

GEN  
CON<sup>®</sup>



# Sponsorship & Marketing Guide

July 30 – August 2, 2026

# Sponsorship Packages

Sponsorship levels are reached based on total spend. All options included in this guide contribute to total spend. Other qualifying items include any other pre-approved marketing items not included in this guide, event space rental, meeting space rental, and purchased badges (does not include Exhibit Hall booth purchases). All approved items must be included in the sponsorship contract.

All of the following sponsorships are completely customizable.

Make the package that works for you/your company's goals!

## CO-SPONSOR

# \$75K

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

# \$45K

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

## EVENT PARTNER

# \$25K

Includes the ability to sell outside the Exhibit Hall, dedicated event space, logo placement throughout the show, and logo placement on booth or room in on-site program book.

## PROMOTIONAL PARTNER

# \$10K

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
- Escalator Clings
- Floor Graphics
- Hanging Banner
- Interior Column Wrap
- LED Board Display
- Pop-Up Banner
- Program Book Ad
- Promoted Social Media Post
- Promotional Distribution
- Sponsored Blog
- Stadium Jumbotron Ad
- Stair Riser Graphics
- Streaming Spots
- TikTok Content
- Trade Day Marketing
- Window Clings

Specific event or area sponsorships also available. Examples, but not limited to: Costume Contest, VIG Lounge, KID Zone, First Exposure Playtest Hall, or Concessions.

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

## ON-SITE PRINTED SIGNAGE

### Stair Riser Graphics ↗

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

**Investment:** \$5,500 for one section (upper or lower) and \$10,000 for both sections. Pricing includes production, application, and removal. (Advertiser provides artwork.)

### Hanging Banner ↗

Highly visible locations throughout the convention center and Stadium.

**Investment:** Starting at \$6,000. (Advertiser provides banner and pays for rigging.)

### Interior Column Wraps ↗

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

**Investment:** \$4,500 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 \$2,500. (Advertiser provides and places banner on-site.)

### Branded Charging Station ↗

Grab the attention of attendees while they charge their phones. Investment: \$3,000.

(Gen Con to provide charging station and signage. Advertiser provides artwork.)

### Program Book Bin Header Graphic ↗

Grab the attention of our attendees with a branded header on our program book bins throughout the convention.

**Investment:** \$2,000 per location (Advertiser provides artwork.)

### Display Case ↗

Trophy-style display case located in multiple locations throughout the Convention Center and Stadium. Showcase your products in the hallway, and drive attendees to your space to purchase!

**Investment:** Premium location on 1st floor of the Convention Center - \$5,500. Standard location on 2nd floor of Convention Center or at the Stadium \$4,000. Gen Con provides the display case, lighting, custom header, and custom back panel graphic. (Artwork for custom header and back panel graphics provided by Advertiser. Advertiser also provides and sets up products in display case.)

### Window, Door, Escalator, or Floor Graphics ↗

Customizable graphics grab attendee attention on one or several windows, doors, escalators, or floor locations in the Convention Center and Stadium.

**Investment:** Starting at \$4,000 for up to 36 square feet of full-color graphics. Includes production, application, and removal. (Advertiser provides artwork.)

Advertiser provided artwork for items above are due by **June 19, 2026**.

# On-Site Promotion

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

## ON-SITE DIGITAL DISPLAYS

### 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.)

### LED Board Displays ↗

Promote your booth, events, or products on LED boards throughout the Convention Center.

**Investment:** The Maryland Street Food Court (4 screens) is \$1,000 per ad. The Georgia Street Cube Entrance (3 screens) is \$1400 per ad. Static images or 60 second or less videos, with no sound, accepted. (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 on two jumbotron screens in the stadium. Ads are not able to include sound.

**Investment:** \$1,600 for all four days. (Advertiser provides artwork.)

Advertiser provided artwork for items above are due by **June 19, 2026**.



## 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 and promotional item for distribution.)

## BRANDED HOTEL KEY CARDS

Prices vary based on location

From check-in to check-out, this opportunity keeps your brand top-of-mind throughout each attendee's stay. 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 for front of keys only.)

# 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 official Facebook account.
- With 104,000+ Facebook followers, 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.

**Specifications:** One image 1200px w × 630px h and approx. 50 words of copy. Video 213px w × 120 px h (16:9 ratio). No longer than 60 seconds. Sponsor must be able to make quick edits if they are needed. You can include links, but please use a link shortener (like bit.ly) to save on character space. Please let us know your social media handle as well so we can tag you.

Content is due three business days before the selected publish date.

- 104,000+**  
Followers
- 39,000+**  
Followers
- 41,200+**  
Followers
- 62,000+**  
Video Views



Ask us about available  
TikTok and Instagram Stories  
marketing options.

## DIGITAL BUNDLE



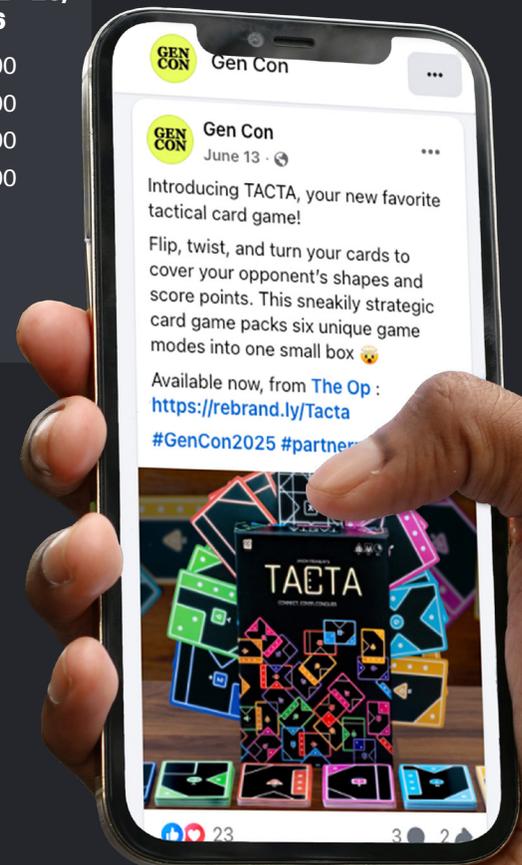
Gen Con has seen vastly improved impact by using multi-channel, digital promotions. Save by bundling two social media posts and an email newsletter.

PRODUCT	SEP 2025 - MAY 31, 2026	JUN 1 - JUL 1, 2026	JUL 2 - 25, 2026
Two Promoted Social Media Posts	\$900	\$1,150	\$1,600
Email Newsletter	\$1,900	\$2,400	\$2,900
Editorial Newsletter	\$2,300	\$2,800	\$3,300
Digital Bundle	\$2,650	\$3,250	\$4,200
Exhibitor Facebook Post	\$300		
Exhibitor Email Newsletter	\$500		

**Price determined by promotion date, not purchase date.**

## GUIDELINES FOR SOCIAL MEDIA POSTS AND EMAIL NEWSLETTERS

- All dates for above listings will be chosen in conjunction with the Gen Con Marketing team based on a first come/first serve basis.
- Limited spots available for the month of July and those spots will sell out early
- If a partner does not choose a date in a timely manner or does not submit content on time, the spot may be moved to after Gen Con or forfeited with no refund.



# Digital Promotion

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

## EDITORIAL NEWSLETTERS



- 140,000+ opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 200 words of copy, image, and link. (2.5x more than a standard email newsletter word count)
- Premium placement in newsletter.

**Specifications:** One image 1200px w × 1000px h and approx. 200 words of copy. GIFs under 1 MB can be used and YouTube videos can be embedded.

## EMAIL NEWSLETTERS



- 140,000+ 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.

**Specifications:** One image 1200px w × 1000px h and approx. 80 words of copy. GIFs under 1 MB can be used and YouTube videos can be embedded.

## SPONSORED BLOG POST BUNDLE



**\$3,100** — Includes a blog in one of the following formats, a shout-out in the newsletter and social media post as added value

**Feature Style:** Your team writes a 500-600-word range blog. Some ideas for the feature could be about what you're bringing to Gen Con, the events you'll have on site (or online), your organized play programs, what's new and exciting/new release features, or a spotlight on a game designer. Can include 2-3 images and links. Content due three business days before the selected publish date.

**Q&A Interview Style:** We can send you a list of 5 or so interview questions, and we can do a Q&A-style post. Can include 2-3 images and links.

Content is due three business days before the selected publish date.



# Digital Promotion

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

## STREAMING SPOTS

- 15, 30, or 60 minute slots available
- Content can be streamed from the Gen Con Streaming Studio in Indy, remotely, or a prerecorded session
- The Studio is a multicam recording space with production team
- Gen Con provides a host to guide your on-site sessions
- 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
- Assets are due to the Streaming Production team by mid-July
- Onscreen participants must arrive at the Streaming Studio (or join remote communication) at least 15 minutes before scheduled start of your session or it will be forfeited with no refund.

\$450  
15 mins

\$700  
30 mins

\$1100  
1 hour

## STREAMING ADVERTISEMENTS

Prices vary

- Slides shown approximately 12 times per day/50 times per weekend.
- Two 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
- 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

Partner must provide assets and complete asset checklist for slide creation by **June 19, 2026** or it will be forfeited with no refund.

**Sponsored streaming programming blocks are available.**



# Digital Promotion

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

## DIGITAL CATALOG PRODUCT LISTING

\$600

Includes title of company, title of product, one image of product, 50-word description of product, retail price, and website link for purchase.

**Image specs:** Hi-res png or jpg, RGB.

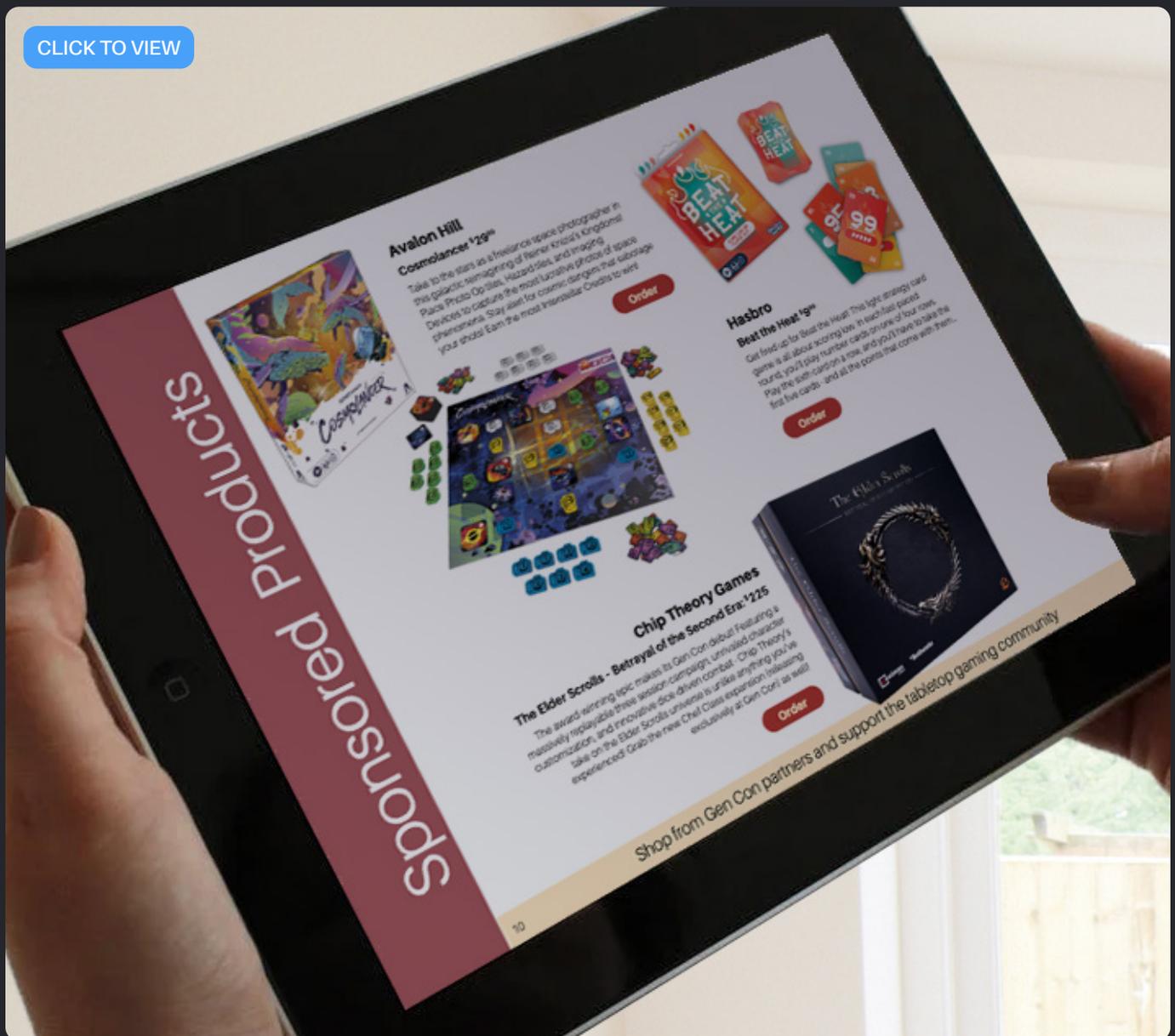
## DIGITAL CATALOG LOGO INCLUSION

\$350

Includes linkable logo placed on back cover of digital catalog.

**Logo specs:** Hi-res png or jpg, RGB.

Advertiser provided artwork due by **June 19, 2026**.



# Print Advertising

## PROGRAM BOOK

starts at  
**\$2400**

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 2025, more than 40,000 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 \$2,400
- Inside Front Left Cover \$4,500
- First Page \$4,500
- Inside Back Left Cover \$4,500
- Inside Back Right Cover \$4,500
- Back Cover \$6,000
- Two-Page Spread \$5,500 (limited quantity)

### Specifications

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

### 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

**\$2300**

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 redeemable in-person at Gen Con. 40,000+ books will be produced and distributed during Gen Con.

### Specifications

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

*One full-color back-page ad is available for \$4,200*



All artwork must be submitted to [exhibitors@gencon.com](mailto:exhibitors@gencon.com) no later than **June 5, 2026**.

Trade Day offers a range of sponsorship opportunities to promote your company to a targeted audience of educators, librarians, retailers, and health professionals. You don't need to be a Gen Con exhibitor or have purchased marketing to take advantage of these offerings. Bundle with both Trade Day and Gen Con sponsorships to create unique marketing opportunities!

## EVENT SPONSORSHIPS

### KEYNOTE \$1700

Start the day off with the "Sponsored by" designation for this event wherever it is mentioned. Sponsorship also includes:

- Banner outside or inside the room on stage
- Acknowledgement in opening speech
- Logo on Trade Day signage with sponsored event designation
- Up to two Trade Day Badges

### RESOURCE SWAG \$450

Provide swag item to Trade Day attendees (no paper, pamphlet, brochures, etc).

- Sponsor to provide a minimum qty of 350 of the items.
- Items will be placed on the Resource table near the HQ.
- Sponsor is responsible for all costs associated with printing, shipping, and on-site delivery.
- Items must be delivered onsite by Monday prior to the convention.

### DEMO NIGHT & SOCIAL MIXER \$2900

Leave a lasting impression with a "Sponsored by" designation for this culminating event wherever it is mentioned. Sponsorship also includes:

- Signage/banner in room
- Two tables at event in a prime location
- Logo on Trade Day signage with sponsored event designation
- Up to two Trade Day Badges

## ON-SITE OPPORTUNITIES

### TRADE DAY SIGNS - PARTNER LOGOS \$150

Have your logo featured on all Trade Day signs placed in high-trafficked areas during Trade Day.

### POP-UP BANNERS \$350

Promote your brand to the Trade Day audience with a banner in a high trafficked area.

### PEN SPONSOR \$450

- Provide pens to Trade Day attendees.
- Sponsor to provide a minimum of 350 pens.
- Sponsor is responsible for all cost associated with printing, shipping, and on-site delivery.
- Items must be delivered onsite by Monday prior to the convention.

### COLLATERAL PLACEMENT/ PROMOTIONAL DISTRIBUTION starts at \$450

A personal touch with greeters distributing and/or placement of print collateral during Trade Day programing.

- Informational/promotional paper items only (flyer, pamphlet, brochure, magazine, etc).
- A minimum quantity of 350 items is required.
- Sponsor responsible for all costs associated with printing, shipping, and on-site delivery.
- Items must be delivered onsite by Monday prior to the convention.

### EMAIL NEWSLETTER \$300

Targeted email to exclusive Trade Day audience. Up to 80 words, one image, and one link.



Game Design Academy offers sponsorship opportunities to promote your company. You don't need to be a Gen Con exhibitor or have purchased other marketing to take advantage of these offerings.

Bundle both Trade Day and/or Gen Con sponsorships to create unique marketing opportunities designed especially for you and your company.

EMAIL NEWSLETTER

\$125

Targeted email to exclusive game design audience. Up to 80 words, one image, and one link.

GAME DESIGN ACADEMY PIN

\$150

Your branding showcased on the cardboard pin backer highlighting your logo and brand.

POP-UP BANNERS

\$150

Promote your brand to the Game Design Academy audience with a banner in a high trafficked area.

SWAG BAG

\$250

Promote your brand on a bag for Game Design Academy students that will be used and seen throughout the show.

COLLATERAL PLACEMENT / PROMOTION DISTRIBUTION

\$200

A personal touch with greeters distributing and/or placement of print collateral during Game Design Academy.

SWAG ITEMS

\$200

Put your promotional item into the hands of future game designers. Sponsor to provide quantity based on attendance numbers.

LOGO PLACEMENT

\$100

Promote your brand by having your logo included on Game Design Academy Program Book pages and signage.

EVENT SUPPLIES

\$250

Provide tools and supplies to aspiring game designers to aid their design and concept inspiration. Sponsor to provide quantity based on attendance numbers.

For pricing information please contact LeMar Mattox.

gencon.com

FOR INQUIRES OR QUESTIONS, PLEASE CONTACT:

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[gencon.com](http://gencon.com)

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