## Marketing Options

### Reach Thousands of Tabletop Fans on Gen Con’s Social Channels
- **Facebook**: 95,000+
- **Twitter**: 41,000+
- **Instagram**: 18,000+
- **YouTube**: 11,500+
- **Twitch**: 7,400+

### Digital Catalog Product Listing
- **Price**: $550
- Includes title, image of game, price, and website link for purchase

### Digital Catalog Logo Inclusion
- **Price**: $300
- Linkable logo placed in catalog

### Digital Coupon Book Insert
- **Price**: $700
- Coupon must include a promotion/discount
- Coupon will be linkable
- 1000w x 500h. 150 dpi RGB, jpg, png, or pdf.

### Instagram Post
- **Price**: $450
- Lifestyle images or videos only
- Must be approved by Gen Con before purchase

### Blog Post
- **Price**: $450

### Social Media Posts
- Prices vary based on timing
- But start at $750

### Email Newsletter Inclusions
- Prices vary based on timing
- But start at $1,700

### Custom Packages
- With built-in discounts are available upon request
- Example Packages:
  - 30-minute stream, one day of interstitial slide advertisement, and a digital catalog product listing - $1,900
  - Digital catalog product listing, a digital coupon book insert, and an Instagram post - $1,500
  - Complimentary Discord opportunities available with purchase of above marketing

### Streaming Spots
- **Price**: $900
- 30 minutes
- Content can be streamed from Gen Con Indy or online from a remote location
  - Hosts may be available upon request
- Content must fall within one of these categories:
  - Interview
  - Demo
  - Product Showcase/Preview
- Content and production summary must be submitted for approval before confirmation and payment
- Stream participants must arrive at onsite studio or join online video call at least 15 minutes before scheduled start time or the spot will be forfeited and no refund will be issued

### Streaming Advertisements
- **Price**: $600 per day/$2000 weekend
- Slides shown approximately 12 times per day/50 times per weekend.
  - Three channels that ad will be shown on over a four-day period
  - 10-minute ad breaks between scheduled content
  - Each slide is shown twice per ad break
- Slides must promote the following:
  - Product(s)
  - Company/Organization
  - An Event
- Partner must provide assets and complete asset checklist for slide creation by August 15, 2021 or it will be forfeited with no refund.
- Assets required:
  - Short description or tagline (under 50 characters)
  - High resolution, transparent images where applicable
  - Product, company logos, etc.
  - Website or URL for product purchases or online presence/event
  - Example slides can be provided upon request

### Additional Options
- Complimentary Discord opportunities available with purchase of above marketing
- Gen Con is open to proposals for other streaming programs

**Contact**: exhibitors@gencon.com if you are interested.