



AUGUST 2, 2023

EMAIL NEWSLETTER

\$250

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

ONSITE SIGNAGE

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. (~ 10-12 signs)

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.

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!

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"
- Inclusion in event opening or closing announcement
- Logo on Trade Day signage under "Sponsor" category

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).
- Ability to have drink tickets (first 100 attendees)
- Logo on Trade Day signage under "Sponsor" category

ROOM SPONSOR

Starting at \$2,500

Host your own room/space during Trade Day. Create a unique experience specific to your brand; Host events, conduct meetings, etc.



www.gencon.com

CONTACT

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