



Definition of Terms:

- Person or Entity provided space in Community Row is referenced as "Participant"
- Gen Con LLC is referenced as "Gen Con"
- Gen Con is referenced as "Convention"

1. DATES & DEADLINES

- a) All dates are for the 2021 calendar year, unless otherwise noted.
- b) All times are in Eastern time zone, unless otherwise noted.

<b>Convention Dates</b>	September 16-19
<b>Set Up Time</b>	September 15, 5pm to 8pm or September 16, 8am to 10am
<b>Participant Check-In (Room 115)</b>	September 15, 5pm to 8pm or September 16, 7am to 10am
<b>Community Row Hours</b>	September 16-18, 10am to 6pm & September 19, 10am to 4pm
<b>Application Deadline</b>	August 11
<b>All Applicants Notified by</b>	August 18

2. REGISTRATION PROCESS

Community Row is for service organizations, gaming groups and gaming adjacent groups which provide local gaming, volunteering, and educational opportunities. Community Row is for nonprofit organizations only.

- a) To apply for Gen Con's Community Row, potential Participants *must* review this document, as well as the Gen Con Indy Event Host Policy, and then submit a completed application form. Failure to submit form will result in an incomplete registration.
- b) Potential participant must fill out [an application form](#).
- c) All interested applications will be notified either way by the Notification Deadline. Potential Participants may be notified that they are placed on a "wait list". Should a table become available, potential Participant will be informed via email and given a 48-hour notice to express interest.

3. EXHIBIT SPACE

- a) Community Row at Gen Con 2021 is located in the Sagamore Concourse of the Indiana Convention Center, which is at the top of the escalators that lead to Will Call.
- b) A Community Row space is for the entire four (4) days of the convention.
- c) Half tables are not available, nor can a table split days between groups.
- d) Power is not provided. Participant may be able to purchase power and request it in their application; contact [events@gencon.com](mailto:events@gencon.com) for further information.

A. Equipment Provided:

- a) Exhibiting space includes: One skirted table and two chairs.
- b) Approx. square footage: 32 square ft.

B. Table Usage:

- a) Hallway traffic must not be obstructed; participants should remain behind or immediately in front of their table and not impeded traffic with themselves or other items.
- b) Participants may bring their own tablecloths.
- c) Flyering is allowed only in the confines of Participant's table. Participants may not stand in the hallway and pass out flyers, nor can flyers be left anywhere in the Indiana Convention Center, Lucas Oil Stadium, or surrounding hotels, other than on Participant's Community Row table.
- d) Participant may give out promotional items from the confines of their table.

C. Table Restrictions:

- a) Participants may also bring one pop up banner no more than 8' in height, and 3' in length (DR). No other banner or scenic elements will be allowed without express permission and approval from Gen Con. Banner must be behind, or directly next to, table; banner may not be placed in the hallway past the plane of the table.
- b) Nothing may be affixed to any wall or window.
- c) Sales may not be conducted in Community Row. Participants should contact [events@gencon.com](mailto:events@gencon.com) regarding the possibility of a donations jar.
- d) Materials, such as tablecloths, flyers, etc., may be left on and under the table when it is not staffed; Gen Con is not responsible for lost or stolen items, nor can Gen Con provide storage space.
- e) All display items must be between the walls and front edge of table. Display items cannot hang out beyond this footprint.
- f) The foot print of the table/panels cannot be altered in any way. Tables cannot be moved or joined together to form a larger footprint or booth type setup.
- g) Helium balloons are not allowed in the Indiana Convention Center, Lucas Oil Stadium, or surrounding hotels.
- h) Failure to comply with these restrictions may result in removal from Community Row.
- i) Note that other participants might have specific marketing agreements with Gen Con that allow some deviations from these rules; that does not mean such deviations are approved for all Community Row Participants; if there are questions or concerns onsite about another Community Row Participant, please contact Event Staff.

#### **D. Table Staffing:**

- a) Participants are responsible for staffing their own tables.
- b) Tables are expected be staffed during hours noted in "Dates and Deadlines" section. Tables MAY be staffed at any time from 8am to midnight each day, per the hours of the convention.
- c) No more than four (4) staffers may be present at a table at any time.
- d) Badges are required for anyone staffing a table.

#### **4. BADGES**

- a) Badges are required for admittance to Gen Con and must be visible/worn at all times while in the Indiana Convention Center, Lucas Oil Stadium, and surrounding hotels.
- b) A Community Row table receives up to two (2) attendee badges; additional badges may be available on request; email [events@gencon.com](mailto:events@gencon.com) with an explanation of the need for additional badges.
- c) Badges are associated to accounts in the Gen Con system, one badge per account. Participant must have an account in order to receive a badge. Each Participant's helper(s) must have separate, individual, unique account(s). Additional badges require separate, individual, unique accounts. Gen Con will communicate instructions for use of badge allocation, via email, once Participant is accepted into Community Row.
- d) Participant is responsible for acquiring their badge through the system. It is recommended to do this prior to the Convention to avoid long check in lines at pick up location.
- e) Badges will *not* be mailed prior to the Convention; they must be picked up onsite.
- f) Badges are to be picked up at GM HQ (located in room 115) during "Check-In" hours, as noted in "Dates and Deadlines" section.
- g) These badges allow access to the Exhibit Hall, free activities/events, and the ability to purchase event tickets for gaming events. They are 4-day attendee badges.

#### **5. ADVERTISING**

- a) Gen Con will provide a dedicated Community Row section on our website, and possibly in our onsite Program Book.
- b) Gen Con will include Community Row highlights in one of our pre-show email newsletters.

##### **A. Advertising Release:**

- a) By completing the Community Row application, all Participants and their helpers grant Gen Con the right to use their name and images in promotional material for the Convention.
- b) This promotional material includes the Gen Con website, the onsite Program Book, email blasts, and our social media outlets.

#### **6. SECURITY & LIABILITY**

- a) Gen Con LLC is not responsible for any injury to Participant's agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to Gen Con. Participant hereby expressly agrees to indemnify and hold harmless Gen Con LLC against any and all claims for such loss, damage, or injury.
- b) Participant agrees to indemnify, defend, and hold harmless Gen Con LLC against any and all claims for loss, damage, or injury associated with Participant'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 Participant's action or failure to act in any manner whatsoever, said Participant shall reimburse Gen Con LLC and/or the convention-site owners for all costs incurred.

- c) Participant is fully responsible for any loss, damage, or injury to the convention-site owners or personnel resulting from Participant's displays or actions.
- d) Participant is fully responsible for any loss, damage, or injury to Gen Con attendees resulting from Participant's displays or actions.
- e) Participant 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.
- f) Gen Con LLC reserves the right to cancel arrangements or remove a Participant whenever it is deemed necessary for the safety or comfort of those attending Gen Con whenever the exhibit, activity, or material presented 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.
- g) Likewise, Gen Con LLC reserves the right to cancel arrangements 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 agreement. In the event of such termination, Participant waives all claims of damages in this regard.
- h) 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. Participant must meet the Gen Con LLC Show Management standards of good taste.
- i) Participant 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 Participant is called to any such violation committed by said Participant, or committed by any person employed by or admitted to the premises by said Participant, said Participant will immediately desist and correct, or cause to be corrected, such violation. Participant 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.
- j) Use of any product by any Participant, 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. Participant 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.
- k) All matters and questions not covered by this application and these terms are subject to the decision of Gen Con LLC Event Team.
- l) Participant 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.
- m) Participant acknowledges that they have read the preceding terms and conditions, expressly agree to comply with them, as well as the Event Host Policy, and authorize Gen Con LLC to enforce them.

## **7. OTHER POLICIES & REGULATIONS**

- a) No live animals are allowed inside the Indiana Convention Center (ICC), Lucas Oil Stadium, or surrounding hotels, unless they are service animals.
- b) Adhesive backed decals and stickers may not be given out inside the ICC, Lucas Oil Stadium, or surrounding hotels by any client, Participant, or individual. Any costs incurred to remove any decals/stickers affixed to floors, walls, windows, doors, escalators, handrails, ICC equipment, etc. inside the facility will be billed to the client associated with the sticker/decal.
- c) Photography is allowed in the Community Row.
- d) Participant 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.
- e) Gen Con prohibits the use of games of chance. Games of chance are defined as games in which a fee is paid specifically for the opportunity to receive an item of interest or value. Games of chance are permitted only as a free promotion or giveaway. Under state law, raffles are illegal unless they involve an element of skill. Violators will be issued a warning to cease such activities, after which further violation may result in removal from the convention.
- f) Gen Con reserves the right to remove any display or ephemera deemed inappropriate (i.e. violent or overtly sexual).