



TRADE DAY EVENT HOST POLICIES, PROCEDURES, & GUIDELINES 2023

Gen Con is always looking for content to offer from professionals and experts in the field, Trade Day is no exception. Trade Day is designed for three specific audiences: retailers, educators, and librarians.

This document is intended to assist those interested in hosting events for Trade Day navigate the process, understand what is involved, and what to expect. *The policies herein apply to Trade Day only.*

Those hosting an event for Trade Day are considered event hosts/event organizers ("EO").

Trade Day is held the Wednesday prior to Gen Con Indy ("Convention").

1. NEW EVENT HOSTS

- First time Trade Day event hosts must submit their credentials in order for their event to be accepted into the program and to receive a complimentary badge.
 - Submit your credentials to TradeDay@gencon.com, subject line "Credentials".
 - Include an image of your business card, or school or library ID.
 - You may be asked to submit additional information.

2. EVENT SUBMISSION

General

- Event submission opens in January for the current year.
- To submit an event, you must have an account in the Gen Con system.
- Trade Day will stop accepting late submitted events two (2) months prior to the start of the Convention.

Event Submission Form

- Information in this section is broken down by key fields within the form. Please follow the instructions to help ensure your event is as accurate as possible.
- The Event Submission Form is designed for game play so some fields are not intuitive.

Event Type

- When submitting an event(s), select "TRD – Trade Day Event" in the Event Type field on the event submission form.

A screenshot of a web form field. The label "Event Type:" is followed by a dropdown menu. The selected option is "TRD - Trade Day Event". Below the dropdown is a link that says "More Information on Event Types".

Event Type:

[More Information on Event Types](#)

Age Requirement

- This field is intended as an event content alert vs. an eligibility to attend.
- Always select "Everyone (6+)".
- Trade Day attendees must be 18 years or older to participate in the program.

A screenshot of a web form field. The label "Age Requirement:" is followed by a dropdown menu. The selected option is "Everyone (6+)".

Age Requirement:

Ticketing Method

- All events for Trade Day are electronically ticketed. This will automatically change when events are reviewed.

Ticketing Method:

For 2022, events must be paper ticketed unless you have already been certified for electronic ticketing. If you have been certified, the option to select either paper or electronic ticketing methods will appear above. Email events@gencon.com if you need more information.


Preferred Date/Time

- Trade Day events are held on Wednesday only from 10 am – 5 pm.
- The form will allow you to submit an event after 5 pm. Your event start time will be adjusted during the review process if submitted with a start time of 5 pm.
- 4 pm is the last start time of an event.

Event Duration

- Event duration can vary between 1 hour, 1.5 hours, and 2 hours.
- We don't accept events that run for .5 hour or longer than 2 hours.

Date, Time & Game Master/Event Host Information

Preferred Date and Time: : 00 

Event Duration: hours

Gamemaster(s), event hosts, panelists, and staff: Enter the email address(es) of anyone involved in the operation or production of the event at the convention, including GMs, HQ staff, panelists, performers, and similar. One email address per line and the email address must be associated with an existing account in our system – this is only to link the event to an account so they can access tools to manage and operate the event, email(s) will not be displayed publicly. You will be able to update this information at any time through your EO/GM Dashboard.

Gamemaster(s), event host ...

- Add your email address and that of your co-host (if applicable) to this field.
 - Gen Con uses this for complimentary badge assignments.
- Email addresses must be associated with Gen Con accounts.
- This is required if you plan to receive a complimentary badge as a Trade Day EO.

Audio Visual ("AV")

- If you need AV for your event it must be indicated in the Special Requests field of the event submission form, to ensure the appropriate space is allocated.
- Do not assume your event will automatically be placed in a room with AV.
- There are limited rooms with AV.
- Trade Day provides, a screen, projector, and one (1) microphone and house sound.
- EOs are responsible for bringing their own computer, HDMI cable (long), power strip, and extension cord.
 - If you are a Mac user, be sure to bring your Mac adapter(s).

Special Requests (AV, Power, Special Tables, etc.)

Do you have special requests?

Use these options to request needs limited to this specific event. If you need an HQ table, a special layout for multiple events, or anything not explicitly covered by these fields, email full details to events@gencon.com

Audio/Video Needs: Do you need Audio/Video support for your event?

Audio & Video

[A/V package details and descriptions.](#)

3. BADGES

- Trade Day EOs should *not* purchase a Trade Day badge.
- A Trade Day EO receives one (1) complimentary "gamemaster" badge for hosting one or more accepted events to the Trade Day program.
- Trade Day EOs can attend all Trade Day events however the complimentary gamemaster badge type does not allow the EO to register for these events.
 - EOs will be provided with a Trade Day ribbon enabling onsite walk-up attendance for Trade Day events.
- EOs may request one (1) additional comp badge for a co-host of your event.
 - Be sure to add your co-host to the "Gamemaster" field in your event submission.
 - Credentials need to be submitted by the individual for an additional requested comp badge.
- No more than two (2) complimentary badges will be provided.
- Badges will be added to individual accounts.
- If you have purchased a badge and receive a complimentary badge for Trade Day, it is your responsibility to request a refund from Gen Con's customer service, CustomerService@gencon.com.
 - Refunds are not automatic when a complimentary badge is added to your account.
 - Refund deadline dates and rules apply.

Badge Pick-Up:

- Your complimentary Trade Day badge can be pick-up at the Trade Day EO HQ on Wednesday.
- Complimentary Trade Day badges will not be mailed.
- EOs will be provided with a Trade Day ribbon to signify your participation in the program.
- An email will be sent closer to the Convention with badge pick-up details and information.

Other Badge Considerations:

- If EO has another badge with greater access, the following applies:
 - VIG or VIG Companion – System Credit in the amount of a 4-day badge will be added to your account.
 - Exhibitor – An additional badge allocation will be added to companies' allocation.
 - To request badge adjustments, please email TradeDay@gencon.com.
- If EO has another badge type, the following applies:
 - Press – This is a comp badge; no action is needed/will be taken.
 - 4-day or one-day badge – You are eligible to receive a refund for the badge amount.
 - Refunds are not automatic; EO needs to request their badge refund themselves by sending email to CustomerService@gencon.com. Be sure to mention you are a Trade Day EO.

4. LODGING

- Trade Day EOs who host one or more events for Trade Day are eligible to receive access to a dedicated housing block for a self-pay room.
- EOs are asked to book one (1) room only due to supply.
- EOs will be sent an email regarding lodging needs. Additional information is communicated via email.
- This housing block is monitored by Gen Con, LLC to ensure compliance.

5. EVENT INFORMATION

Internet

- Gen Con does not provide internet in any meeting rooms.
- Please plan your presentation to be offline.
- The hotel may offer free Wi-Fi in their lobby and/or common areas.

Event Duration

- Plan to end your event 5 – 10-minutes prior to the stated end time. This will allow enough time to clear the room so the next scheduled event can start on time.

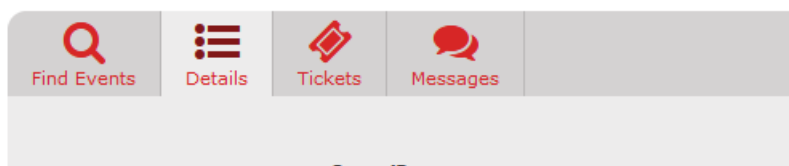
Electronic Ticketing

- All Trade Day events are electronically ticketed. This will automatically change when events are reviewed during event submission and review.
- Gen Con support staff and Trade Day volunteers will be scanning the badges of attendees to your event either as they walk in and/or prior to the start of your event. Please allow this service to take place.
- A Trade Day email will be added to the "Gamemaster" field of your event as we get closer to the show so we can scan tickets on your behalf. You will receive an automatic email regarding the update; no need to take any action.

Event Messaging Tool

- This tool allows the EO to communicate directly with your attendees.
- Only the EO and those registered for your event will be able to access this tool.
- The tool will be available three (3) weeks before the start of the Convention.
- Access is from the event details page. Look for the "message" button/link in the navigation ribbon at the top of your events details page.
- Messaging works like a forum post/thread.
 - Posts made by you will send an email notification to your attendees/ticket holders.
 - Messaging from your attendees will post in the thread, be sure to monitor the tool periodically.
 - If you included a "message to registered players" in your event submission, this will be pinned as the first post in the Event Messaging Tool for that event.

🕒 Wednesday, 10:00 AM EDT for 1 hr 📍 JW : 308



Photography

- A Gen Con photographer may drop by events at the Convention to capture some pictures. Every attempt will be made to notify EOs in advance of this potentiality.
- Pictures taken during your event(s) will be used for future marketing of the Trade Day program.