



TRADE DAY EVENT HOST POLICIES, PROCEDURES, GUIDELINES, & INFORMATION - 2025

Trade Day is a program that consists of seminars, panels, and workshop events around the hobby game industry with an emphasis towards professional development for the intended audience of educators, librarians, retailers, and health professionals.

This document is intended to assist those interested in hosting events for Trade Day navigate the process, understand what is involved, and what to expect. *The policies herein apply to Trade Day only.*

New Info for 2025 Regarding Event Submission and Acceptance into the Trade Day Program.

Gen Con is always looking for content from professionals and experts in the field offering valuable learning experiences, and Trade Day is no exception. For 2025, Gen Con will be taking a more selective approach to the types of events accepted for Trade Day. While we remain committed to maintaining an open submission policy, we will be curating some events for specific tracks as well as reviewing submitted events for appropriateness and to ensure all events align with the program's objective of 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 Indy, where there are additional opportunities to showcase your expertise.

KEY INFORMATION

Below is some information to be aware of and to help assist you during the event submission process.

- Those hosting an event for Trade Day are considered event hosts/event organizers ("EO").
- Trade Day is held the Wednesday prior to Gen Con Indy ("Convention").

Key Dates *

- January 5 - Event Submission Opens
- February 3 - Trade Day Event Host Badge Request Form Opens
- May 5 - Trade Day Event Submission Closes **
- June 5 - Trade Day Event Host Badge Request Form Closes ***
- July 30 - Trade Day

* Subject to change
 ** ~3 months prior to Gen Con
 *** ~2 months prior to Gen Con

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.gle/iYbzc4oEU7eQuNcu9>

Checklist

There are key steps the EO must take to host an event for Trade Day. The checklist below, done in this order, will help ensure your event submission is complete and help us facilitate and track all the things needed in the process.

1. Have an account in the Gen Con system. If you don't, create one.
2. Read/review the Trade Day Event Host Policy.

3. Submit your event.
4. If a new event host, email your Verification/Credential info.
5. Fill out the Trade Day Badge Request form.

STEP BY STEP INSTRUCTIONS FOR SUBMITTING AN EVENT

1. VERIFICATION/CREDENTIALS

- Trade Day event hosts and co-hosts who have never hosted an event for Trade Day and/or those who have not hosted a Trade Day event since 2023 must submit verification/credential information for the event to be accepted into the program and to receive a complimentary badge.
- **This must happen at the time of submitting the event.**

Verification Criteria & Submission Process

- Include one of the following: An image of your business card, your school or library staff ID, employee badge (with your name on it). This can also be a link to a profile page on your company's/institution website.
 - You may be asked to submit additional information.
- Submit your verification/credentials to TradeDay@gencon.com, subject line "Verification".
- Include the Game ID and title of the event(s) in the email.

2. EVENT SUBMISSION

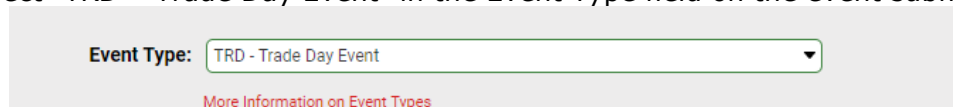
- Event submission opens in January for the current year.
- To submit an event, you must have an account in the Gen Con system.
- All submitted events will be reviewed for appropriateness to the intended Trade Day audience.
- Trade Day will stop accepting late submitted events approx. three (3) months prior to the start of the Convention.

Event Submission Form

- Information in this section is broken down by key fields within the form. Please follow the instructions to help ensure your event is as accurate as possible.
- The Event Submission Form is designed for game play, some fields are not intuitive.

Event Type

- Select "TRD – Trade Day Event" in the Event Type field on the event submission form.

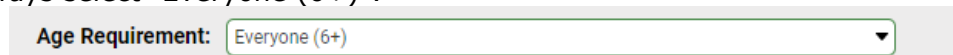


Event Type:

[More Information on Event Types](#)

Age Requirement

- This field is intended as an event content alert verse an eligibility to attend.
 - Trade Day attendees must be 18 years or older to participate in the program.
- Always select "Everyone (6+)".



Age Requirement:

Ticketing Method

- All events for Trade Day are electronically ticketed. This will automatically change when events are reviewed.

Ticketing Method:

If you have completed electronic ticketing certification, you can select to have your event electronically ticketed instead of using paper tickets. Full, detailed information on electronic ticketing can be found at [E-Ticketing Information for Event Organizers](#).

Preferred Date/Time

- Trade Day events are held on Wednesday only from 10am – 5pm, a lunch break is scheduled from 12 - 1pm.
- The form will allow you to submit an event after 5pm. Your event start time will be adjusted during the review process if submitted with a start time of 5pm.
- 4pm is the last start time of an event.

Date, Time & Game Master/Event Host Information

Preferred Date and Time: : 00 i

Event Duration: hours

Event Duration **

- Event duration can vary between 1 hour, 1.5 hours, and 2 hours.
- We don't accept events that run for .5 hour or longer than 2 hours.

Gamemaster(s), event host ...

- Add the email address of those people hosting the event and/or participating as panelists, etc. If applicable, include the email of your co-host here too.
 - *Email addresses must be associated with Gen Con accounts.*
- If you submitted the event **and are also hosting, add your email to this field.**
- If you submitted the event **but are not hosting, do not include yourself in this field.**

Gamemaster(s), event hosts, panelists, and staff: Enter the email address(es) of anyone involved in the operation or production of the event at the convention, including GMs, HQ staff, panelists, performers, and similar. One email address per line and the email address must be associated with an existing account in our system – this is only to link the event to an account so they can access tools to manage and operate the event, email(s) will not be displayed publicly. You will be able to update this information at any time through your EO/GM Dashboard.

Audio Visual ("AV")

- If you **need AV, it must be indicated in the Special Requests field** of the event submission form to ensure the appropriate space is allocated.
- **Do not assume your event will automatically be placed in a room with AV.**
- There are limited rooms with AV.
- Trade Day provides a screen, projector, and one (1) microphone and house sound.
- EOs are responsible for bringing their own computer, HDMI cable (long), power strip, and extension cord.
 - If you are a MAC user, be sure to bring your MAC adapter(s).

Special Requests (AV, Power, Special Tables, etc.)

Do you have special requests?

Use these options to request anything special for *this specific event*, such as a different table size/shape or fewer players per table than

Audio/Video Needs: Do you need Audio/Video support for your event?

[A/V package details and descriptions.](#)

Process, Status, & Next Steps (NEW)

1. Once the event is submitted it is in "Submitted" status.
2. Events will be reviewed starting in late January/early February and are reviewed continually throughout the Spring.
3. Reviewed events that are under consideration for inclusion to the Trade Day program will be placed in "Accepted for Consideration" status. This *does not mean your event has been approved to be hosted* but it has been accepted for consideration.
4. An event is reviewed a second time, if approved, space is allocated. The status will change to "Active". Your event has been approved to be hosted at/for Trade Day.
 - Events where the status is "Returned for Correction" indicates we need additional information and/or clarification on the event. A message will appear in the GM Comments field regarding the specifics. Be sure to comply with the requests and (re) submit your event.
 - A "Rejected" status indicates your event is not accepted to Trade Day.
 - Notifications –
 - An automatic system email is sent from noreply@www.gencon.com with each status change/update. Be sure to check your junk folder.
 - You can also check on the status of your event(s) using your EO/GM Dashboard, accessible from the drop-down menu under your avatar in the upper right corner of the Gen Con website, after signing in.

ADDITIONAL INFORMATION

5. BADGES

- Trade Day EOs should *not* purchase a Trade Day badge. *
- A Trade Day EO receives one (1) complimentary "Trade Day Host" ("TRD Host") badge for hosting one (1) or more "active" events to the Trade Day program.
- A badge is required to host and participate in Trade Day and Gen Con Indy.
- A TRD Host badge allows you to register for Trade Day events. It also grants you access to Gen Con Indy.
- EOs may request one (1) additional complimentary badge for a co-host.
 - Credentials need to be submitted for an additional requested comp badge.
- No more than two (2) complimentary TRD Host badges will be provided.
- Badges will be added to individual accounts. Co-host must also have a Gen Con account and separate email associated with their account. Credentials need to be submitted too.
- If you are receiving a badge from an organization/group/company (i.e. GM, Exhibitor, Press) but can't access it before Trade Day opens, please visit the Trade Day EO HQ table onsite for details.
- If you purchased a badge and receive a complimentary badge for Trade Day, it is your responsibility to request a refund from Gen Con's customer service, at CustomerService@gencon.com.
 - Refunds are not automatic when a complimentary badge is added to your account.
 - Refund deadline dates and rules apply.

* *If you want access to the Attendee housing lottery, purchase a 4-day badge. The badge can be fully refunded once your event has been set to "active" and a complimentary Trade Day Host badge added to your account.*

A. Badge Request Process:

- To receive a complimentary Trade Day Host badge, you *must fill out* the Trade Day Event Host Badge Request form.
- The form should also be used to request an additional co-host badge.
- The form must be filled out individually for each badge request.
- The deadline to request your complimentary Trade Day Host badge is approx. two (2) months prior to the start of the Convention.

- For additional badge requests above the two (2) complimentary badges, email TradeDay@gencon.com, subject line "Badge Requests".
 - Include the Game ID and title of the event(s) in the email.
 - Verification information of the person you are requesting an additional badge for.
 - A fee may be associated with additional Trade Day Host badge requests.

B. 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 starting at 8am to 4pm.
- 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.

C. Other Badge Considerations:

- If EO has another badge with greater access, the following applies:
 - VIG or VIG Companion – System Credit in the amount of a 4-day badge will be added to your account.
 - Exhibitor – An additional badge allocation may be added to the company's allocation.
 - To request badge adjustments, please email TradeDay@gencon.com.
- If EO has another badge type, the following applies:
 - Press – This is a comp badge; no action is needed/will be taken.
 - Stop by the Trade Day HQ to pick up your host ribbon to grant you access.
 - 4-day or one-day badge – You are eligible to receive a full refund for the badge amount.
 - Refunds are not automatic; EO needs to request their badge refund themselves by sending email to CustomerService@gencon.com. Be sure to mention you received a complimentary Trade Day Host badge.

6. HOUSING (NEW)

- Trade Day EOs who host one (1) or more "active" events for Trade Day are eligible to receive access to a dedicated housing block for a self-pay room.
 - Active events are those that are approved by Gen Con and are confirmed to be hosted at Trade Day.
- Eligibility –
 - Only the primary EO is eligible for access
 - Co-hosts are not eligible
 - Companies exhibiting at Gen Con Indy are not eligible
- ***There is a one (1) room reservation limit.***
- Access is not automatic, requests to access the housing block are made in the Trade Day Event Host Badge Request form.
- Additional information, after the initial housing request, will be communicated via email in April/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 you keep it.
- This housing block is monitored by Gen Con, LLC to ensure compliance.

7. EVENT INFORMATION

A. Internet

- Gen Con ***does not provide*** internet in any meeting rooms.
- Please plan your presentation to be offline.
- The hotel may offer free Wi-Fi in their lobby and/or common areas. Connectivity is not guaranteed.

B. Event Duration / End Time **

- Plan to *end your event 5 – 10 minutes* prior to the stated end time. (e.g. a 1-hour event is technically 50-55 minutes, etc.)
- This will allow enough time to clear the room so the next scheduled event can start on time.

C. Event Decorum

- Professionalism is key when hosting an event. Refrain from complaining, making negative comments, discussion of non-applicable info, etc. to your event attendees. Any comments/feedback should be directed to TradeDay@gencon.com.

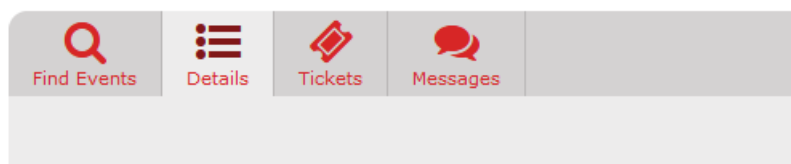
D. Electronic Ticketing

- *All Trade Day events are electronically ticketed.* This will automatically change when events are reviewed during event submission review and activation.
- Gen Con support staff and Trade Day volunteers will be scanning badges of attendees to key events either as they walk in and/or prior to the start of your event. Please allow this service to take place.
- The Trade Day email will be added to the "Gamemaster" field of your event as we get closer to the show so we can scan tickets on your behalf. You will receive an automatic email regarding the update; no need to take any action.

E. Event Messaging Tool

- This tool allows the EO to communicate directly with your attendees.
- Only the EO and those registered for your event will be able to access this tool.
- The tool will be available three (3) weeks before the start of the Convention.
- Access is from the event details page. Look for the "message" button/link in the navigation ribbon at the top of your events details page.
- Messaging works like a forum post/thread.
 - Posts made by you will send an email notification to your attendees/ticket holders.
 - Messaging from your attendees will post in the thread, be sure to monitor the tool periodically.
 - If you included a "message to registered players" in your event submission, this will be pinned as the first post in the Event Messaging Tool for that event.

🕒 Wednesday, 10:00 AM EDT for 1 hr 📍 JW : 308



F. Photography

- A Gen Con photographer may drop by events at Trade Day to capture some pictures. Every attempt will be made to notify EOs in advance of this potentiality.
- Pictures taken during your event(s) will be used for future marketing of the Trade Day program