

**GEN  
CON**



**SPONSORSHIP &  
MARKETING KIT  
2020**

# GEN CON RETURNS TO INDIANAPOLIS, JULY 30 – AUGUST 2, 2020.

With a surging increase in attendees (230,000+ turnstile) and social media awareness, Gen Con continues to reach new peaks, even after 50 years of making unforgettable memories.



92,000+ Followers



39,000+ Followers



15,000+ Followers

Working hand-in-hand with Gen Con's Sales and Marketing team, exhibitors and marketing partners have made programs that appeal to the show's base of passionate attendees, and as a result, have created lifelong customers.

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*"Gen Con is always the most important event of the year for us, and we wouldn't think of launching Pathfinder Second Edition anywhere else," said Erik Mona, Paizo's Publisher and Chief Creative Officer. "Here, we can connect to new and veteran gamers alike and reconnect with our industry partners. Gen Con is where new games are discovered, and memories of a lifetime are made."*

– ERIK MONA, PAIZO PUBLISHER AND CHIEF CREATIVE OFFICER

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## HOW COMPANIES SUCCEED

- Product demonstrations featuring high-quality products
- Marketing & Sponsorship programs and advertising campaigns that speak directly to Gen Con's existing audience
- Events and seminars. Gen Con hosted more than 19,000 events in 2019!

## ATTENDANCE & DEMOGRAPHICS

- **2019 Attendance:** 4-Day Turnstile Attendance of 230,000+ and nearly 70,000 unique attendees
- Attendance has doubled in the past six years
- **Core Audience:** College-educated adult gamers ages 18-45 with over \$50,000 in annual household income
- **Gen Con 2019 featured attendees from all 50 states and from all over the world!**

## HOW TO REACH US

MARKETING  
[marketing@gencon.com](mailto:marketing@gencon.com)

SPONSORSHIPS  
Megan Culver 206.909.3383 [megan.culver@gencon.com](mailto:megan.culver@gencon.com)

# SPONSORSHIP PACKAGES

All of the following sponsorships are completely customizable.  
Most include several items from the a la carte menu and more can be added on.  
Make the package/sponsorship that works for you/your company's goals!

## CO-SPONSOR

\$75,000

Premier sponsorship opportunity for up to three companies that includes PR mentions, extensive logo placement throughout the show, priority access to exhibitor housing block, and decorator discounts.

## CONTRIBUTING SPONSOR

\$45,000

High level sponsorship that includes priority access to exhibitor housing block and significant logo placement throughout the show.

## EVENT PARTNER

\$25,000

Includes ability to sell outside the Exhibit Hall, dedicated event space, and logo placement throughout the show.

## PROMOTIONAL PARTNER

\$10,000

Marketing package which includes logo placement throughout the show.

## À LA CARTE MARKETING ITEMS

- Branded Charging Station
- Branded Hotel Key Cards
- Branded Swag Bins
- Complimentary Badges
- Coupon Book Ad
- Digital Billboard Display
- Display Case
- Email Newsletter
- Floor Graphics
- Hanging Banner
- Instagram Takeover
- Interior Column Wrap
- Pop-Up Banner
- Program Book Ad
- Promoted Social Media Post
- Promotional Distribution
- Stadium Jumbotron Ad
- Stair Riser Graphics
- Window Clings





# ON-SITE PROMOTION

These opportunities may be combined with a sponsorship, or taken as standalone investments.

## ON-SITE SIGNAGE



### Stair Riser Graphics

Eye-catching promotional opportunity to put your graphics on stairs in prominent lobby locations.

**Investment:** \$5,500 - includes production, application, and removal. (Advertiser provides artwork)

### Hanging Banner

Highly visible locations throughout the convention center.

**Investment:** Starting at \$5,000 depending on size and location - includes hanging and removal. (Advertiser provides banner)

### Branded Swag Bins

Custom branded bin to fill with swag item of your choice.

**Investment:** Starting at \$2,000 (Gen Con to print sign and fill bins. Advertiser provides artwork and swag.)

### Digital Billboard Displays

Promote your booth, events, or products to attendees on 80" monitors all four days at key locations throughout the convention center.

**Investment:** \$1,200 per static image. (Advertiser provides artwork)



### Interior Column Wraps

These four-sided column wraps are seen above the heads of attendees from all directions in high-traffic locations.

**Investment:** \$3,500 each - includes set-up and removal. (Advertiser provides artwork)

### Pop-up Banners

Promote your brand by securing a high-traffic location for your floor-standing banners.

**Investment:** Starting at \$1,500. (Advertiser provides banner)

### Branded Charging Station

Grab the attention of attendees while they charge their phones.

**Investment:** \$3,000 for first year, \$1,500 for each following year. (Gen Con to provide charging station and signage. Advertiser provides artwork.)

### Stadium Jumbotron Ad

Get your brand on the Colts' Jumbotron! Ads will be displayed for sixty seconds at least once every fifteen minutes during Exhibit Hall hours.

**Investment:** \$1,500 for all four days. (Advertiser provides artwork)



### Display Case

Trophy-style display case positioned in front of an Exhibit Hall entrance. Showcase your products in the hallway, and drive them to your booth to purchase!

**Investment:** \$3,500 per location. Gen Con provides the display case and lighting. (Advertiser provides and sets up products in display case.)

### Window Clings

Customizable graphics grab attendee attention on one or several windows or doors in the Indiana Convention Center. Inward- or outward-facing options available.

**Investment:** Starting at \$3,500. Includes production, application, and removal. (Advertiser provides artwork)

### Floor Graphics

Bring attention to your products, events, and promotions with 35 square feet of full-color floor graphics.

**Investment:** \$3,500 - includes production, application, and removal. (Advertiser provides artwork)

## BRANDED HOTEL KEY CARDS

Starting at \$1,000

From check-in to check-out, this opportunity keeps your brand top-of-mind throughout each attendee's stay. With approximately 35 participating hotels, you can target your brand's messaging to a specific Gen Con audience via the registration desks of participating hotels. Includes production and distribution of key cards. (Advertiser provides artwork)

## PROMOTIONAL DISTRIBUTIONS

Starting at \$1,200

Add mobility to your message using costumed characters or uniformed greeters positioned at one of the Exhibit or Event Hall Entrances.

**Investment:** \$1,200 (1 day), \$2,300 (2 days), \$3,300 (3 days), \$4,000 (4 days). (Advertiser provides greeter)

All artwork must be submitted to [exhibitors@gencon.com](mailto:exhibitors@gencon.com) no later than June 5. High-res, full-color PDF.



# DIGITAL PROMOTION

Take advantage of our engaged audience year round through these digital promotions.



## PROMOTED SOCIAL MEDIA POSTS

- Have a hot new release or promotion? Gen Con offers a limited number of opportunities to promote your products via Gen Con's social media accounts.
- With 92,000 Facebook fans and 39,000 followers on Twitter, get your brand in front of important tastemakers in the gaming community.
- Advertiser provides up to 50 words of copy, image, and link. All posts are subject to Gen Con's sole discretion.



## EMAIL NEWSLETTERS

- More than 75,000 opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 80 words of copy, image, and link.
- Must include a promotion, new release or Kickstarter information.



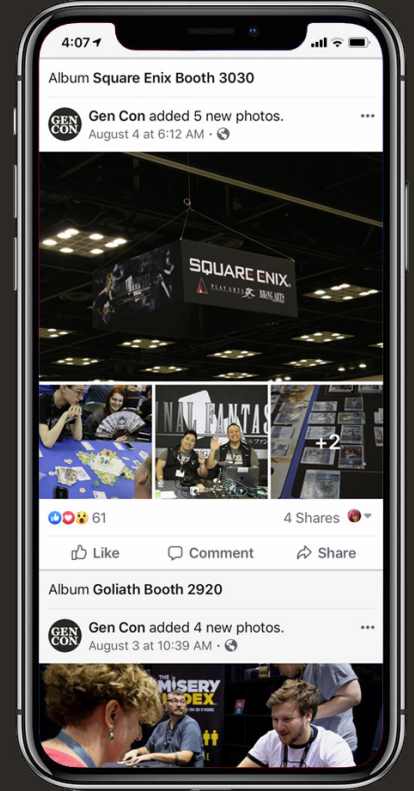
## EDITORIAL EMAIL NEWSLETTERS

- More than 75,000 opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 200 words of copy, image, and link.



## DIGITAL BUNDLE

Gen Con has seen vastly improved impact by using multi-channel, digital promotions. Save by bundling two social media posts and an email newsletter.



### PRODUCT

	AUG 2019 - MAY 15, 2020	MAY 15 - JUN 15, 2020	JUN 15 - JUL 24, 2020
Two Promoted Social Media Posts	\$750	\$1,000	\$1,450
Email Newsletter	\$1,700	\$2,200	\$2,700
Editorial Email Newsletters	\$1,900	\$2,400	\$2,900
Digital Bundle	\$2,400	\$3,000	\$3,800

Price determined by promotion date, not purchase date.



# PRINT ADVERTISING

## PROGRAM BOOK

Starting at \$2,000

The official Gen Con Program Book is a "must have" for attendees while they are enjoying the convention and remains a collectible keepsake for decades. In 2019, more than 38,000 attendees used the program book to find events and games at Gen Con. As more than 70% of Gen Con's attendees bring their program books home, your ad will continue to bring your company's message to gamers long after Gen Con has ended!

### Gen Con Program Book Ad Rates

Full Page \$2,000

Inside Front Left Cover \$3,850

First Page \$3,850

Inside Back Left Cover \$3,850

Inside Back Right Cover \$3,850

Back Cover \$5,000

### Specifications

**Full Page:** 8" w x 10.875" t trim. **Please make file 8.25" w x 11.125" t to include bleed.** (Live area is 7.5" w x 10.125" t.)

### Required File Format

Only color ads will be accepted. Ads must be sized for trim plus bleed and submitted as hi-res PDFs or 300 DPI JPGs. Native InDesign or Illustrator files are acceptable if all links and fonts are included.

## COUPON BOOK

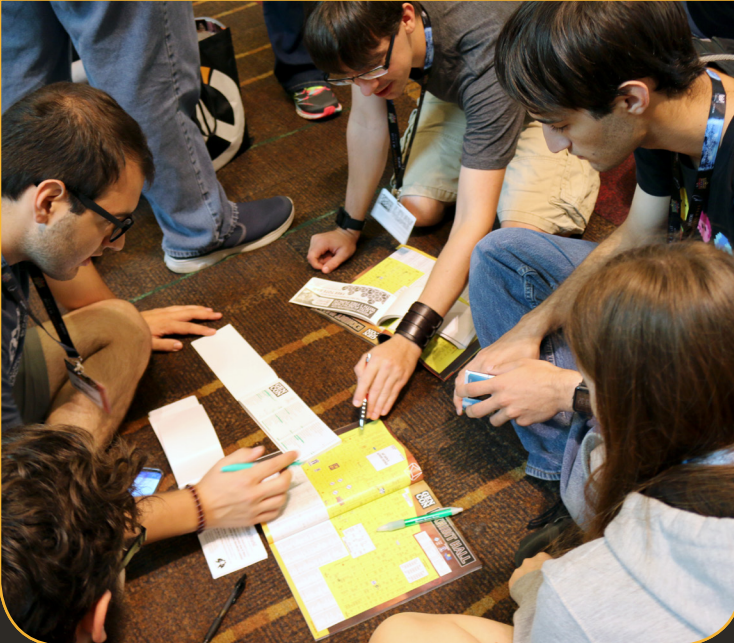
\$1,500

Drive traffic to your booth or event area with these promotional coupons that are in high demand from both attendees and advertisers. Your coupon must include a promotion/discount that is receivable in-person at Gen Con. 40,000+ books will be produced and distributed during Gen Con.

### Specifications

**Coupon Page:** 7.75" w x 3.25" t. *No bleed.* Black and white. 300 dpi grayscale TIFF, JPG, EPS, or PDF file.

One full-color back-page ad is available for \$3,300



All artwork must be submitted to [exhibitors@gencon.com](mailto:exhibitors@gencon.com) no later than June 5.





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TICKET RIDE

WISHES



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