expected to exercise appropriate judgment in the presentation of necessary subject matter. Gen Con & Double Exposure reserves the right to cancel any event deemed inappropriate, whether due to excessive nudity, violence, overt sexuality, or offensive material.

- e. There is no guarantee that all your scheduled playtest sessions will happen at the same table over the course of the Convention.
- f. No one will be allowed into FEPH during closed hours. All items and valuables must be taken with the Participant before the FEPH closes each evening. No storage space is provided for any items in the FEPH area, except that provided for banners, as noted in the [Display Restrictions](#) below.

## Display Restrictions

- a. Participants are allowed to bring one (1) single stand-alone banner which can be placed at the head of the table they are assigned.
- b. Banner not to exceed 7' high x 36" wide.
- c. When not scheduled for a playtest, the banner can be placed against a wall in a section designated for that purpose (check FEPH HQ onsite for specifics).

## 4. Badges

- a. Badges are required for admittance to the Convention and must be visible/worn at all times while in the Exhibit Hall, Indiana Convention Center, Lucas Oil Stadium, and surrounding hotels.
- b. "Standard" packages include two (2) complimentary GM badges. "Deluxe" packages include four (4) complimentary GM badges.
- c. Participants and groups needing additional badges must purchase standard attendee badges.
- d. Gen Con has a one badge per person/account policy. If two badges are assigned to the same name, one will automatically be "refunded" without notification.
- e. Badges are assigned to "groups" in the Gen Con system. Participant's personal Gen Con account will be linked as the "primary contact" for the group.
- f. Participant and members of your group must have separate accounts to receive a badge. Members of the group must have a separate, individual, unique account in the Gen Con system. Additional badges require separate, individual, unique accounts.
- g. Participant will be provided with instructions via email, once their badge allocation has been created, as to how to assign badges to their GMs.
- h. Badges will not be mailed prior to the Convention; they must be picked up onsite.
- i. Badges are to be picked up at the First Exposure Playtest Hall onsite.
- j. GM badge(s) allows access to the Exhibit Hall, free activities/ events and the ability to purchase event tickets, just as attendees badges do; GM badges are not required to run events.

## 5. Advertising & Promotion

- a. Gen Con will provide a dedicated FEPH section of the Convention program guide and website, and use highlights for pre-show promotions.
- b. By completing a FEPH application, Participant grants Gen Con the right to use their name, image, title, and game details in promotional material that could include, but is not limited to, the Gen Con web site, onsite program book, email blasts, print collateral such as flyers, or social media posts.
- c. Participants are encouraged to provide Double Exposure with images including their game in play, game materials, or game or company logos along with a 50-word description of their game for possible inclusion in the Gen Con program book, website, or other promotion.
- d. Participants are invited to submit a static image (JPG format, exactly 1680 x 1080 resolution) for display around the FEPH room advertising their game(s). These images may be shown to Gen Con attendees who pass by the area on a rotating basis.

## 6. Security & Liability

- a. Gen Con LLC is not responsible for any injury to Participant's agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to Gen Con. Participant hereby expressly agrees to indemnify and hold harmless Gen Con LLC against any and all claims for such loss, damage, or injury.
- b. Participant agrees to indemnify, defend, and hold harmless Gen Con LLC against any and all claims for loss, damage, or injury associated with Participant's vehicles, property, personnel, events, and general conduct at the event. In the event that Gen Con LLC or the owners of the convention site are held liable for reasons caused or aggravated by Participant's action or failure to act in any manner whatsoever, said Participant shall reimburse Gen Con LLC and/or the convention-site owners for all costs incurred.
- c. Participant is fully responsible for any loss, damage, or injury to the convention-site owners or personnel resulting from Participant's displays or actions.
- d. Participant is fully responsible for any loss, damage, or injury to Gen Con attendees resulting from Participant's displays or actions.
- e. Participant is liable to the convention services firm for any and all damage, from whatever cause, to rented or leased booth equipment and shall indemnify, defend, or hold harmless Gen Con LLC against any and all claims or suits for such damage.



- f. Gen Con LLC reserves the right to cancel arrangements or remove a Participant whenever it is deemed necessary for the safety or comfort of those attending Gen Con whenever the exhibit, activity, or material presented is objectionable or offensive to the average person attending Gen Con, whenever legal conditions, convention policies, or requirements of the convention site so dictate, or whenever portions of the convention site are destroyed or damaged.
- g. Likewise, Gen Con LLC reserves the right to cancel arrangements if Gen Con fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or Gen Con LLC Show Management, or for any other reason that terminates this agreement. In the event of such termination, Participant waives all claims of damages in this regard.
- h. Gen Con LLC reserves the right of editorial discretion over any material submitted as Gen Con program advertising that is deemed objectionable to the average person attending Gen Con. Participant must meet the Gen Con LLC Show Management standards of good taste.
- i. Participant will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to their activities, and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules, or regulations. If the attention of said Participant is called to any such violation committed by said Participant, or committed by any person employed by or admitted to the premises by said Participant, said Participant will immediately desist and correct, or cause to be corrected, such violation. Participant agrees to indemnify, defend, and hold harmless Gen Con LLC from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.
- j. Use of any product by any Participant, employee, or agent thereof containing the Gen Con trademark, the Gen Con logotype, or other trademarks owned by Gen Con LLC is prohibited without the express written permission of Gen Con LLC. Participant agrees that if any materials making such unauthorized use appear at the Convention, Gen Con LLC shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.
- k. All matters and questions not covered by this application and these terms are subject to the decision of Gen Con LLC Event Team.
- l. Participant agrees to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by Gen Con LLC for the management of Gen Con and the exhibit areas.
- m. Participant acknowledges that they have read the preceding terms and conditions, expressly agree to comply with them, as well as the Event Host Policy, and authorize Gen Con LLC to enforce them.

## 7. Other Policies & Regulations

- a. No live animals are allowed inside the Indiana Convention Center (ICC), Lucas Oil Stadium, or surrounding hotels, unless they are service animals.
- b. Adhesive backed decals and stickers may not be given out inside the ICC, Lucas Oil Stadium, or surrounding hotels by any client, Participant, or individual. Any costs incurred to remove any decals/stickers affixed to floors, walls, windows, doors, escalators, handrails, ICC equipment, etc. inside the facility will be billed to the client associated with the sticker/decals.
- c. Photography is allowed in FEPH; please however ask permission first when taking pictures of specific games.
- d. Participant must comply with, and be bound by, all laws, ordinances, and regulations of the country, state, county, city, facility, and, whenever applicable, police and fire departments.
- e. Gen Con prohibits the use of games of chance. Games of chance are defined as games in which a fee is paid specifically for the opportunity to receive an item of interest or value. Games of chance are permitted only as a free promotion or giveaway. Under state law, raffles are illegal unless they involve an element of skill. Violators will be issued a warning to cease such activities, after which further violation may result in removal from the Convention.
- f. Gen Con reserves the right to remove any display or ephemera deemed inappropriate (i.e. violent or overtly sexual).

