



# **SPONSORSHIP & MARKETING GUIDE**

**AUGUST 4-7, 2022**

# SPONSORSHIP PACKAGES

All of the following sponsorships are completely customizable.  
Most include several items from the à la carte menu and more can be added on.  
Make the package/sponsorship that works for you/your company's goals!

## CO-SPONSOR

\$75,000

Premier sponsorship opportunity for up to three companies that includes PR mentions, extensive logo placement throughout the show, priority access to exhibitor housing block, and decorator discounts.

## CONTRIBUTING SPONSOR

\$45,000

High level sponsorship that includes priority access to exhibitor housing block and significant logo placement throughout the show.

## EVENT PARTNER

\$25,000

Includes ability to sell outside the Exhibit Hall, dedicated event space, and logo placement throughout the show.

## PROMOTIONAL PARTNER

\$10,000

Marketing package which includes logo placement throughout the show.

## À LA CARTE MARKETING ITEMS

- Branded Charging Station
- Branded Hotel Key Cards
- Branded Swag Bins
- Complimentary Badges
- Coupon Book Ad
- Digital Billboard Display
- Display Case
- Email Newsletter
- Floor Graphics
- Hanging Banner
- Instagram Post
- Interior Column Wrap
- Pop-Up Banner
- Program Book Ad
- Promoted Social Media Post
- Promotional Distribution
- Sponsored Blog
- Stadium Jumbotron Ad
- Stair Riser Graphics
- Window Clings





# ON-SITE PROMOTION

These opportunities may be combined with a sponsorship, or taken as standalone investments.

## ON-SITE SIGNAGE



### Stair Riser Graphics

Eye-catching promotional opportunity to put your graphics on stairs in prominent lobby locations.

**Investment:** \$5,500 - includes production, application, and removal. (Advertiser provides artwork)

### Hanging Banner

Highly visible locations throughout the convention center.

**Investment:** Starting at \$5,000 depending on size and location - includes hanging and removal. (Advertiser provides banner)

### Branded Swag Bins

Custom branded bin to fill with swag item of your choice.

**Investment:** Starting at \$2,000 (Gen Con to print sign and fill bins. Advertiser provides artwork and swag.)

### Digital Billboard Displays

Promote your booth, events, or products to attendees on 80" monitors all four days at key locations throughout the convention center.

**Investment:** \$1,200 per static image. (Advertiser provides artwork)



### Interior Column Wraps

These four-sided column wraps are seen above the heads of attendees from all directions in high-traffic locations.

**Investment:** \$3,500 each - includes set-up and removal. (Advertiser provides artwork)

### Pop-up Banners

Promote your brand by securing a high-traffic location for your floor-standing banners.

**Investment:** Starting at \$1,500. (Advertiser provides banner)

### Branded Charging Station

Grab the attention of attendees while they charge their phones.

**Investment:** \$3,000 for first year, \$1,500 for each following year. (Gen Con to provide charging station and signage. Advertiser provides artwork.)

### Stadium Jumbotron Ad

Get your brand on the Colts' Jumbotron! Ads will be displayed for sixty seconds at least once every fifteen minutes during Exhibit Hall hours.

**Investment:** \$1,500 for all four days. (Advertiser provides artwork)



### Display Case

Trophy-style display case positioned in front of an Exhibit Hall entrance. Showcase your products in the hallway, and drive them to your booth to purchase!

**Investment:** \$3,500 per location. Gen Con provides the display case and lighting. (Advertiser provides and sets up products in display case.)

### Window Clings

Customizable graphics grab attendee attention on one or several windows or doors in the Indiana Convention Center. Inward- or outward-facing options available.

**Investment:** Starting at \$3,500 for 36 square feet of full-color graphics. Includes production, application, and removal. (Advertiser provides artwork)

### Floor Graphics

Bring attention to your products, events, and promotions with 36 square feet of full-color floor graphics.

**Investment:** \$3,500 - includes production, application, and removal. (Advertiser provides artwork)

## BRANDED HOTEL KEY CARDS

Starting at \$1,000

From check-in to check-out, this opportunity keeps your brand top-of-mind throughout each attendee's stay. With approximately 35 participating hotels, you can target your brand's messaging to a specific Gen Con audience via the registration desks of participating hotels. Includes production and distribution of key cards. (Advertiser provides artwork)

## PROMOTIONAL DISTRIBUTIONS

Starting at \$1,200

Add mobility to your message using costumed characters or uniformed greeters positioned at one of the Exhibit or Event Hall Entrances.

**Investment:** \$1,200 (1 day), \$2,300 (2 days), \$3,300 (3 days), \$4,000 (4 days). (Advertiser provides greeter)

# DIGITAL PROMOTION

Take advantage of our engaged audience year round through these digital promotions.



## PROMOTED SOCIAL MEDIA POSTS

- Have a hot new release or promotion? Gen Con offers a limited number of opportunities to promote your products via Gen Con's social media accounts.
- With 96,000 Facebook fans and 42,000 followers on Twitter, get your brand in front of important tastemakers in the gaming community.
- Advertiser provides up to 50 words of copy, image, and link. All posts are subject to Gen Con's sole discretion.

**Specifications:** One image 1200x630 and approx. 50 words of copy. You can include links, but please use a link shortener (like bit.ly) to save on character space. Please let us know your social media handle as well so we can tag you. Content is due three business days before the selected publish date.

 **96,000+** Followers

 **42,000+** Followers

 **20,000+** Followers



## EMAIL NEWSLETTERS

- More than 140,000 opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 80 words of copy, image, and link.
- Must include a promotion, new release or Kickstarter information.

**Specifications:** One image 600px wide by 400px tall and approx. 80 words of copy. Content is due three business days before the selected publish date. GIFs under 1 MB can be used and YouTube videos can be embedded.

## EDITORIAL EMAIL NEWSLETTERS

- More than 140,000 opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 200 words of copy, image, and link.



## DIGITAL BUNDLE

Gen Con has seen vastly improved impact by using multi-channel, digital promotions. Save by bundling two social media posts and an email newsletter.



## SPONSORED BLOG POSTS

\$1,000

*Includes a blog in one of the following formats and a shout out in the newsletter as added value*

**Feature Style:** Your team writes a 500-600-word range blog. Some ideas for the feature could be about what you're bringing to Gen Con, the events you'll have on site (or online), your organized play programs, what's new and exciting/new release features, or a spotlight on a game designer. Can include 2- 3 images and links. Content due three business days before the selected publish date.

**Q&A Interview Style:** We can send you a list of 5 or so interview questions, and we can do a Q&A-style post. Can include 2- 3 images and links. Content due three business days before the selected publish date.

### PRODUCT

	SEP 2021 - MAY 31, 2022	JUN 1 - JUL 1, 2022	JUL 2 - AUG 1, 2022
Two Promoted Social Media Posts	\$750	\$1,000	\$1,450
Email Newsletter	\$1,700	\$2,200	\$2,700
Editorial Email Newsletters	\$1,900	\$2,400	\$2,900
Digital Bundle	\$2,400	\$3,000	\$3,800

Price determined by promotion date, not purchase date.





# DIGITAL PROMOTION

Take advantage of our engaged audience year round through these digital promotions.

## DIGITAL CATALOG PRODUCT LISTING

\$550

Includes title, image of game, price,  
and website link for purchase

## DIGITAL CATALOG LOGO INCLUSION

\$300

Linkable logo placed in catalog



## STREAMING SPOTS

\$900

- 30 minutes
- Content can be streamed from Gen Con Indy or online from a remote location
  - Hosts may be available upon request
- Content must fall within one of these categories:
  - Interview
  - Demo
  - Product Showcase/Preview
- Content and production summary must be submitted for approval before confirmation and payment
- Stream participants must arrive at onsite studio or join online video call at least 15 minutes before scheduled start time or the spot will be forfeited and no refund will be issued

## STREAMING ADVERTISEMENTS

\$600 per day/\$2000 weekend

- Slides shown approximately 12 times per day/50 times per weekend.
  - Three channels that ad will be shown on over a four-day period
  - 10-minute ad breaks between scheduled content
  - Each slide is shown twice per ad break
- Slides must promote the following:
  - Product(s)
  - Company/Organization
  - An Event
- Partner must provide assets and complete asset checklist for slide creation by August 15, 2021 or it will be forfeited with no refund.
- Assets required:
  - Short description or tagline (under 50 characters)
  - High resolution, transparent images where applicable
  - Product, company logos, etc.
  - Website or URL for product purchases or online presence/event
  - Example slides can be provided upon request

# PRINT ADVERTISING

## PROGRAM BOOK

Starting at \$2,000

The official Gen Con Program Book is a "must have" for attendees while they are enjoying the convention and remains a collectible keepsake for decades. In 2019, more than 38,000 attendees used the program book to find events and games at Gen Con. As more than 70% of Gen Con's attendees bring their program books home, your ad will continue to bring your company's message to gamers long after Gen Con has ended!

### Gen Con Program Book Ad Rates

Full Page \$2,000  
Inside Front Left Cover \$3,850  
First Page \$3,850  
Inside Back Left Cover \$3,850  
Inside Back Right Cover \$3,850  
Back Cover \$5,000

### Specifications

**Full Page:** 8" w x 10.875" t trim. **Please make file 8.25" w x 11.125" t to include bleed.** (Live area is 7.5" w x 10.125" t.)

### Required File Format

Only color ads will be accepted. Ads must be sized for trim plus bleed and submitted as hi-res PDFs or 300 DPI JPGs. Native InDesign or Illustrator files are acceptable if all links and fonts are included.

## COUPON BOOK

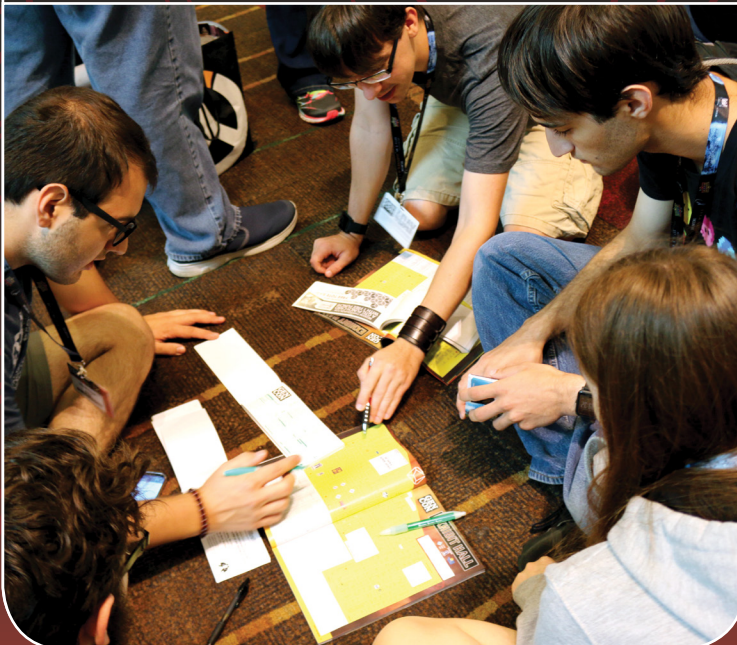
\$1,500

Drive traffic to your booth or event area with these promotional coupons that are in high demand from both attendees and advertisers. Your coupon must include a promotion/discount that is redeemable in-person at Gen Con. 40,000+ books will be produced and distributed during Gen Con.

### Specifications

**Coupon Page:** 7.75" w x 3.25" t. *No bleed.* Black and white. 300 dpi grayscale TIFF, JPG, EPS, or PDF file.

One full-color back-page ad is available for \$3,300



All artwork must be submitted to  
[exhibitors@gencon.com](mailto:exhibitors@gencon.com) no later than June 8.





[www.gencon.com](http://www.gencon.com)



@gen\_con



fb.com/genconindy

MARKETING

[exhibitors@gencon.com](mailto:exhibitors@gencon.com)

SPONSORSHIPS

Megan Culver 206.909.3383 [megan.culver@gencon.com](mailto:megan.culver@gencon.com)



@gen\_con



[twitch.tv/gencontv](https://twitch.tv/gencontv)