



**AUGUST 1-4, 2024**

**SPONSORSHIP &  
MARKETING GUIDE**

# 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 the ability to sell outside the Exhibit Hall, dedicated event space, logo placement throughout the show, and logo placement on booth or room in onsite program book.

## 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
- Escalator Clings
- Floor Graphics
- Hanging Banner
- Interior Column Wrap
- LED Board Display
- Pop-Up Banner
- Program Book Ad
- Promoted Social Media Post
- Promotional Distribution
- Sponsored Blog
- Stadium Jumbotron Ad
- Stair Riser Graphics
- Streaming Spots
- Tik Tok Content
- Trade Day Marketing
- Window Clings

Specific event or area sponsorships also available. Examples, but not limited to: Costume Contest, VIG Lounge, KID Zone, First Exposure Playtest Hall, or Concessions.



# 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 for one section (upper or lower) and \$10,000 for both sections. Pricing includes production, application, and removal. (Advertiser provides artwork.)

### Hanging Banner

Highly visible locations throughout the convention center and Stadium.

**Investment:** Starting at \$5,000 depending on size and location. (Advertiser provides banner and pays for rigging.)

### 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:** \$4,000 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 \$2,000. (Advertiser provides and places banner onsite.)

### 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.)

### LED Board Displays

Promote your booth, events, or products on LED boards throughout the Convention Center.

**Investment:** Varies based on size and location starting at \$800 per static image. (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.

Ads are not able to include sound

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

### Program Book Bin Header Graphic

Grab the attention of our attendees with a branded header on our program book bins throughout the convention.

**Investment:** \$1,500 per location (Advertiser provides artwork.)

### Display Case

Trophy-style display case located in multiple locations throughout the Convention Center and Stadium. Showcase your products in the hallway, and drive attendees to your space to purchase!

**Investment:** Premium location on 1st floor of the Convention Center - \$5,000. Standard location on 2nd floor of Convention Center or at the Stadium \$4,000. Gen Con provides the display case, lighting, custom header, and custom back panel graphic. (Artwork for custom graphics provide by Advertiser. Advertiser also provides and sets up products in display case.)

### Window, Door, Escalator, or Floor Graphics

Customizable graphics grab attendee attention on one or several windows, doors, escalators, or floor locations in the Convention Center and Stadium.

**Investment:** Starting at \$3,800 for up to 36 square feet of full-color graphics. Includes production, application, and removal. (Advertiser provides artwork.)

*Advertiser provided artwork for items above are due by June 21, 2024.*

## BRANDED HOTEL KEY CARDS

Prices vary based on location

From check-in to check-out, this opportunity keeps your brand top-of-mind throughout each attendee's stay. 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 and promotional item for distribution.)

# 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 official Facebook account.**
- With 102,000+ Facebook followers, 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.

- 102,000+** Followers
- 44,000+** Followers
- 28,000+** Followers
- 78,000+** Video Views



## 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 1200px wide by 800px 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*

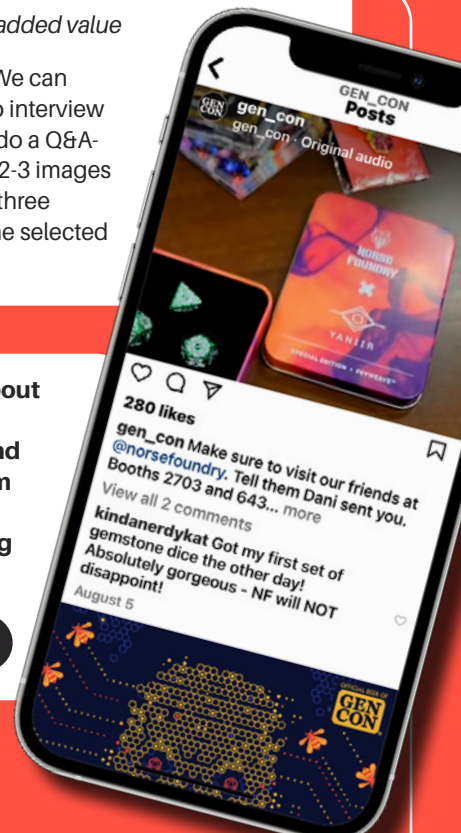
**Feature Style:** Your team writes a 500-600-word range blog. Some ideas for the feature could be about what you're bringing to Gen Con, the events you'll have on site (or online), your organized play programs, what's new and exciting/new release features, or a spotlight on a game designer. Can include 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 2023- MAY 31, 2024	JUN 1- JUL 1, 2024	JUL 2-26, 2024
Two Promoted Social Media Posts	\$850	\$1,100	\$1,550
Email Newsletter	\$1,800	\$2,300	\$2,800
Editorial Newsletter	\$2,000	\$2,500	\$3,000
Digital Bundle	\$2,500	\$3,100	\$3,800

**Price determined by promotion date, not purchase date.**

Ask us about available TikTok and Instagram Stories marketing options.



# DIGITAL PROMOTION

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

## DIGITAL CATALOG PRODUCT LISTING

\$550

Includes title of company, title of product, one image of product, 50-word description of product, retail price, and website link for purchase.

**Image specs:** Hi-res png or jpg, RGB.

## DIGITAL CATALOG LOGO INCLUSION

\$300

Includes linkable logo placed on back cover of digital catalog.

**Logo specs:** Hi-res png or jpg, RGB.

**Sponsored streaming programming blocks are available.**



## STREAMING SPOTS

\$750/30 mins or \$1200/1 hr

- 30 minutes or one hour
- 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

Prices vary

- 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 July 15, 2023 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



## COUPON BOOK

\$2,000

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" h. *No bleed.* Black and white. 300 dpi grayscale TIFF, JPG, EPS, or PDF file.

One full-color back-page ad is available for \$3,750

## PROGRAM BOOK

Starting at \$2,250

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 2023, more than 40,000 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 \$2,250  
Inside Front Left Cover \$4,100  
First Page \$4,100  
Inside Back Left Cover \$4,100  
Inside Back Right Cover \$4,100  
Back Cover \$5,500

### 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.



All artwork must be submitted to [exhibitors@gencon.com](mailto:exhibitors@gencon.com) no later than June 5.

Trade Day offers a range of sponsorship opportunities to promote your company to a targeted audience of retailers, educators, and librarians. You don't need to be a Gen Con Indy exhibitor or have purchased marketing to take advantage of these offerings. Bundle with both Trade Day and Gen Con Indy sponsorships to create unique marketing opportunities!

## EMAIL NEWSLETTER

\$250

Targeted email to exclusive Trade Day audience. Up to 80 words, one image, and one link.

## ONSITE OPPORTUNITIES

### TRADE DAY SIGNS - PARTNER LOGOS

\$150

Get your logo seen with placement on all Trade Day signs placed in high trafficked areas during Trade Day.

### POP-UP BANNERS

\$350

Promote your brand to the Trade Day audience with a banner in a high trafficked area.

### COLLATERAL PLACEMENT/ PROMOTIONAL DISTRIBUTION

Starting at \$450

A personal touch with greeters distributing and/or placement of print collateral during Trade Day programming.

## EVENT SPONSORSHIPS

### KEYNOTE

\$1,600

Start the day off with the "Sponsored by" designation for this event wherever it is mentioned. Sponsorship also includes:

- Banner outside or inside the room/"on stage"
- Acknowledgement in opening speech
- Logo on Trade Day signage under "Sponsor" category
- Up to 2 Guest Trade Day Badges

### DEMO NIGHT & SOCIAL MIXER

\$2,850

Leave a lasting impression with a "Sponsored by" designation for this culminating event wherever it is mentioned. Sponsorship also includes:

- Signage/banner in room
- Table at event (prime location or location of choice/in or outside of the room (space dependent).
- Logo on Trade Day signage under "Sponsor" category
- Up to 2 Guest Trade Day Badges

### PEN & PAD SPONSOR

\$400

- Provide pens and pads of paper to Trade Day attendees.
- Sponsor to provide a minimum of a TBD quantity, based on number of Trade Day badges sold.
- Sponsor is responsible for all cost associated with printing, shipping, and onsite delivery.





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

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