

Dear Exhibitor,

My name is Victor Bugg and I am the Dealer Room Coordinator for Strategicon Conventions.

At Gamex, my staff and I will be manning the Strategicon and Dealer Room HQ tables. I plan to have someone available to help you at all times if problems arise.

To returning exhibitors: thank you for joining us again! Since 2009, all three of our shows have seen a 10% increase in attendance every year as new blood joins the fold. We look forward to sending roughly two thousand customers your way at Gamex!

Ad space is still available in the Gamex convention program! If you are interested, contact Mei Dean Francis at [mei@strategicon.net](mailto:mei@strategicon.net). Rates as follows:

<b>Placement:</b>	<b>Dimensions (WxH):</b>	<b>Color:</b>	<b>Black and White:</b>
Back cover	8.5" x 11"	\$450	NA
Full page	7.5" x 10"	\$230	\$180
Half page	7.5" x 5"	\$180	\$100
Quarter Page	3.75" x 5"	\$100	\$60

Please feel free to contact me with questions or concerns.

Victor Bugg

[vbugg@strategicon.net](mailto:vbugg@strategicon.net)

623-225-9052

## Convention Information

**Convention: Gamex 2017**

Contact: [Victor Bugg vbugg@strategicon.net](mailto:vbugg@strategicon.net)

When: May 26-29, 2017

Memorial Day Weekend

**Where: Hilton Los Angeles Airport**

5711 West Century Boulevard Los Angeles, CA 90045-5310 (310) 410-4000

Shipping: Schedule arrival no sooner than [5/25/2017].

ATTN: MEETING SERVICES / STRATEGICON May 26-29 Room: Pacific Ballroom

Hotel rate: TBA

Hotel rooms must be booked through the convention website in advance.

Table rates: New Dealer: \$220 per table. Returning Dealer: \$195 per table.

Badges: Two badges free for first table plus one free badge for each additional.

Additional badges available for \$40 each.

### Dealer Room Hours:

	<b>Setup</b>	<b>Open</b>	<b>Close</b>
<b>Friday</b>	11 a.m.	5 p.m.	9 p.m.
<b>Saturday</b>	8:30 a.m.	9:30 a.m.	6:30 p.m.
<b>Sunday</b>	8:30 a.m.	9:30 a.m.	6:30 p.m.
<b>Monday</b>	8:30 a.m.	9:30 a.m.	2:30 p.m. (Room must be empty at 5 p.m.)

## **BOOTH/TABLE INFORMATION**

Tables will be 6' x 30", provided by the hotel. Each space has a depth of approximately 6 feet. Each table will have 1 chair and tablecloth. Covers for merchandise are not provided. Extra chairs are usually available. Please let me know if you want a table space without a table.

## **RESERVING TABLES (NEW)**

There is a reservation form at the end of this document. If you are a NEW DEALER please fill it out and send it to me. If you are a returning Dealer, please go over it to make sure none of your previous information has changed and send me the changes. SEND ME AN EMAIL WITH THE FOLLOWING INFORMATION: Number of Tables, Participation in the Grid Game, Number participating in the Food Program.

## **PAYMENT OPTIONS**

Payment can either be sent early or paid on site during the convention. We can also take payment by PayPal before or during the convention; please contact us by Email if you wish to do so. ALL PAYMENTS MUST BE FINALIZED BEFORE YOU LEAVE THE SHOW.

Strategicon reserves the right to refuse service to anyone, as allowed by law. Strategicon also reserves the right to rearrange the Dealer Room without notice, based on the attendees' needs, room spacing, construction, vacancies, etc.

## **SETUP**

Setup begins Friday at 11:00 a.m., and there is prep time before the public opening each day. There will be a short meeting in the Dealer Room Friday before opening to update the Dealers and answer questions.

Movement of stock and equipment to and from the Dealer Room is not provided. Please contact the hotel directly to arrange service, if needed. Occasionally carts are available to assist, but these are limited and sometimes unavailable. There is only a 26' space between the Loading Dock and the Ballroom. Dealers are expected to be set up by public opening time, 5 p.m. Friday, and remain until at least noon on Monday. If you will not be staying for the entire convention, you must make arrangements with me BEFORE 5/19/2017 so I can allocate space appropriately.

Power will be available for each set of tables inside the Dealer Room, but please bring your own extension cords and power strips you will need them. There is no additional charge for power. If you want a Lower Lobby Table let me know if you need power or not.

## **DEALER ROOM STAFFING**

The Dealer Room will open on time. Dealers should have their booth staffed on time. We will not hold the opening or be able to monitor your tables if you are late. The room will close on time. Warnings are given just prior to closure.

## **DEALER BADGES / DEALER ROOM HOURS**

The first table purchased comes with two full convention badges. Each table after the first comes with one additional full convention badge. Badges beyond those provided with tables must be purchased and are available at the discount price of \$40. All exhibitors must wear their Dealer badges. Dealer badges can be picked up at the Dealer Room HQ Table during setup or Dealer Room hours.

Names for badges should be provided as soon as possible, no later than [5/19/2017]. Badges can be made during the convention but this may take several hours.

## **FOOD PROGRAM**

If you choose to participate in the Hilton's Food Program, they will cater breakfast (oatmeal, cold cereal, pastries each meal) on Saturday, Sunday and Monday mornings, and lunch (pasta with chicken breast, gourmet sandwiches) on Saturday and Sunday afternoon. The cost for this is \$40 per person (5 catered meals). Let me know if you want to participate. Regardless of your participation in the Food Program, there will still be coffee and tea available for free to the Dealers all weekend long.

Please note that all Dealers must adhere to the hotel's Food Policy, which indicates that no outside food can be eaten in the convention areas, including the Dealer Room. You may eat outside food in your hotel room or the third floor Courtyard (Malibu Gardens).

## **THE GRID GAME!**

The Grid Game is a fantastic way to get people to stop by your booth! All dealers are eligible. At the registration desk, all attendees are given a Grid Game sheet with numbered boxes correlating to participating Dealers. I will provide participating dealers with a stamp to use for marking their box. To get your mark, the attendee must visit your booth and either get a demo of your game, listen to your speech (three minutes or less, please) about your products, whatever makes it worth your time and helps you promote and sell your product. The requirements for receiving your stamp mark **MUST NOT HAVE A MONETARY VALUE ATTACHED TO IT**, such as "stamp available for a \$5 purchase" or anything like that. As game grids are completed, they can be turned in at the Dealer Room HQ, where we will have drawings from the completed grids for prizes.

## **MONDAY MORNING**

We have new procedures in place to ensure that the Auction is finished by 1 p.m. on Monday. The Convention recognizes that having it go beyond this time is counterproductive to your needs and we are addressing this to ensure that attendees can go from the Auction to the Dealer Room before we close at 2:30 p.m. on Monday. At the last convention, we had a good rush of people after the Auction closed and we are hoping that as people realize the Dealer Room will still be open, more will start making the Dealer Room their last stop before going home.

### **DEALER EXCLUSIVITY**

Exclusivity is the right of a Dealer to be the only Dealer allowed to carry a certain product line. Exclusivity applies to current (in print) product only. The exclusivity list will be emailed to each person having a booth by the Dealer Room Coordinator. Many eligible companies do NOT request exclusivity.

If the manufacturer, publisher, or exclusive American importer of a product is attending the convention as a Dealer, or a special guest of the Convention, they may request exclusivity of sales. Those Dealers must carry all of the current product line, or for large lines, a majority, as approved by the Dealer Room Coordinator. No other dealer is permitted to offer for sale any currently available product of that company, unless the company specifically authorizes it. Exclusivity must be arranged with the Dealer Room Coordinator, and the convention reserves the right to limit or deny it based on the good of the attendees or other reasons.

Exhibitors found to be selling products in violation of these policies may be expelled from the convention with no refund of fees. Contact the Dealer Room Coordinator for a current list of exclusivity holders.

### **CONVENTION PRIZE (DEALER TOKEN) PROGRAM**

At Strategicon events we award Dealer Tokens as prizes often more than \$3,500 in tokens per show. These may be spent by the bearer for merchandise in the Dealer Room, where you should treat them as cash. During the convention, these are redeemable by dealers for cash.

ONLY TOKENS DATED 2017 ARE VALID. DO NOT ACCEPT ANY OTHER TOKENS. Unique Dealer Tokens are printed each year and expire at the end of the Gateway 2017. I will give each booth a sheet showing what current tokens look like so you do not get expired tokens. Purchase of a Dealer table at this convention means acceptance of this prize program. Please see the Dealer Room Coordinator if you have questions or need to redeem Dealer Tokens. We will also be having Raffle drawings every few hours giving away more Dealer Tokens. Booths will be given raffle tickets to give away with purchases or demos to give participants more chances to win Tokens.

## **SHIPPING**

Should you wish to ship your merchandise ahead, you may send it to the hotel's address with the notation listed on the Convention Information page. THE HOTEL NOW CHARGES A FEE FOR ACCEPTING AND PROCESSING YOUR SHIPMENT. If you want to ship something ahead of time, let me know and I will coordinate it and tell you the charge. The packages must arrive no earlier than the Wednesday prior to the convention. Ensure that your company name and return address are on the package. If you let us know that you sent the shipment (and give us tracking numbers if available), we will do our best to have it waiting for you at your table(s) when you arrive.

## **MARKETING**

Dealers are encouraged to offer convention discounts on their products. If you would like tweets scheduled to promote your specials, please email them to Mei at [mei@strategicon.net](mailto:mei@strategicon.net) at least a week before the show with desired posting dates/times.

Where to find us online:

Website: <http://www.strategicon.net>

Facebook: <http://www.facebook.com/Strategicon>

Gamex (not GameX) Facebook event:

<https://www.facebook.com/events/1914893882077041/>

Twitter: <http://www.twitter.com/Strategicon> (use [@strategicon](#) and [#Gamex2017](#))

Instagram: [@stratcon](#)

## **LEGAL RESPONSIBILITY**

Each exhibitor shall be solely responsible for possessing any and all required legal and tax paperwork, tax collection, insurance, and other such items. It is also ultimately up to each exhibitor to protect his wares from theft and damage. We do our best to monitor the room, but the convention cannot assume liability.

Strategicon conventions do not allow the exhibition and sales of firearms or of weapons deemed illegal in California. "Replica" weapons such as swords and knives may be sold if the dealer has the express permission of the convention and can guarantee that they will be displayed and sold in a safe manner. The wearing of "costume" weapons is not permissible at any time.

The drinking age in California is 21. There is no smoking in any of the convention rooms. The sales tax in Los Angeles as of 07/01/2011 is 9%. California State Board of Equalization information: <http://www.boe.ca.gov/>, 800-400-7115.

## Gateway 2017 Dealer Application

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company Website: \_\_\_\_\_

Number of tables: \_\_\_\_\_

Additional purchases (program ads, additional Dealer Badges, demo table, etc. ):

\_\_\_\_\_

\_\_\_\_\_

Would you like to participate in the Grid Game? Y N

\_\_\_\_\_

Below, please legibly print the names for your Dealer Badges. You are entitled to two (2) badges for the first table and one more badge for each additional table. Badges beyond those issued with your table(s) may be purchased at the convention discount rate (\$40 per badge).

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