



## Exhibitors Packet

U-Con is the largest gathering of gamers in Michigan each year. U-Con is held at a hotel in the Ann Arbor, Michigan area and attracts enthusiasts of board, dice and role-playing games; live action roleplays; train and strategy games. The Exhibitors Hall itself is set up in Auditorium 2, a dedicated and securable space. U-Con has attendance from almost every age group and from many locales, including from as far away as California and Europe. We expect to have 700 -800 gamers in attendance!

### **Summary:**

- Where: [Marriott Ann Arbor Ypsilanti at Eagle Crest](#)
- When: November 14-16, 2014 (see hours below)
- Cost: \$95/table, for the whole weekend.
- First time vendors may choose a Junior table (half size) for \$50.
- Vendor tables include weekend badges for you and your staff, wifi and parking.
- How To Sign up: Contact the Exhibitor Coordinator.

**Suzette Mariotti**  
**exhibitors2014@ucon-gaming.org**  
**(248) 658-8490**

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### ***Exhibitors Hall Hours (subject to change)***

***Friday, November 14<sup>th</sup> from 2:00 - 8:00 pm***

***Saturday, November 15<sup>th</sup> from 10:00 am - 8:00 pm***

***Sunday, November 16<sup>th</sup> from 10:00 am - 2:00 pm***

Set-up times are available on Friday from 12 PM to 2 PM.

The exhibitors' hall will be open to exhibitors at 9:30am on Saturday and Sunday. Only U-Con staff, hotel staff, exhibitors, and their staff will be allowed into the Exhibitors Hall during these set-up hours. Set-up will be allowed while the Exhibitors Hall is open, but after the hall opens for exhibitors' hours security will be the individual exhibitors' responsibility. You may wish to bring your own hand truck for loading and unloading.

## ***Table Rates***

**Standard Table** rates are **\$95 for an approximately 6' x 6' space** with a 6' x 3' table (optional).

**Junior Tables:** Smaller tables (a 3x5 table) available for first-time exhibitors. These tables will be set up in an area that is not securable at night, so items must be removed or left unsecured while not being sold from. These tables are \$50 for the weekend. Junior tables are not eligible for a prize pool discount.

All tables will have access to **electricity**. **Wi-Fi** service is included, but since the hotel is responsible for service, access is not guaranteed by the con.

***Exhibitors who purchase 6 or more tables receive a 10% discount.***

Once the **non-refundable deposit** is received, your company's name (and a link to your website) will be posted on the U-Con website and placed into the rotating advertising banner as a company who is officially attending.

## ***Payment***

A **\$50/table nonrefundable deposit (\$25 for Junior Table)** is due immediately at the time of reservation. You may pay by PayPal by sending your deposit to **sendpaypal@ucon-gaming.org**. Payment may also be made via a check payable to **U-Con Gaming Convention** and sent to the Exhibitors Hall Coordinator. The balance will be due 5pm on the Saturday evening of the convention. You may contact the Exhibitors Hall Coordinator to arrange for special accommodations.

## ***Prize Pool Discount!***

U-Con greatly appreciates prize support and event sponsorship from our exhibitors! **We accept merchandise for our prize pool in lieu of payment for up to \$15/table as a discount.** (Junior tables are not eligible for a prize pool discount.) We may accept prize support in exchange for **advertising space in full**. ***Prize support materials must be itemized with title(s) and value(s) to the Exhibitor Coordinator by October 15.***

**Final payment due on Saturday of the convention may be made directly to the Exhibitor Coordinator. It may be made in cash or check, or show evidence of a Paypal transaction.**

## ***Advertising in Print***

The Con Books are handed out directly at the convention. There is no more effective way to get your message directly into the minds of interested potential customers than with ad space in the Con Book, which is given to every single convention attendee.

For all sizes, the resolution is **300 dpi**. Please make sure the advertisement looks good at that resolution. Please contact [reg2014@ucon-gaming.org](mailto:reg2014@ucon-gaming.org) to inquire about advertising space. We may accept prize support merchandise in exchange for **advertising space**.

## ***Prize Support and Donations***

We love and appreciate all sizes of donations. We recommend that you select prizes valued at \$10-50 for our prize box. If you like, you may label them as having been donated by your company (by way of a sticker or attached / enclosed business card).

If you have a higher value prize in mind, you might consider offering it as a prize for a 'sponsored event.' In that case, we will put the name of your company right in the event description for that particular event.

## ***Sponsoring Events***

Would you like to reach gamers in a very personal way and tell them that your business cares about their hobby? Would you like us to showcase your product and provide free mention in the con book? Then sponsor events! Email our Events Coordinator at [events2014@ucon-gaming.org](mailto:events2014@ucon-gaming.org) to make arrangements, preferably *before* the game master pre-registration deadline. Exhibitors' badges you and your staff will receive are full access convention credentials. If you or your people would like to play some games, do not hesitate to register for your events. U-Con staff cannot cover your absence from your areas, except for short breaks to go to the bathroom or to get some food from the hotel – U-Con staff cannot make sales or handle cash for you in such events.

While we hope to have open gaming in the Exhibitor's hall, we must recommend renting a table and space to run a sponsored event. **This year's space is not adjacent to the Ballroom and the open gaming areas.**

## **Contact Info**

Please contact the Exhibitor's Hall Coordinator regarding all matters concerning reservation of space in the Exhibitor Hall and pre- convention business. She can direct you to the right individual or will handle those inquiries for you. Thank you for your attention. Please check our website for information about accommodations at <http://www.ucon-gaming.org>. A discount rate has been negotiated with our host hotel.

**Your Exhibitors Hall Coordinator is:**

**Suzette Mariotti**  
**exhibitors2014@ucon-gaming.org**  
**(248) 658-8490**

*Please add the **ucon-gaming.org** domain to your email spam filter's safe senders list for announcements and other communication regarding U-Con.*

Please check out our website for more information:

<http://www.ucon-gaming.org>

Please send payment via PayPal© to:

**sendpaypal@ucon-gaming.org**

Alternatively, Check or Money Order should be made out to "U-Con Gaming Convention" and mailed to:

**U-Con Gaming Convention**  
**Attn: Exhibitors Hall Coordinator**  
**PO BOX 130242**  
**ANN ARBOR MI 48113-0242**