



## Exhibitor Application for the Gen Con 2021

**September 16 – September 19, 2021 | Indiana Convention Center | Indianapolis, IN**

Gen Con hosts more than 500 exhibitors and maintains a wait list of hundreds of additional interested companies. Due to this incredible demand, Gen Con requests companies to provide key information about their businesses to help with the challenging process of selecting companies that are a best mutual fit. Gen Con wants to partner with and assist companies in meeting their Gen Con related sales & marketing goals, while adding to the overall quality and entertainment of the Gen Con experience.

Provided information helps Gen Con curate an assortment of exhibitors that best bring variety and quality of experience to attendees.

Email completed forms and other materials to [exhibitors@gencon.com](mailto:exhibitors@gencon.com) by **May 14, 2021**.

### Company Profile

Complete **all** profile information.

**Company Information** - *The name and address information you would like to appear on your invoice and billing statements.*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Exhibiting Name** - *The name you wish listed on the Exhibit Hall Map. This may be different than your Company Name above.*

Exhibiting As: \_\_\_\_\_

**Primary Contact** - *The person you would like to be responsible for handling the logistics of your Exhibit Hall booth. This includes, but is not limited to, payments, booth management, marketing, badge allocation, and Exhibitor HQ check-in on site. This may not necessarily be the head of the company. There can only be one Primary Contact per company account.*

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

## Company Description

Complete all fields below, using as much space as needed to answer the questions. You should also submit additional images, PDFs, and other presentation materials to better represent your plans.

1. Please select the appropriate category for your company (Circle One):

Game Publisher	Manufacturer	Retailer Artist	Author
Game Accessories	Lifestyle & Clothing	Costuming/Cosplay	Software
Web Media	Other (Please Describe) _____		

2. What are your company goals for your Gen Con Exhibit Hall booth?

3. What elements of your company's presence at Gen Con will appeal to our core audience, tabletop gamers?

4. If selected to exhibit, how would you promote your Exhibit Hall presence and participation in Gen Con?

5. How will you create an attractive booth? Include photos, plan and/or elevation views, if available. Prior booth pictures from Gen Con or other convention participation are strongly encouraged.

6. What sets you apart from other companies exhibiting at Gen Con?

## Diversity, Equity, and Inclusion

Gen Con values diversity and inclusion in our community and is committed to working towards positive change. We look to build a multi-cultural community around our shared passion for games and all things gaming. If your organization is owned, operated, led by, or features games by members of a BIPOC or other historically underrepresented group, please feel free to let us know in the comment section below. We appreciate your feedback and help in bringing attention to the diverse members of our gaming community.

### Comments:

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## Booth Pricing

### General Rate

10' x 10':	Inline Booth: \$1,825	<b>Deposit due:</b>	Upon Application Approval (At least 50%)
	Corner Booth: \$2,700	<b>Final payment due:</b>	July 7, 2021

**Note:** After the due date, any unpaid balances will accrue interest at the maximum allowable by law. Gen Con LLC also retains the right to cancel any application that does not meet payment due dates.

**Note:** Exhibitors with an outstanding financial balance with Gen Con LLC, or its official event vendors or partners, are not eligible to secure exhibit space at Gen Con.

### Booth Price

Please use the Booth Configuration Worksheet on page 5 to help you determine your booth configuration, booth types, and booth quantities you are requesting. Cannot apply for more than 400 square feet total. Requested booth size is subject to available space and is not guaranteed.

	Quantity		Price Each		Total
Inline (10' x 10': one aisle-facing side):	_____	X	\$ _____ 1,825	=	\$ _____
Corner (10' x 10': two aisle-facing sides):	_____	X	\$ _____ 2,700	=	\$ _____
Option to pre-purchase 2021 booth insurance. <i>Recommended.</i>			\$ _____ 100		\$ _____
<b>Grand Total for 2021 Booth:</b>					\$ _____

## Booth Placement Request

*This is a REQUEST ONLY. No placements are guaranteed. There is no guarantee to receive the same placement as previous years (if applicable). You may not request booth upgrades on this application.*

Placement Request Priority (Circle One):

A. Close to requested booth numbers below      B. Special request below      C. Close to entrance      D. No preference

List booth number choices in order of preference:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

Special request(s): \_\_\_\_\_

**Note:** All space is assigned solely by Gen Con LLC Management. Management will make every attempt to accommodate exhibit space requests, but reserves the right to modify the floor plan to serve the best interests of the event. Such a modification does not relieve Exhibitor of contracted liability. Gen Con LLC's decisions about exhibitor space assignments are final and binding.

## Payment and Signature

**Grand Total for 2021 Booth** - From previous page. \$ \_\_\_\_\_

**Payment Method(s)**: - Mandatory. Deposits will ONLY be processed if application is approved.

	Cash	Check	Credit Card	Wire
Deposit amount:	\$ _____	\$ _____	\$ _____	\$ _____
Remaining balance:	\$ _____	\$ _____	\$ _____	\$ _____

### **Credit Card Information**

Card Number: \_\_\_\_\_ Expiration Date (Month/Year): \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

**Note:** Regardless of what card is listed above, the final payment will be charged to the most recent credit card used on your gencon.com account from any transaction including badges, marketing orders, and event space rental.

Charge remaining balance due amount on: \_\_\_\_/\_\_\_\_/\_\_\_\_

**Note:** If the date above is left blank, the final amount will be charged up to one week prior to the final due date as listed on the previous page. In all cases, the listed final payment due date is the last allowable date to charge the remaining balance.

**Check Information** – Payable in US dollars to: Gen Con LLC, 120 Lakeside Avenue Suite 100, Seattle, Washington 98122

**Wire Information** – Contact Gen Con Finance at [finance@gencon.com](mailto:finance@gencon.com) for complete wire details and instructions.

### **Cancellation Policy**

- This is an application ONLY: Gen Con LLC reserves the right to decline an exhibitor application at its sole discretion.
- Cancellation by Management: If an exhibitor fails to comply with the payment terms as outlined in this application, or fails to adhere to the rules, regulations and/or policies set forth in this application, Gen Con LLC Management reserves the right to cancel exhibit space without issuance of a refund.
- Cancellation by Exhibitor: Exhibitors wishing to cancel an exhibit space must provide Management with the request for cancellation in writing. Cancellation of space could result in the forfeiture of all monies previously paid to Gen Con LLC. Gen Con LLC Management may reassign or resell any cancelled space, at its sole discretion, regardless of previously paid exhibit costs.

### **Signature**

I have carefully read the entire Gen Con 2021 Exhibitor Application, including the Exhibitor Appendix A - Rules & Regulations, fully understand its contents, and affirm that I have the authority to hereby accept and agree to all terms and requirements on behalf of the exhibiting company or individuals named above. I have also reviewed Gen Con's insurance requirements (Appendix A, Section L) and understand that failure to furnish satisfactory certificates by the stated deadline may result in forfeiture of my booth as described under "Cancellation by Management" above.

Company Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company Representative Name (Print): \_\_\_\_\_

# Booth Configuration Worksheet

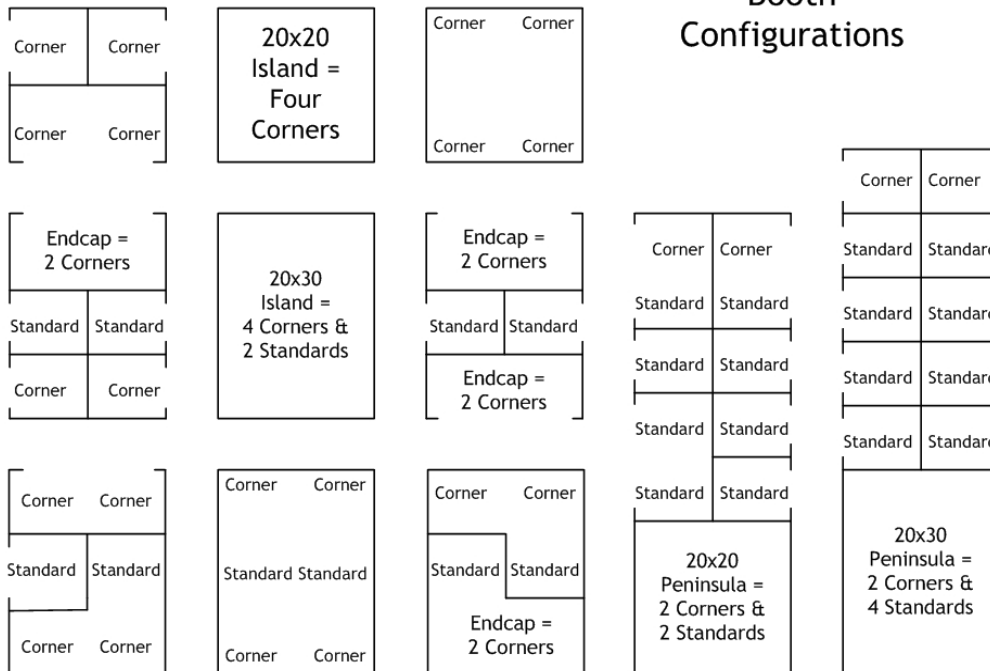
\*Reminder: You may not apply for more than 400 square feet (four total 10x10 booths). Some configuration examples below will not apply.

Describe the shape of your desired booth and use the grid below to show your desired configuration.

Is this booth an Island? (Minimum of 4 corners) Yes    No

Is this booth a Peninsula? (Minimum of 2 corners and 2 standards) Yes    No

## Potential Booth Configurations



Please draw your booth shape & size. One box = One 10'x10' booth.

