

- This document provides guidance for individuals who have received approval to exhibit at the Trade Day Marketplace.
- Only game publishers, manufacturers, academic institutions, and distributors can participate in this opportunity.
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- Products must be suitable for this audience.

DATES & DEADLINES

- All dates posted refer to the **2026** calendar year, unless stated otherwise.
- All times are noted in the Eastern Time Zone, unless stated otherwise.

Trade Day	Wednesday, July 29
Application Submission Period	Monday, January 27 — Monday, February 27
Vetting Period	Monday, March 2 — Thursday, March 26
Application Status Notification	Notified by March 27
Check-In / Set-Up	Wednesday, July 29, 8 am — 9:30 am
Exhibiting Marketplace Hours	Wednesday, July 29, 10 am — 5 pm
Check-Out / Strike	Wednesday, July 29, 5 pm — 6:30 pm
Payment Date	Due Immediately Upon Receipt of Sales Order
Cancellation Notification	Monday, June 1

APPLICATION PROCESS

- Applicants must have an account in the Gen Con system.
- Applicants must submit a completed Trade Day Marketplace application form during the application submission period.
- All applications will be thoroughly reviewed, and applicants will be notified of their acceptance or decline.
- Please mark tradeday@gencon.com as a trusted account/known sender in your email provider.

WAIT LIST

- Gen Con has a waitlist for sellouts; applicants will be contacted when a space becomes available.
- An application must be submitted to be added to the waitlist.
- An email notification will be sent if an opening is available. There is a 48-hour turnaround time to confirm interest.

VETTING PROCESS

- Gen Con reviews all submissions to ensure they have suitable content and are a good fit.
- Gen Con reserves the right to deny entry for any reason.

PROGRAM ACCEPTANCE / PAYMENT

- Accepted applications will be sent a Sales Order on their Gen Con account for invoicing and payment.
- Payment is required upon receipt of the Sales Order.
- Failure to pay on time will result in forfeiture of the assigned space.

BUSINESS TAX LICENSE

- In Indiana, anyone selling goods or services must complete a Business Tax Application (BT-1) with the Indiana Department of Revenue. The quickest and easiest way to do this is by filling out the BT-1 application online.
- Exhibitors are required to collect Indiana state sales tax and report it to the Indiana Department of Revenue.
- Exhibitors are responsible for knowing, understanding, and following these rules.
- Exhibitors must possess a valid BT-1 to sell at the Trade Day Marketplace.

EXHIBIT SPACE

- The Gen Con Trade Day Marketplace is held at the JW Marriott ("JW") hotel ("Venue")

PRICING

- \$1,000

EQUIPMENT PROVIDED

- Exhibiting space includes: one (1) skirted table, two chairs
- Table sizes are approximately 8' long x 30" wide
- Approximate total size of exhibiting space: 40 sq ft

USAGE & OPERATIONAL POLICIES

- One (1) table per company.
- Half tables are not available. Sharing table space is prohibited.
- Tables are non-transferable; Marketplace exhibitors are not permitted to re-assign, sublet, or share any part of their table space.
- Only the Marketplace exhibitor or exhibitor's representative may sell.
- Handbill distribution is permitted only within your exhibiting space. Posting of materials on walls, fixtures, doors, or furniture is prohibited. Any damage done to the Venue will be billed to the client associated with the material.
- You must remain within your table footprint. Attracting people to your table from the hallway/aisleway is prohibited.
- Space is tight; being a respectful neighbor helps everyone maintain a professional and enjoyable experience.
- No "carnival barking" or callouts. Keep aggressiveness to a minimum. Be respectful. Take "no" as an answer gracefully. If someone expresses disinterest (whether verbally, physically, or other), leave it at that.
- Gen Con LLC does not supply storage space. Items must be stored within the exhibit space.
- Exhibitors are responsible for providing their own packaging for sold items. Gen Con does not supply mailing tubes, bubble wrap, boxes, or other such materials.
- Early check-out/strike is prohibited. Leaving early may result in forfeiture of priority points.

DISPLAY STANDARDS

- Each Marketplace exhibitor is allowed one (1) pop-up banner.
 - Banner must not exceed 3' wide x 8' tall.
 - Banner must align on one side of the table or sit behind the table.
- Displays must not exceed 8' in height.
- Exhibitors are welcome to bring their own table covering.
- All display items must be within the designated space and may not extend past the front of the table.
- The table's footprint cannot be altered in any way. Tables cannot be moved.
- Additional tables, panels, and other display furniture are prohibited.
- Failure to comply with these restrictions may result in removal.

TABLE STAFFING

- Trade Day attendance is required. Marketplace exhibitors are responsible for staffing their own tables.
- The table must have representation during Marketplace hours.
- There is a limit of two (2) people for staffing your table.
- You may have up to two (2) relief support staff to cover your table for breaks and/or hosting events.
 - You are required to verify relief support staff at check-in.
 - Relief support staff should not be assigned to your table permanently; they should be assigned only for short periods.
 - All personnel at the table must possess a valid Gen Con badge.

EXHIBITING HOURS

- Trade Day programming features events every hour, which means audience engagement and sales at the Trade Day Marketplace will vary throughout the day. Expect a surge in activity just before the hour begins, during the lunch break, and after the last event of the day.
- Important times to keep in mind:
 - Keynote Event: 9 am – 10 am
 - Lunch Break: noon – 1 pm
 - Last Event Closes: 4 pm

PRIORITY POINTS

- Trade Day Marketplace participants earn five (5) priority points.
- Priority points are calculated after each convention and are added to the organization's total.
- For questions about Priority Points, please email the Gen Con Exhibit Hall Manager: exhibitors@gencon.com.

SHIPMENTS

- Gen Con LLC will not accept personal shipments at the Indiana Convention Center. If you need to ship items in time for your arrival, please contact your hotel or a local UPS or FedEx office to make arrangements. You may also use FERN, Gen Con's shipping manager. Please contact tradeday@gencon.com for information.
- Marketplace exhibitors are permitted to hand-carry products to their table or use a hand cart. Machinery such as forklifts or pallets is prohibited.

INTERNET & ELECTRICITY

- Gen Con LLC does not provide internet or power.
- Wi-Fi is available in the Venue's public spaces; reliability is not guaranteed.
- The Venue offers internet and electrical drops. The Marketplace exhibitor is responsible for planning and paying the Venue directly for these services.
 - Internet service cost is approximately \$110 (Mbps)
 - Power drop service cost is approximately \$95 (10amp, 120volt)

CHECK-IN INFORMATION

- A Trade Day representative will be at the JW Marriott for check-in on Wednesday between 8 am and 9 am.
- All Marketplace exhibitors are required to check in before proceeding to their tables.
- Exhibitors will receive a Marketplace ribbon upon check-in, indicating their participation and access to the Trade Day Marketplace.
- You will be asked to specify the quantity and names of any relief support staff needed for your table.

LATE ARRIVAL

- Tables will be held until 9 am.
- Any empty table will be removed after 9 am, and the Exhibitor will be considered a "no show".
- Refunds will not be granted for no-shows.

CANCELLATIONS

- Refunds will not be processed without written notification on or before the Cancellation Notification deadline.
- Cancelled spaces may be reassigned or resold at the discretion of Gen Con LLC.

EXHIBITOR CANCELLATIONS

- Exhibitors may cancel their involvement.
- Cancellations must be received via email by the Cancellation Notification deadline to receive a 50% refund of the table cost. Cancellations after this date will not receive a refund.
- Send email cancellation notices to tradeday@gencon.com.
- Refunds will be processed upon receipt of email notification. Funds will be returned in the way they were received within 30 business days.

SHOW MANAGEMENT CANCELLATIONS

- If the Exhibitor fails to comply with the payment terms outlined in this document or fails to adhere to the rules, regulations, and/or policies set forth, Gen Con LLC reserves the right to cancel the table space without issuing a refund.

BADGES

- Badges are not provided upon acceptance to exhibit at the Trade Day Marketplace.
- All staff exhibiting at the Trade Day Marketplace must have a valid Gen Con ("Convention") badge in order to exhibit at the Trade Day Marketplace. This includes relief support staff.
- A Trade Day badge is *not* required for exhibiting at the Trade Day Marketplace.
- Badges are required for admittance to the Convention and must always be visible while in the Exhibit Hall, Trade Day Marketplace, Indiana Convention Center, Lucas Oil Stadium, and area hotels hosting Gen Con events.
- Marketplace exhibitors are responsible for registering their badges through the Gen Con system. It is recommended that this be done prior to the Convention to avoid long check-in lines.

- There are no restrictions on badge type for exhibiting at the Trade Day Marketplace.

ADVERTISING

- Gen Con reserves the right to advertise and promote the program at its sole discretion.

ADVERTISING RELEASE

- By submitting the application form, you grant Gen Con LLC the right to use your name, images, and titles of your product in promotional material for the Convention and its programs.
- Promotional material may include the following: Gen Con website, program book, email newsletters, printed collateral, mobile app, and social media channels.

OTHER POLICIES & REGULATIONS

- No live animals are allowed inside the Indiana Convention Center (ICC), Lucas Oil Stadium (LOS), or area hotels unless they are registered service animals.
- Adhesive-backed decals and stickers are prohibited and may not be distributed inside the ICC, LOS, and area hotels by any client, exhibitor, or individual. Any costs incurred by the facility to remove any decals or stickers affixed to floors, walls, windows, doors, escalators, handrails, equipment, or other fixtures inside the facility will be billed to the client associated with the sticker or decal.
- Photography is allowed.
- Exhibitor must comply with, and be bound by, all laws, ordinances, and regulations of the country, state, county, city, facility, and, whenever applicable, police and fire departments.

SECURITY & LIABILITY

- Gen Con LLC is not responsible for any injury to exhibitors' agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to Gen Con. Exhibitor hereby expressly agrees to indemnify and hold harmless Gen Con LLC against any and all claims for such loss, damage, or injury.
- Exhibitor is required to insure their own exhibits, display materials, merchandise, and personnel. Exhibitor agrees to indemnify, defend, and hold harmless Gen Con LLC against any and all claims for loss, damage, or injury associated with Exhibitor's vehicles, property, personnel, events, and general conduct at the event. In the event that Gen Con LLC or the owners of the convention site are held liable for reasons caused or aggravated by Exhibitor's action or failure to act in any manner whatsoever, said Exhibitor shall reimburse Gen Con LLC and/or the convention-site owners for all costs incurred.
- Exhibitor is fully responsible for any loss, damage, or injury to the convention-site owners or personnel resulting from Exhibitor's displays or actions.
- Exhibitor is fully responsible for any loss, damage, or injury to Gen Con attendees resulting from Exhibitor's displays or actions.
- Exhibitor is liable to the convention services firm for any and all damage, from whatever cause, to rented or leased booth equipment and shall indemnify, defend, or hold harmless Gen Con LLC against any and all claims or suits for such damage.
- Gen Con LLC reserves the right to cancel arrangements or contracts or close an exhibit whenever it is deemed necessary for the safety or comfort of those attending Gen Con whenever the exhibit, activity, or material sold is objectionable or offensive to the average person attending Gen Con, whenever legal conditions, convention policies, or requirements of the convention site so dictate, or whenever portions of the convention site are destroyed or damaged.
- Likewise, Gen Con LLC reserves the right to cancel arrangements, contracts, or exhibits if Gen Con fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or Gen Con LLC Show Management, or for any other reason that terminates this contract. In the event of such termination, Exhibitor waives all claims of damages and agree that the sole liability of Gen Con LLC shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to, by Gen Con LLC Show Management.
- Gen Con LLC reserves the right of editorial discretion over any material submitted as Gen Con program advertising that is deemed objectionable to the average person attending Gen Con. Exhibitor must meet the Gen Con LLC Show Management standards of good taste.
- Exhibitor will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to their activities, and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules, or regulations. If the attention of said Exhibitor is called to any such violation committed by said Exhibitor, or committed by any person employed by or admitted to the premises by said Exhibitor, said Exhibitor will immediately desist and correct, or cause to be corrected, such violation. Exhibitor agrees to indemnify, defend,

and hold harmless Gen Con LLC from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.

- Use of any product by any Exhibitor, employee, or agent thereof containing the Gen Con trademark, the Gen Con logotype, or other trademarks owned by Gen Con LLC is prohibited without the express written permission of Gen Con LLC. Exhibitor agrees that if any materials making such unauthorized use appear at the convention, Gen Con LLC shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

COMPLIANCE

- All matters and questions not covered by this application and these terms are subject to the decision of Gen Con LLC Show Management.
- Marketplace exhibitor agrees to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by Gen Con LLC for the management of Gen Con and the exhibit areas.
- Marketplace exhibitor acknowledges that they have read the preceding terms and conditions, expressly agree to comply with them, and authorize Gen Con LLC to enforce them.

IMPORTANT EMAIL NOTIFICATION

- Gen Con notifies interested, accepted, and declined Trade Day applications via tradeday@gencon.com. Please mark this email as a trusted user or known sender to avoid missing important information regarding Trade Day Marketplace.