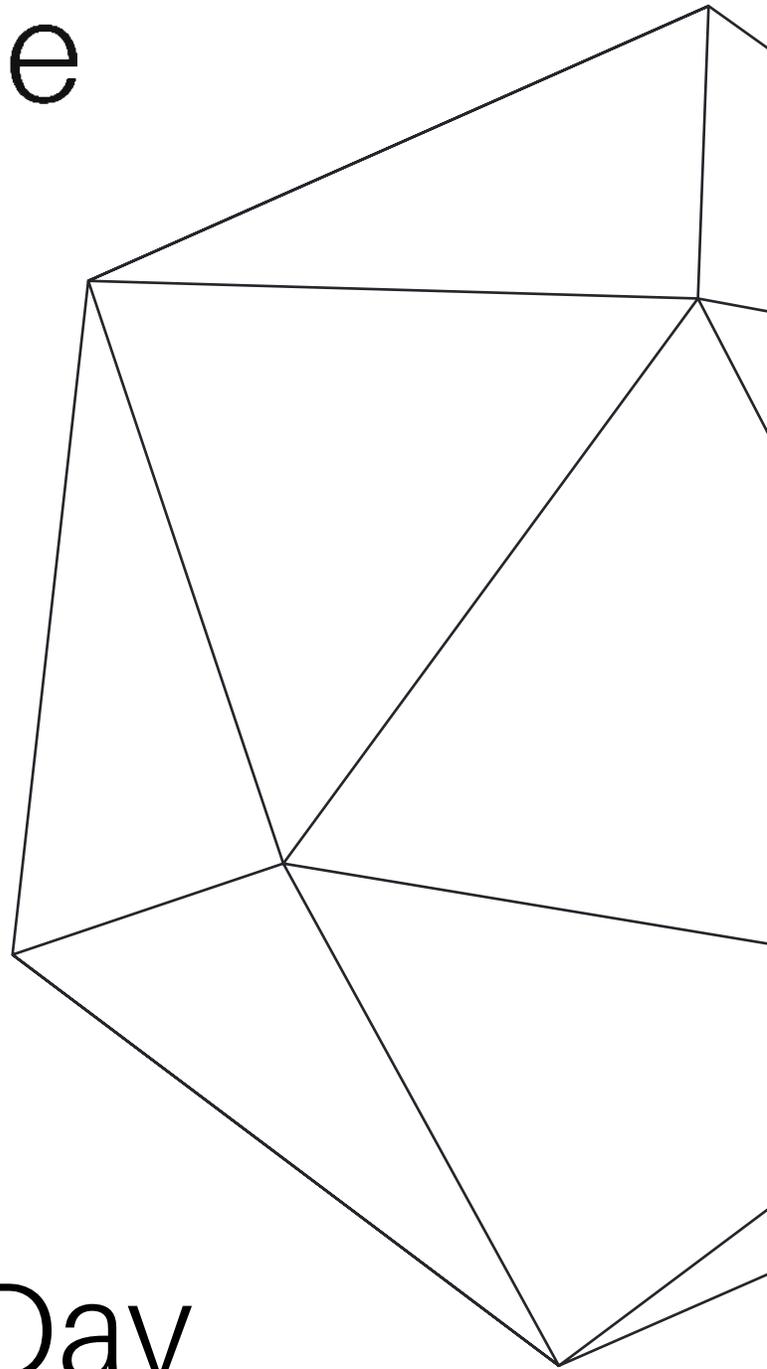# GEN CON Trade Day

2026 Trade Day

Event Host Policies, Procedures, Guidelines, & Information

Trade Day at Gen Con is a professional development program designed for academic and corporate educators, librarians, retailers, publishers, designers, distributors, students, and mental health professionals.

Trade Day features seminars, panels, workshops, and networking events focused on the tabletop and hobby game industry. Trade Day programming also explores how games can be used effectively for a range of purposes, including learning, mental health, cognitive skills, social interaction, inclusivity, and life skills development.

This document helps individuals interested in hosting events for Trade Day navigate the process, understand the requirements, and know what to expect. The policies outlined here apply specifically to Trade Day.

Trade Day policies and procedures have changed for 2026. Please review this information to ensure awareness, compliance, and adherence to the necessary steps for participating in the Trade Day program.

In 2026, Gen Con will adopt a more selective approach to the types of events accepted for Trade Day. While we remain committed to an open submission policy, we will curate certain events for specific tracks and review all submitted events for relevance to ensure they align with the program's objective of fostering professional development for our target audiences.

If your event is not accepted for Trade Day, we encourage you to consider submitting it for Gen Con, where additional opportunities are available to showcase your expertise.

The Gen Con Event Programming Staff

Information

- Individuals hosting an event for Trade Day are referred to as event hosts or event organizers (EO).

- Trade Day occurs on the Wednesday before Gen Con (the Convention).

2026 Key Dates

Event Submission Opens:
January 4, 2026

Trade Day Event Host Badge Request Form Opens:
February 3, 2026

Trade Day Event Submission Closes:
April 1, 2026

Trade Day Event Host Badge Request Form Closes:
June 5, 2026

Trade Day:
July 29, 2026

Gen Con:
July 30 — August 2, 2026

Dates are subject to change. Please check our website for the most current information and subscribe to the Trade Day email newsletter for regular updates.

Links

Trade Day Webpage:
www.gencon.com/gen-con-indy/trade-day

Trade Day Event Host Webpage:
www.gencon.com/host/trd_host

Event Submission Form:
www.gencon.com/event_registrations/new

Trade Day Badge Request Form:
https://forms.office.com/r/p1g6e0JW1r

Checklist

To host a successful Trade Day event, the Event Organizer (EO) should follow the checklist below to ensure a complete event submission and streamline the process.

- [ ] Create an account on gencon.com if you don't already have one.

- [ ] Read the Trade Day Event Host Policy.

- [ ] Submit your event.

- [ ] If you are a new event host, please email verification or credentials to tradeday@gencon.com

- [ ] Complete the Trade Day Badge Request Form.

Step-by-Step Event Submission Instructions

Verification and Credentials

New Trade Day event hosts (and co-hosts) and those who have not hosted a Trade Day event since 2023 must submit verification and credential information for their event to be accepted and to receive a complimentary badge. **This information must be submitted at the time of the event submission.**

Verification Criteria and Submission Process

- Submit one of the following credentials for verification to tradeday@gencon.com with the subject line "Verification":

  - Business card
  - School or library staff ID,
  - Employee badge in your name;
  - Link to a profile page on your organization's website

- You may be asked to submit additional information.

- Please include the Game ID(s) and title of the event(s) in the email.
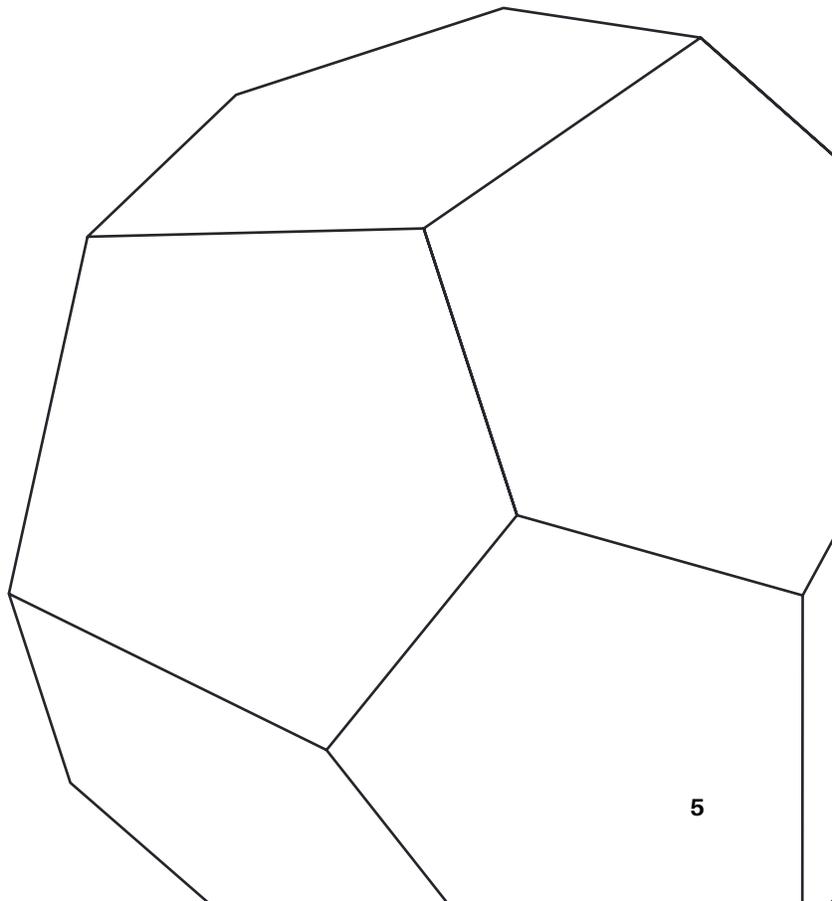
Event Information

- Event submissions open in January.

- You must have an account on gencon.com to submit an event.

- All submitted events will be evaluated for their suitability for the Trade Day audience.

- All Trade Day events are electronically ticketed.

- Trade Day events are held on Wednesday from 10 am to 5 pm, with a lunch break from noon to 1 pm.

- Please read the Gen Con Event Host Policy for more details.

Process, Status, and Next Steps (New)

- Once the event is submitted, it is in "Submitted" status and ready for Gen Con to review.

- Events will be reviewed beginning in early February and will continue throughout the Spring.

- Events under evaluation for inclusion in Trade Day will be marked as "Accepted for Consideration".

- Please note that this designation does not indicate that your event has been approved for hosting; it simply means that your event is under consideration.

- An event will be reviewed a second time, and if approved, space will be allocated. The status will then change to "Active." Your event has been approved to be hosted at Trade Day.

- If an event's status is "Returned for Correction," it means we need more information or clarification about that event. You will find a message in the GM comments field outlining the specific requests. Please address these requests and resubmit your event accordingly.

- A "Rejected" status indicates your event has not been accepted to Trade Day.

Notifications

- An automated email from noreply@gencon.com is sent for each status change or update. Please remember to check your junk folder.

- You can check the status of your event(s) using your EO/GM Dashboard, found in the drop-down menu under your avatar in the upper right corner of the Gen Con website after signing in.

Additional Information

Badges

- Trade Day EOs should not purchase a Trade Day badge unless they want access to the attendee housing block.

- To gain access to the attendee housing block, purchase a 4-day badge. This badge can be fully refunded once your event is set to "Active" and a complimentary Trade Day Host badge is added to your account.

- A Trade Day EO receives one (1) complimentary Trade Day Host (TRD Host) badge for hosting one (1) or more "Active" events at Trade Day.

- A badge is required to host and participate in Trade Day and Gen Con.

- A TRD Host badge allows you to register for Trade Day events. It also grants you access to Gen Con.

- EOs may request one (1) additional complimentary badge for a co-host. Credentials must be submitted for an additional badge.

- No more than two (2) complimentary TRD Host badges will be provided.

- Badges will be added to individual accounts. Co-hosts must have a Gen Con account and a separate email address associated with it. Credentials must be submitted.

- If you are receiving a different badge type from an organization (i.e., GM, Exhibitor, Press) but can't access it before Trade Day opens, please visit the Trade Day EO HQ table on site for details.

- If you purchased a badge and received a complimentary Trade Day badge, it is your responsibility to request a refund from Gen Con's customer service at customerservice@gencon.com.
  - Refunds will not be issued automatically when a complimentary badge is added to your account.
  - Refund deadline dates and rules apply.

Badge Request Process

- To obtain a complimentary Trade Day Host badge, you must complete the Trade Day Event Host Badge Request form.

- Use the form to request additional co-host badges.

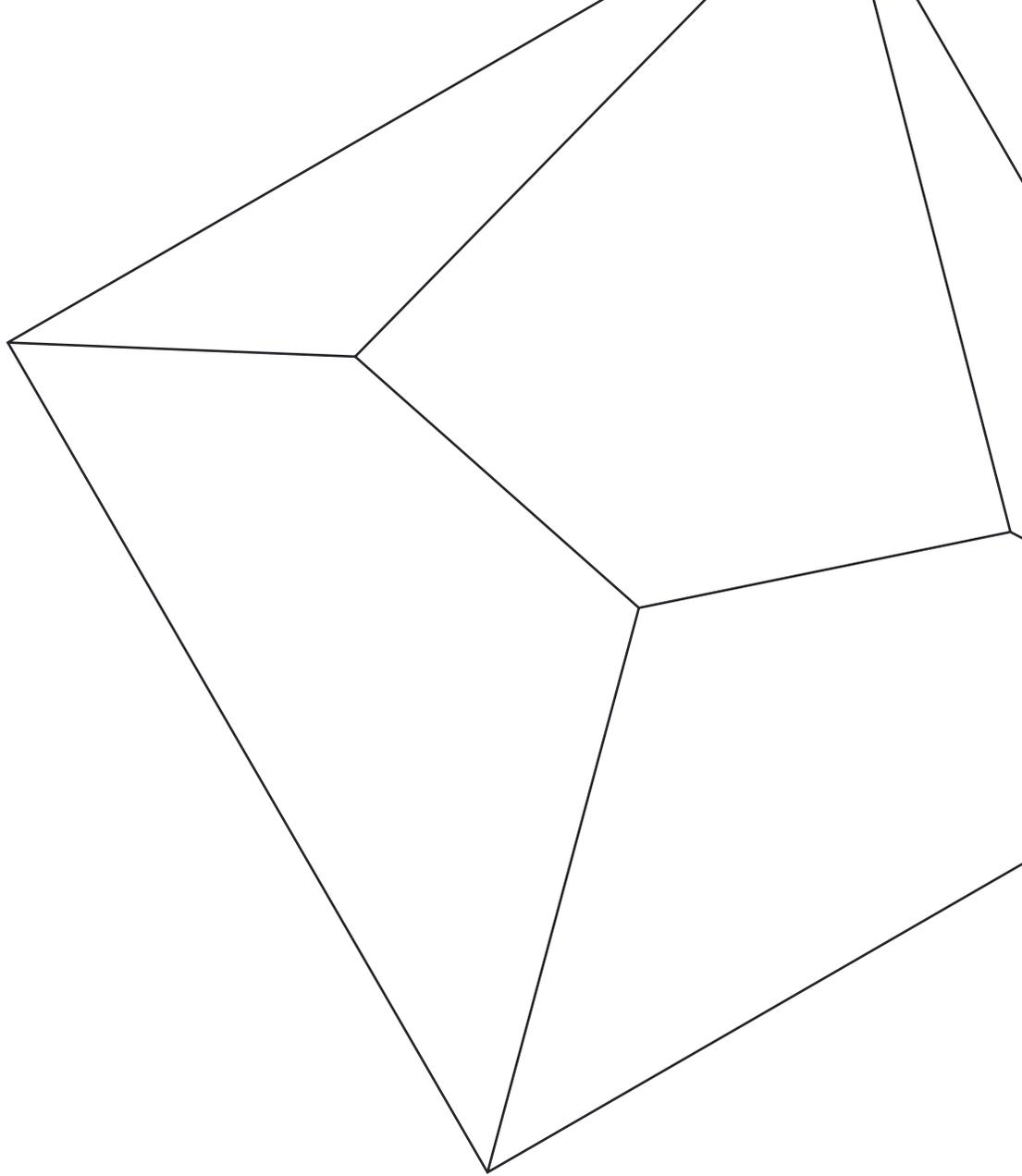- Each badge request requires a separate form to be filled out individually.

- The deadline to request your free Trade Day Host badge is approximately two months before the convention begins.

- For additional badge requests above the two (2) complimentary badges, email tradeday@gencon.com, subject line "Badge Requests", and include the Game ID(s), titles of the event(s), and verification information for the person requesting an additional badge.

- A fee may apply to additional Trade Day Host badge requests.

Badge Pick Up

- Your complimentary Trade Day Host badge is available for pick-up at the Trade Day EO HQ table on Wednesday.

- The Trade Day HQ is open on Wednesday from 8 am to 4 pm.

- Badges must be picked up by the individual assigned the badge.

- You may be asked to show a picture ID.

- Complimentary Trade Day Host badges will not be mailed.

Housing(New)

- Trade Day EOs hosting one (1) or more "Active" events are eligible to access the housing block for a self-pay room.

- Only the primary EO is eligible for access. Co-hosts and companies exhibiting at Gen Con are not eligible.

- There is a one (1) room reservation limit.

- Access is not granted automatically; requests for housing block access must be submitted using the Trade Day Event Host Badge Request form.

- Additional information will be communicated via email by May.

- This self-pay housing block has the same venues, locations, room types, and price points as the Attendee Housing block. If you already have a room reservation, it is recommended that you keep it.

- Gen Con LLC monitors the housing block to ensure compliance.

gencon.com

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