

**Gateway 2010  
Labor Day Weekend  
September 3 - 6, 2010  
Radisson Hotel LAX**

**Strategicon  
P. O. Box 92103  
Long Beach, CA 90809-2103  
(408) 266-2475 x4  
<http://www.strategicon.net/>**

Dear Exhibitor,

Your Exhibitor Hall Coordinators for this convention will be Steven Ong ([stevenong@comcast.net](mailto:stevenong@comcast.net)) and R. J. Held ([the1ring@the1ring.net](mailto:the1ring@the1ring.net)). Steve will not be attending this convention due to a schedule conflict, but please email either of us for inquiries up until the convention.

First off, thank you for attending our Convention! The Strategicon group has been working hard to improve each and every convention, and our ever increasing attendance shows that it is paying off! We are glad you are part of the team.

Gateway 2010 will be held **Labor Day Weekend**, from Friday, September 3 to Monday, September 6. The convention begins Friday at 12:00 noon and runs until 6:00 p.m. on Monday. The convention is back at the Radisson Hotel LAX, 6225 West Century Boulevard, Los Angeles, CA 90045, phone: 310-670-9000. Starting next year, with ORCCON 2011, we will be back at the Sheraton LAX indefinitely.

This packet contains the information and forms need to attend Gateway 2010 as an Exhibitor. The Exhibitor Hall will be in the Catalina Room, on the second level of the hotel. We urge you to consider not only exhibiting at our convention, but also giving demonstrations and seminars, and sponsoring tournaments. Game demonstrations can take place inside the Exhibitor Hall.

Room rates for GATEWAY 2010 are \$109/night plus applicable taxes. The cut-off date for guaranteed convention rates is **August 20, 2010**. Please make your room reservations directly with the hotel. See our web page for additional information on booking, parking, and discounts.

As usual, we plan on having coffee and donuts (from Randy's – featured in the Ironman 2 movie!) available on Saturday, Sunday, and Monday during the morning Exhibitor Hall setup hours. On Saturday afternoon, we will have a limited number of sandwiches, chips and soda available at the Three Sages Games booth, for Dealers and their staff (only). We will try to have a variety of items for almost all tastes.

**Continuing this year:** You can have a free demo table at your booth. Read further for complete details.

**Small Manufacturers:** We strongly encourage you to exhibit and/or run demos at the convention. Email us for help and advice on making the most of your time at the convention.

We welcome feedback on how your sales were and on how we can try to improve things for you at future conventions.

## Reserving and Paying for Tables

The Exhibitor Hall map is attached. Normally, tables will be 8 feet long and 30 inches wide. These are adjoining tables, not booths. Tables are sometimes created from two 8 foot by 15 inch tables set alongside each other, based on hotel inventory.

The easiest way to reserve your table is to email us. You may also mail your completed forms. This only reserves your table(s) while we wait for your payment. When your payment is received, your table reservation is confirmed. Unless prior arrangements have been made, table reservations may be forfeit if payment has not been received by 14 days before the convention start date. Forfeited tables will be available to other dealers on a first-come/first-served basis.

Tables will not be sold by payment alone. Please fill out your Exhibitor application completely. We need your table series to determine your rate. Also note that the prices are staggered by date, the sooner you pay, the lower your cost. We also need your resale number. If you wait until the convention to pay for your table(s), you will not be permitted to set up until you have paid the on-site price. Please contact us if you wish to pay by Credit Card.

Strategicon reserves the right to refuse service to anyone. Such refusal of service shall not be based on race, religion, age, sexual preference, ethnicity, or other protected status. Strategicon also reserves the right to rearrange the Exhibitor Hall without notice, based on the attendees needs, room spacing, construction, vacancies, etc.

## Exhibitor Badges

The first table purchased entitles the exhibitor to two full-convention badges. Each table after the first entitles the exhibitor to one additional full-convention badge. Badges beyond those provided with tables must be purchased for the convention preregistration price (currently \$35.00). Please let us know if a badge should not have Dealer level access (attendee only).

All exhibitors must wear their Exhibitor badges. Each person may have only one badge. No one without an Exhibitor badge will be allowed in the Exhibitor Hall during set-up. Anyone without a badge found in the Exhibitor Hall will be promptly escorted out.

## Exhibitor Hall Hours

Friday	3:00 p.m.	Open for set-up
	10:00 p.m.	Closed for set-up
Saturday	8:00 a.m.	Open to exhibitors
	<b>10:00 a.m.</b>	<b>Open for business</b>
	<b>7:00 p.m.</b>	<b>Closed for business</b>
Sunday	9:00 a.m.	Open to exhibitors
	<b>10:00 a.m.</b>	<b>Open for business</b>
	<b>6:00 p.m.</b>	<b>Closed for business</b>
Monday	9:00 a.m.	Open to exhibitors
	<b>10:00 a.m.</b>	<b>Open for business</b>
	<b>3:00 p.m.</b>	<b>Exhibitor Hall closed</b>
	6:00 p.m.	Convention closed

It is your responsibility to be in the Exhibitor Hall on time and ready for all business hours. The Exhibitor Hall needs to close promptly. When you hear the closing warning, please complete all sales. Convention guests will be escorted out once the room closes.

## **Exhibitor Exclusivity**

Exclusivity is the right of an attendee to be the only attendee allowed to carry a certain product line. Exclusivity applies to current (in print) product only. The convention offers two types of exclusivity for products:

(1) If the manufacturer, publisher, or exclusive American importer of a product is attending the convention as an exhibitor, no other exhibitor is permitted to offer for sale any **currently available** product of that company, unless the company specifically releases its exclusivity.

(2) An attending exhibitor may arrange to be the exclusive agent to carry a company's products in the Exhibitor Hall. The convention must receive a letter stating that the exhibitor has permission from the company to be its exclusive representative. Also, the exhibitor must carry the **entire line** of **currently available** products. For companies with large numbers of lines and products, it is permissible to arrange an exclusive on one line of products only, or to carry a majority of a line. The exception to this policy is that no company may be an exclusive agent for Games Workshop other than Games Workshop itself.

Exclusivity must be arranged with the Exhibitor Hall Coordinator, and the convention reserves the right to limit the number of exclusives an exhibitor may have, 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. Check the web site or contact us for a current list of exclusivity holders.

Note: For Gateway 2010, Looney Labs has released its exclusivity and is encouraging dealers to bring their product. Looney Labs game demos and events induce impulse buying.

## **Convention Prize Program**

At Strategicon conventions we award Dealer Dollars as prizes in many tournaments. These may be spent by the bearer for merchandise in the Exhibitor Hall, where you should treat them as cash. On the final day of the convention, these are redeemable by exhibitors for cash. Purchase of an exhibitor table(s) at this convention means acceptance of this prize program. The location and times of the redemption will be announced at the convention. Please see the onsite Coordinator if you have questions or need to redeem dealer dollars early. Dealer Dollars are printed unique for each convention and expire at the end of the convention.

## **Shipping**

If you want to ship your merchandise ahead, you may send it to the hotel address with the added notation:

ATTN: Meeting Services Department

STRATEGICON September 3, 2010

The packages may arrive no earlier than the Wednesday immediately before the convention, September 1, 2010. You should have your company name and return address. 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.

## **Demonstrations and Seminars**

If you wish to host a demonstration and/or seminar, it is best to submit the information online at <http://www.strategicon.net/> (you will need to create a user account for the Web site to do so). If you prefer to submit the information on paper, complete the appropriate form (included in this packet) and return it to us as soon as possible. The sooner you get us the information, the better the odds that your demos and seminars have space scheduled and appear in the on-site convention program.

Each exhibitor is allowed one free demonstration table connected to his exhibitor table(s), if requested. This free table is for demos only and cannot be used for sales or product display (other than the demo items). If the table is not being used for demos, it will be removed. If you want a demo table at your booth, indicate this on your Exhibitor Application.

A separate room will be provided for seminars.

## **Legal Responsibility**

Each exhibitor shall be solely responsible for possessing any and all required legal and tax paperwork, and insurance. 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 for such matters. We do not provide covers for the dealer tables. We do not provide for movement or product to and from the Exhibitor Hall.

## **No Weapons Policy**

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.

## **Other Rules of Note**

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 12/31/2009 is 9.75%.

## **Program Advertising**

Advertising rates for our on-site convention program are:

Back cover (8" x 5")	\$175 cash or \$350 in product*
Full page (8" x 5")	\$125 cash or \$250 in product*
Half page (4" x 5")	\$75 cash or \$150 in product*
Quarter page (4" x 2.5")	\$50 cash or \$100 in product*

Advertising rate for the Strategicon.net Web site:

Bottom of page, 120 px x 120 px	\$50 cash or \$100 in product*
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\*Product subject to approval.

Only black ink is available. Artwork for program ads must be camera-ready and received by **August 2nd**. To reserve ad space, or to discuss a swap of ad space for prizes and/or attendee giveaways, contact Eric Aldrich at [ealdrich@penguinlust.org](mailto:ealdrich@penguinlust.org) or **(408) 266-2475 x4**.

## Convention Sponsorship Program

### Yearly Contributing Sponsor (OrcCon, GameX, and Gateway)

Cost: \$6,000

#### Benefits:

Sponsor name listed as an official Contributing Sponsor of Strategicon

1 full-page ad in on-site program book

Ability to create and place 1 banner in high-traffic area

5-table booth in Exhibitor Hall

8 exhibitor badges

2 sleeping rooms for three nights (double or king)

Promotion on Strategicon Web site

### Show Contributing Sponsor (any one of OrcCon, GameX, or Gateway)

Cost: \$2,500

#### Benefits:

Sponsor name listed as an official Contributing Sponsor of (show name)

1 full-page ad in on-site program book

Ability to create and place 1 banner in high-traffic area

5-table booth in Exhibitor Hall

8 exhibitor badges

2 sleeping room for three nights (double or king)

Promotion on Strategicon Web site

**Note:** The yearly sponsor package includes all three shows, for a savings of \$1,500 per year.

Sponsor Name: \_\_\_\_\_

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

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

Sponsorship Type (please check one):

Yearly Sponsor \_\_\_\_\_ (OrcCon, GameX, Gateway) List Year \_\_\_\_\_

Show Sponsor \_\_\_\_\_ List Convention Name and Year \_\_\_\_\_

## **GATEWAY 2010 Prices**

Table reservations should be made with the Exhibitor Coordinators, Steven Ong ([stevenong@comcast.net](mailto:stevenong@comcast.net)) or R.J. Held ([the1ring@the1ring.net](mailto:the1ring@the1ring.net)).

### **Prices are as follows:**

Table Series	Payment Received By		
	7/30/2010	7/31-8/27/2010	After 08/27/2010
100's	\$150	\$175	\$200
200's	\$125	\$150	\$175
300's	\$100	\$125	\$150

You receive two badges for the first table, plus one badge for each additional table. Each table will be draped and come with one chair (extra chairs are normally available).

Covers for the tables are not provided.

Movement of stock and equipment to and from the Exhibitors Hall is not included. Please contact the hotel directly to arrange service, if needed. Normally, carts are available to assist, but these are limited and sometime unavailable.

Exhibitors are expected to be set-up by public opening Saturday, and remain until at least noon on Monday. Traditionally, booths start breaking down between 2 and 3 p.m. on Monday, after the end of buyers rush that follows the auction (spending the last of their dealer dollars!). If you will not be staying for the entire convention, please contact the Exhibitor Hall Coordinators so that your booth can be located appropriately.

Electricity is available in the room if you bring your own extension cords and power strips. There is no additional charge for this service. Please contact the Exhibitor Hall Coordinators regarding charges and arrangements for Internet and Phone access.

## GATEWAY 2010 Exhibitor Table Application

Today's Date: \_\_\_\_\_

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

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

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

Telephone: (\_\_\_\_\_) \_\_\_\_\_ or (\_\_\_\_\_) \_\_\_\_\_

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

E-mail address: \_\_\_\_\_

Company Web Site: \_\_\_\_\_

Table series you have reserved: \_\_\_\_\_

Total cost for table(s): \_\_\_\_\_ Table price deadline used: \_\_\_\_\_

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

\_\_\_\_\_

State of California Resale Permit Number: \_\_\_\_\_

(Required. If you do not yet have one, you can get it from the State Board of Equalization, <http://www.boe.ca.gov/>, information: 800-400-7115. )

Signature: \_\_\_\_\_

(Required)

Please print legibly below the names for your Exhibitor Badges. You are entitled to two badges for the first table and one more badge for each additional table. Badges beyond those issued with your table(s) may be purchased for \$35.00 each.

\_\_\_\_\_

\_\_\_\_\_

Make your check payable to Strategicon and mail it with your form(s) to:

Strategicon

P. O. Box 92103

Long Beach, CA 90809-2103

## Game Demonstration Submission Form

Each Exhibitor is allowed a complimentary table attached to his booth for the purpose of game demonstrations, if requested. **It is best to submit the information online at <http://www.strategicon.net>** (you will need to create a user account for the Web site to do so). If you wish to submit the information via this form, we must receive it as soon as possible to try to ensure inclusion of your demo(s) in the on-site convention program. Please fill out as much information as possible. You may photocopy this page as needed for more demos.

Game: \_\_\_\_\_

Date: \_\_\_\_\_ Starting time: \_\_\_\_\_ Ending time: \_\_\_\_\_

Person leading demo: \_\_\_\_\_ Number of players: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Game: \_\_\_\_\_

Date: \_\_\_\_\_ Starting time: \_\_\_\_\_ Ending time: \_\_\_\_\_

Person leading demo: \_\_\_\_\_ Number of players: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

## Seminar Submission Form

Seminars should begin on the hour. **It is best to submit the information online at <http://www.strategicon.net>** (you will need to create a user account for the Web site to do so). If you wish to submit the information via this form, we must receive it as soon as possible to try to ensure inclusion of your seminar(s) in the on-site convention program and to schedule space appropriately. Please fill out as much information as possible. You may photocopy this page as needed for more seminars.

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Starting time: \_\_\_\_\_ Ending time: \_\_\_\_\_

Speaker: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Starting time: \_\_\_\_\_ Ending time: \_\_\_\_\_

Speaker: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

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