

2017

DEALER & SPONSORSHIP PACKAGE

WWW.GENRECON.COM

Geek. It isn't just a four letter word...

It's about passion and excitement. It's about that one thing that you know everything about and can't wait to share and explore. To geek out is to reach a frenzy over your favourite topic, and to get your geek on is to purposefully dive into that thing that really gets you excited.

GenreCon is a convention celebrating the four cornerstones of geek culture in Literature, Gaming, Film, and Music. It is a three day long event happening **February 3 - 5** at the **Holiday Inn Hotel & Convention Centre** in Guelph ON.

GenreCon will be combining the best parts of both fan-run conventions and trade shows/expos. A fan-run convention is an event that brings together a community of like-minded individuals to celebrate their passions for geek culture.

GenreCon is the perfect place to showcase yourself!



DEALERS & EXHIBITORS

The dealers room will be chock-full of geeky goods n' stuff!

Dealers Booth - \$150

Our 9' x 9' dealers booth will consist of a 2' x 6' table, 2 chairs and 2 dealers badges. All tables come with complementary table cloths and will be secured nightly. Complimentary bottled water and light snacks (granola bars, etc.) will be provided for dealers. Each booth allows for the purchase of additional dealers badges at \$20/badge.

Space is limited. All applications and payment are due January 13th, 2017.

2017 Show Hours:

Friday, February 3, 11am-4pm (dealer move-in); 5pm-9pm (floor opens).

Saturday, February 4, 9:30am (dealer restock); 10am-7pm (floor opens).

Sunday, February 5, 11:30am (dealer restock); 11am-6pm (floor opens).

PROGRAM BOOK ADVERTISING

Our programming book will be seen by every attendee that comes to GenreCon. Advertising space is available and can be purchased on a first-come, first-serve basis:

Cover back (full colour) - \$150 (8.625" by 11.125", 300 dpi, jpeg).

Inside front/back (full colour) - \$100 (8.625" by 11.125", 300 dpi, jpeg).

Full page (full colour) - \$75 (8.625" by 11.125", 300 dpi, jpeg).

Half page (full colour) - \$60 (4.325" by 5.625", 300 dpi, jpeg).

Quarter page (full colour) - \$30 (2.125" by 3.125", 300 dpi, jpeg).

Please contact below for additional spec. options and details. Material, applications, and payment are due January 13th, 2017.

Contact:

Andrea Loar

e. organizer@lynnvander.com

p. 226-203-2438

<http://www.genrecon.com>



SPONSORSHIP

Sponsor GenreCon and get additional exposure!

Earth Element - \$75

Gets your logo on our sponsor board displayed at our registration desk, on our sponsors page in our programming book, and on our sponsors page on the official GenreCon website: www.genrecon.com.

Water Element - \$100

Gets all Earth Element benefits plus a quarter page ad in our program book, and your logo on promotional print before the convention (flyers, etc.), as well as recognition on our social media networks.

Fire Element - \$200

Gets all Water Element benefits plus a complementary dealers booth and all of its benefits, as well as additional recognition on our social media networks.

Air Element - \$350

Gets all Fire Element benefits plus an upgrade from a quarter page ad to a full page ad in our program book, as well as the opportunity to put promotional materials in the official GC swag bags which are given away to the first 250 people attending the convention (You must provide your own swag for the bag!).

Fifth Element - \$500

Gets all Air Element benefits plus two additional dealers badges, plus you'll be named as a sponsor for one of our major events being held at the convention such as Magic the Gathering Tournament, Murder Mystery Dinner, the GC dance, and more! If you are interested in sponsoring a specific event, or hosting an event of your own, please contact below to discuss details!

Void Element - \$675

Presenting Sponsor! Limited to one spot! Gets all Fifth Element benefits plus your company name will be included in all print material shown as "Your Company Presents" as well as company branding on your choice of one of the following promotional items: front cover of program book, official GenreCon badge lanyards, or GC official photo booth give away items.

All applications and payment are due January 13th, 2017. For the most effective use of your branding, sponsor early and get maximum exposure!

Contact: Andrea Loar

e. organizer@lynnvander.com p. 226-203-2438 <http://www.genrecon.com>

GenreCon Application Form

Company Name/Listing Info (Name to be listed in Program Guide & Check-In)

Attendee Names - First/Last Name (list one name per badge)

Mailing Address (City, Province, Country)

Postal/ Zip Code

Phone/ Mobile/ Fax (please indicate)

Email Address & Website

Social Media (Twitter/Facebook)

Authorized Signature

Company Name

Contact Name - First/Last Name

Title

Date (day/month/year)

Signature (By signing this application, I acknowledge having read all pages of this application and agree to be bound by all agreements, terms, and conditions within this document, and I certify that I am authorized to represent the company for which I am signing this application. The GenreCon Executives reserve the right to accept or reject any applications)



GenreCon Dealer & Exhibitor & Advertising Information/ Order Form

Which genre categories do your products or services best work within? Select any or all:

Horror Fantasy Sci-fi Action

What industry do you represent? (i.e. film, music, literature, videogaming, tabletop, other...)

Please include a paragraph which will be placed in the program book (50 words or less):

Booth (select only if not included in your sponsorship level):

Dealers Booth - \$150

Advertisement (select only if not included in your sponsorship level):

Cover back - \$150 Inside front/back - \$100 Full page - \$75

Half page - \$60 Quarter page - \$30

Sponsorship Level (select up to one):

Earth Element - \$75 Water Element - \$100 Fire Element - \$200

Air Element - \$350 Fifth Element - \$500 Void Element - \$675

Additional Exhibitor Badges - \$20 each:

Quantity

Initial

Badge Policy: Dealers and Exhibit Space Badges must be worn during setup, during the show, and for move-out.

Refunds and Cancellation Policy: Dealers that cancel prior to January 1, 2017 will receive a full refund. Requests made prior to January 13, 2017 will receive a 50% refund. Requests made after January 13, 2017 will not be refunded.

Sales Tax Policy: Dealers are responsible for collection of HST as required by law.

Liability & Security Policy: GenreCon and the Holiday Inn Hotel are not liable for any theft or loss. Dealers and Exhibitors are responsible for their own security during the show hours. After show hours the Holiday Inn Guelph will lock all doors to the dealers room. Dealers will either need to pack their items and remove them from the tables in the lobby or provide security throughout the night. The GCE will do their very best to ensure a safe and fun convention for the duration of February 3-5, 2017.

Please make all cheques payable to: LYNNVANDER
Paypal Email: mindseye@lynnvander.com
MAIL TO: Lynnvander Studios - 32 Essex Street
Guelph ON, N1H 3K8

VENDOR SURVIVAL GUIDE

Tips to being prepared at a Con from Sam Anderson of Cakes Cove

- Bring LOTS of water. Convention halls can be very dry and you're likely going to be moving around a lot more than you'd think behind your table, it can get hot, and you'll likely talk a lot. Water helps with that, including preserving your voice and energy over a long multiple day convention.
- Bring food. Bring something that you can take bites out of in between customers. Something that can be put away quickly works best. Granola bars are a good example. You can't always get away from your table to buy something or eat a full meal so having something to snack on is important.
- Feet care - wear comfortable shoes with insoles. If you have a rug that you don't mind bringing to conventions bring that as well. Concrete is not very forgiving. Another option for your booth are the foam anti-fatigue puzzle mats.
- Have an emergency package – include things like Tylenol, safety pins, tums, breath mint, feminine products, Band-Aids, tape, markers, paper & pen, power cords, etc - this kit will likely grow with the more conventions you do.
- Have a backup person – Have someone either at the booth with you all day, or make friends with neighbor vendors. You will have to go to the bathroom at some point or leave for another reason so it's good to have someone to watch your table.
- Have a plan for slow periods in sales - Always look occupied and inviting. Vendors that sit at their booth and look bored likely won't sell much. Have something to keep your hands busy, but remain focused on the people.
- Have a plan for busy moments - Don't get overwhelmed, try to answer questions loudly and clearly so everyone can hear the answer, it can save time if you don't have to answer the same question over and over. Be honest and friendly - "Sorry I'm swamped! I'll be right with you!"
- Have a plan for not selling enough - Are there fewer patrons than expected? Are they not buying? What are you going to do with your stock and how do you recover? - Having an "if this goes badly" plan already in place will keep you calmer and less stressed.
- Have a plan for selling out of everything - Do you have a way of getting more stock quickly? If yes - great! If not - what are you going to do? Use your booth space for advertising or creating online sales/interest. Have a funny sign ready to plop in the middle of your table that says you've sold out but to ask you about your business. Don't pack up and leave. Engage everyone and have fun. You've sold out of stock and that rocks - but stay and keep talking to potential customers!
- Have a plan for getting sick - Do you have someone you can call on to man your table in an emergency? Make sure they have a cheat sheet for FAQ's just in case.
- Remember, as a vendor, if you are happy, the patrons are far more likely to stop and take notice.
- Be adaptable to whatever situations arise. Adapting to various Con situations is important - they ALWAYS happen. Getting stressed or angry every time is a great way to always have bad experiences.
- Consider sharing a table with a fellow vendor to cut costs and enjoy the bonus of being able to watch the table for each other while you take breaks.
- Get to know the con staff. They are there for you!