

GEN CON TRADE DAY



JULY 31, 2024

SPONSORSHIPS

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

CONTACT

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