

A stylized green dragon logo with a head, wings, and a long tail, positioned over the word 'GAMERCON'.

GAMERCON

 **NEWSCHOOL** | Downtown San Diego
OF ARCHITECTURE & DESIGN

Gam3rCon is a week-long convention that celebrates all things gaming. From traditional tabletop games to the latest in video games, from “geek” inspired theatre and artwork to industry events and parties held at our Tenth Avenue location. Gam3rCon is a destination for gaming enthusiasts and industry members.

This year Gam3rCon is proud to partner with our generous hosts, NewSchool of Architecture and Design, to bring a larger and more accessible venue to our convention goers, industry partners, indie exhibitors and gamer geek focused vendors.

VIDEO GAME ARENA



Open play sessions and cash tournaments of the latest releases on the most popular gaming systems. Plus our Retrocade room with NES, Sega and other classic game systems and games; and introducing our Super Smash Brothers inspired, SmashLounge!

A fully loaded gaming room for tabletop, role playing and dice games, with game sessions hosted by experts and tournaments running day and night. Come by and check out existing titles, including classic games, and see what new games are currently in beta!

BOARD GAME ARENA



Introducing a new space for Gam3rcon, perfect for exhibitors looking to show off new titles and get valuable feedback or vendors who have the newest to offer in games and gaming accessories.

CROSSROADS BAZAAR



Hear from some of the industry’s more active developers from across a wide spectrum of the gamer and geek culture. Gam3rCon’s Workshops and industry Panels cover everything from how to make costumes, props and how to paint your minis to game mechanics, world design and industry professional advice.

WORKSHOPS + PANELS



ARTIST ALLEY + GAMER'S LOUNGE



Come check out gaming-inspired artwork in our Artist Alley. Watch and interact with your favorite illustrators, painters and sculptors as they work on live art. Or pull up a chair in the Gamer’s Lounge and challenge your friends to a casual game.

Why Sponsor Gam3rCon?

Gam3rCon has been an institution in San Diego for the last seven years. We specialize in geek and gaming culture and work in concert with community leaders and events. Gam3rCon has several ties in the larger San Diego community, including the: Asian Cultural Fest, D6 Night Market, AMP Festival, KingdomCon, and Gam3rBowl.

Gam3rCon, offers a unique experience for July Con-goers in San Diego. With our growing focus on Indie Games Development and continued celebration of all things gaming, we are primed to attract a much wider geek and gaming culture than other current events held in San Diego. Our location is easily accessible to the downtown MTS locations, and our hours of operation are primed to operate later into the evening. We will appeal to other San Diego Event and Convention attendees including those who are either attending Comic-Con International or missed out on the opportunity.

Our target audience includes gamers of all ages. We strive to appeal to all gamers, but our most significant metrics suggest we appeal largely to 15-35 year olds. This market demographic reflects several gaming and geek niches. Most are highly brand loyal consumers, often dedicated to exploring the cutting edge in games and gaming culture, preferring to keep their finger on the pulse of indie development and new technology.

This demographic has displayed a willing appetite in consuming large quantities of state of the art electronics including: Gaming Consoles, PC Hardware, Gaming Peripherals, and who focus on new video and PC games as well. It also includes individuals who pursue their favorite Role Playing Games, Classic Board Games, Trading Card Games, Table Top War Games, and the emerging Party Game industry.

Historically, gaming culture is often the first to adopt and test the limits of new products, both related directly to gaming, as well as other consumer niches. Gamers often enjoy energy drinks, snacks, energy bars, and candies, as well as, trying the newest sports drinks, following the newer trends in physical activity and the gamification of exercise.

Gam3rCon Sponsors are presented with a variety of effective ways to get in front of this highly sought-after target market and provide a quality interactive experience with their product. With its hip vibe and unique mission, Gam3rCon receives much media attention. From Entertainment Weekly, to the podcasting community and local news coverage, Gam3rCon enjoys the potential for Global Exposure.

Sponsorship Packages

Title Sponsor - NewSchool of Architecture and Design

Featured Sponsor - \$2500

Pre-Event Marketing Blitz

- Logo and link on Gam3rCon.com home page.
- Inclusion in all email blasts to the Gam3rCon database.
- Mention in all press releases as Gam3rCon Sponsor.
- Regular mentions in Social Media campaigns.
- Inclusion of logo on all Gam3rCon marketing collateral, including t-shirts and flyers.

On-site Promotions

- Promotional material passed out by Gam3rCon Street Team.
- Ownership of a designated feature area in the venue (i.e. Video Game Lounge or Board Game Arena.)
- Major achievement points in "The Game," which increases traffic by rewarding attendees for having quality interactions at sponsor's booth or website.
- Exhibitor space during the entire event, located in Hall of Gamers.
- Placement of (4) banners inside venue.
- (1/2) page, full-color ad in event program.
- Logo on step-and-repeat.
- Logo on exclusive Gam3rCon 2016 gaming jersey.

Sponsor - \$1000

Pre-Event Marketing Blitz

- Logo and link on Gam3rCon.com.
- Inclusion in 1 email blast to the Gam3rCon database (2,000+ members).
- Mention in 2 press releases as Gam3rCon Sponsor (sent to 4,000+ media members worldwide).
- Promotion through Social Media campaigns (4,000+ monthly active users).
- Inclusion of logo on all Gam3rCon marketing collateral, including tee-shirts and flyers.

On-site Promotions

- (1) Exhibitor space during the entire event, in Crossroads Bazaar.
- Placement of (2) banners inside venue.
- (1/4) page, full-color ad in event program.
- Inclusion in “The Game,” which increases traffic by rewarding attendees for having quality interactions at sponsor’s booth or website.
- Promotional material passed out by Gam3rCon Street Team.

Guest Sponsor - \$500

Pre-Event Marketing Blitz

- Logo and link on Gam3rCon.com home page.
- Inclusion in 1 email blast to the Gam3rCon database (2,000+ members).
- Mention in 1 press releases as Gam3rCon Sponsor (sent to 4,000+ media members worldwide).
- Promotion through Social Media campaigns (4,000+ monthly active users).

On-site Promotions

- Banner Space at bottom of Gam3rCon Banner at Industry Night Party.
- Placement of (2)small banners inside venue.
- Small size, full-color ad in event program.
- Any Promotional material provided given out in Gam3rCon Tournaments.

Exhibitor/Vendor Packages

8ft x 10ft - Hall Of Gamers - \$400

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 8 ft x 10 ft in secure locked hall during non-business hours
- 2 Provided Table
- 50 The Game Tokens

8ft x 8ft - Hall Of Gamers - \$375

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 8 ft x 8 ft in secure locked hall during non-business hours
- 1 Provided Table
- 50 The Game Tokens

6ft x 8ft - Hall Of Gamers - \$350

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 6 ft x 8 ft in secure locked hall during non-business hours
- 1 Provided Table
- 25 The Game Tokens

4ft x 6ft - Hall Of Gamers - \$325

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 4 ft x 6 ft in secure locked hall during non-business hours
- 1 Provided Table
- 25 The Game Tokens

Artist Alley Wall Space - \$25

Artist Marketing

- Artist Bio in Program: Picture and 150 word bio.
- Promotion through Social Media

Artist Specification

- Includes 4ft wide x 8ft tall wall space, cloth wall art needs to be supportable with pins or similar system
- If you want to do live art Contact Gam3rCon for more info.

8ft x 10ft - Crossroads Bazar - \$225

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 8 ft x 10 ft in secure locked hall during non-business hours
- 2 Provided Table
- 50 The Game Tokens

8ft x 8ft - Crossroads Bazaar - \$200

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 8 ft x 8 ft in secure locked hall during non-business hours
- 1 Provided Table
- 50 The Game Tokens

6ft x 8ft - Crossroads Bazaar - \$175

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 6 ft x 8 ft in secure locked hall during non-business hours
- 1 Provided Table
- 25 The Game Tokens

4ft x 6ft - Crossroads Bazaar - \$150

Vendor Marketing

- Logo and Link on Gam3rCon.com.
- Promotions through Social Media
- 1/8 Inch Promo in Gam3rCon Program
- Inclusion in the Achievement List

Vendor Specification

- 4 ft x 6 ft in secure locked hall during non-business hours

Donor Information

Platinum - \$2500

- Inclusion on Donor Page on Gam3rCon.com (links to your site of choice)
- Special Thanks through Social Media
- Logo (or name) in program
- Inclusion of Logo (or name) on Gam3rCon Donor/Sponsors banner.
- 4 Full Event Pass to Gam3rCon 2016
- 4 Gam3rCon T-Shirts

Gold - \$1000

- Inclusion on Donor Page on Gam3rCon.com (links to your site of choice)
- Special Thanks through Social Media
- Logo (or name) in program
- 2 Gam3rCon T-Shirts
- Inclusion of Logo (or name) on Gam3rCon Donor/Sponsors banner.
- 2 Full Event Pass to Gam3rCon 2016

Silver - \$500

- Inclusion on Donor Page on Gam3rCon.com (links to your site of choice)
- Special Thanks through Social Media
- Logo (or name) in program
- 2 Full Event Pass to Gam3rCon 2016

Copper - \$250

- Inclusion on Donor Page on Gam3rCon.com (links to your site of choice)
- Special Thanks through Social Media
- 1 Full Event Pass to Gam3rCon 2016

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