



# 2018 GAMA Trade Show Exhibitor Packet

Show Dates: March 12-16, 2018  
(Monday-Friday) at Peppermill Resort in Reno

## Important Deadlines:

<u>March 16, 2017:</u>	<u>Onsite Discount Price Ends</u>
<u>August 20, 2017:</u>	<u>Early Pay Discount Price Ends</u>
<u>January 26, 2018:</u>	<u>Advertising Artwork Deadline</u> <u>Show Specials Submission Deadline</u>
<u>February 17, 2018:</u>	<u>Hotel Room Block Deadline</u>
<u>February 23, 2018:</u>	<u>Decorator Discount Deadline</u> <u>Encore &amp; A/V Discount Deadline</u>
<u>March 1, 2018:</u>	<u>Badge Pre-Registration Deadline</u>
<u>March 9, 2018:</u>	<u>Advance Warehouse Shipment Deadline</u>
<u>March 16, 2018:</u>	<u>Forced Freight at NOON PST</u>

## **Game Manufacturers Association**

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## Exhibitor Show Outline

Full Show Schedule is found on <http://www.gamatradeshow.com>

### Monday March 12

Pre-Registration	9 am to 7 pm
On-site Registration	11 am to 7 pm
Manufacturer Seminars	Noon to 5 pm
<b>GAMA Meet and Greet</b>	<b>6 pm</b>
<b>Games Night</b>	<b>6:30 pm to Midnight</b>

### Tuesday March 13

Registration	8 am to 6 pm
Manufacturer Seminars	8 am to 4:30 pm
<b>Exhibit Hall Set Up</b>	<b>9 am to 8 pm</b>

### Wednesday March 14

Registration	8 am to 6 pm
<b>Exhibit Hall Set Up</b>	<b>8 am to Noon</b>
<b>Exhibit Hall Open</b>	<b>1 pm to 6 pm</b>
<b>Games Night</b>	<b>6:30 pm to Midnight</b>

### Thursday March 15

Registration	8 am to 6 pm
GAMA's Hot Topic	11 am to 12 pm
<b>Exhibit Hall Restock</b>	<b>Noon to 1pm</b>
<b>Exhibitor Hall Open</b>	<b>1 pm to 6 pm</b>
<b>Exhibitor Hall breaks down</b>	<b>6 pm to 9 pm</b>

### Friday March 16

<b>Exhibit Hall breaks down</b>	<b>8 am to 12 pm</b>
Industry Seminars	9 am to 11 am
<b>FORCED FREIGHT</b>	<b>NOON (12pm)</b>

## Freight

NOTE: FORCED FREIGHT IS AT NOON ON FRIDAY MARCH 16. ANYONE'S SHIPPING COMPANY THAT HAS NOT ARRIVED FOR THEIR FREIGHT PICK UP BY NOON WILL HAVE THEIR FREIGHT HANDLED BY FERN AND IS RESPONSIBLE FOR ALL ASSOCIATED COSTS.

## **Attending the 2018 GAMA Trade Show**

The GAMA Trade Show focuses on one thing: maximizing your sales potential! The show uses unopposed exhibit hall hours, great seminars, plenty of off-the-floor interaction time, and a trade-only environment to help you reach both current and potential retailers. By keeping the attendance costs low and expanding our year-round outreach efforts, GAMA plans to greatly expand both the breadth and depth of the retail audience at the 2018 GAMA Trade Show. The 2018 show presents an amazing opportunity to get your products into more stores than ever!

### **YOU MUST BE A MEMBER OF GAMA TO BE AN EXHIBITOR AT THE GAMA TRADE SHOW**

Membership forms can be found at [www.gama.org](http://www.gama.org)

Exhibits shall be open to all attendees. Admission will be limited to attendees with specific interest in the subject matter of the show. **No persons under the age of 18 are allowed in the exhibit hall at any time.** Any exceptions to the rule will be made by the GAMA Executive Director. Exhibitors and attendees are prohibited from taking pictures of other exhibitor's displays and booths without the written permission of that exhibitor.

### **Exhibitor Badges**

Each exhibitor may register, at no additional cost, up to two exhibitor badges per 10'x10' of space purchased. Exhibitor badge holders must be for working exhibitors. Exhibitors will receive an email with the link to the exhibitor registration portal, including their username, password, and where they'll login and register their exhibitor badges for the show. Additional badges beyond the badges included with their booth purchase may be registered at a cost of \$50 per badge. All badges not registered by March 1, 2018 must be registered on-site. All badges and badge payments must be processed through the exhibitor registration portal.

### **Hotels**

GAMA reserves a room block for exhibitors and attendees in the Peppermill Resort that closes February 17, 2018. You can find the hotel link on: <http://www.gamatradeshow.com/hotels/>

### **Advertising Artwork**

All advertising artwork is due January 26, 2018. For specs and directions to upload artwork to the GAMA Dropbox, please visit the exhibitors tab or request the information from Ian Hall at [sales@gama.org](mailto:sales@gama.org) or Dominique Thobaben at [media@gama.org](mailto:media@gama.org).

### **Food Functions**

Food functions are only available to GAMA retail members. All meal speakers will receive one seat at their sponsored meal functions at the front of the dining area.

### **Payment**

**GAMA's preferred method of payment, for all payments, is by company check.** Any check returned for non-sufficient funds will incur a \$50.00 fee and possible loss of your booth space. Alternate methods of payment may incur additional fees. Contact Patti Brendlinger at [office@gama.org](mailto:office@gama.org) or at (614) 255-4500x107 for billing details.

### **GAMA Trade Show Payment Schedule**

The GAMA Trade Show forms can be submitted under the following programs:

1. **Onsite Discount Price:** Pay in full by March 16, 2017. If payment is not received by this date then the price will increase to the early pay price.
2. **Early Pay Discount:** Pay in full by August 20, 2017. If payment is not received by this date then the price will increase to the base price.
3. **Base Price:** Pay in full by March 1, 2018. All accounts must be paid in full by this date or you will **NOT** be able to set up your booth.

- **Exhibitor Cancellation Policy**

If an Exhibitor needs to cancel their appearance at the GAMA Trade Show there is a 50% cancellation charge if GAMA is notified up to 60 days prior to the show, January 11, 2018. If GAMA is notified in less than 60 days, after January 11, 2018 or later, then there is no refund unless their booth space is resold. If resold then the exhibitor will receive a 50% refund. All refunds will be determined at the discretion of GAMA's executive director regardless of the cancellation date. GAMA is able to re-sell your booth space without re-imburement if the exhibitor does not show up by Wednesday March 14 at noon.

### **Exhibitor Set Up & Tear Down**

Exhibitors will be able to set up their booths on Tuesday, March 13 from 9 am to 8 pm and Wednesday, March 14 from 8 am to Noon. Teardown will take place Thursday March 15 from 6:01 pm to 9 pm but this may incur overtime costs so you may wait until Friday March 16 from 8 am to 12 pm. **NOTE: ANY COMPANY TEARING DOWN EARLY WILL BE FINED \$500, payable to GAMA within 30 days after notice from GAMA of the penalty. EARLY TEARDOWNS WILL NOT BE PERMITTED.**

### **Exhibitor Insurance**

Exhibitors must carry insurance for their individual booths. GAMA has insurance, but it does not cover incidences that would occur in a company's booth. Please submit your insurance to Ian Hall at [sales@gama.org](mailto:sales@gama.org) and title the email "Company Name - Exhibitor Insurance."

### **Exhibitor Booth & Staff Appearance**

These guidelines are meant to maintain the GAMA Trade Show as a professional show and to comply with the Fire Safety Code. Standards will be determined by the GAMA Staff.

This includes, but is not limited to:

- All tables must be covered with the covering reaching the floor if it will be visible to the public.
- All products must be either properly displayed or if still in boxes, be covered.
- All trash, especially empty boxes, must be properly stored until disposed of.
- No booth display may be higher than 12'. Sponsors can request to go over this height. All displays over 12' height must be pre-approved by the executive director.
- All booths must have an exhibitor staff member in them at all times while the exhibit hall is open.
- No clothing with profanity or lewd behavior is allowed.
- No persons under the age of 18 are allowed in the exhibit hall at any time. Booth staff under the age of 18 is required to be pre-approved by the executive director.
- No exhibitor's display shall be permitted to interfere with or limit visibility of any other exhibitor's display.
- In a linear booth, the back side of any structure over 8ft must be free of trademarks, graphics and/or logos.
- Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.
- No exhibitor shall use any flammable materials in its display and all exposed surfaces must be finished or draped using flameproof material.
- Music and special lighting must be pre-approved by show management.
- Display of products or distribution of literature or promotional material in the aisles, meeting rooms, registration lobby, parking lots, or any area other than exhibitor's space is strictly prohibited without prior written approval of GAMA.
- Exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits.

### **Bare Booth Show**

The 2018 GAMA Trade Show is a bare booth show with a fully carpeted hall. **This means that your booth will NOT have tables, chairs, or electricity as part of your exhibit space.** You may bring your own materials, or rent them from FERN, GAMA's official show decorator. The FERN contact is Bailey Walter and she can be reached at (614) 253-1500 or [bcwalter@fernexpo.com](mailto:bcwalter@fernexpo.com). A/V, utility and sign hanging services are handled in house with the Peppermill. The contact is Gary Guberman. Gary can be reached at [gguberman@peppermillreno.com](mailto:gguberman@peppermillreno.com).

### **Exhibitors Product**

Exhibitors are limited to those applicants offering products or services of specific interest to the contemplated attendees. No exhibitor shall exhibit or permit to be exhibited any products or services other than those specified by exhibitor on the application form. Management has relied upon exhibitor's description of said products and services and reserves the right to determine the eligibility of any exhibitor for participation, based upon the products and services offered at the show. In the event the products and services are other than described as aforesaid, or in the event any exhibitor violates any show, facility, Reno, or Nevada law, rule, or regulation, management at its sole discretion, reserves the right to remove any exhibitor from the show, and may retain any fees paid, as liquidated damages, and not as a penalty. The GAMA Trade Show is an order taking show. Retail sales are supported through the GAMA show special program and distributors.

### **Subletting and Sharing of Space is Prohibited**

Exhibitor shall not assign, sublet, nor apportion the whole or any part of the space allotted, nor exhibit therein any goods or services other than those manufactured, distributed, or offered by the exhibitor in the regular course of its business, nor permit any representative of any firm to solicit business or take orders in the exhibitor's space, without express written approval of the management, at least 30 days prior to show.

### **Priority Points**

GAMA uses a system of priority points to help determine booth placement at the GAMA Trade Show. Companies can earn 1 point for being a GAMA Member, an exhibitor, and a sponsor. As a GAMA Trade Show exhibitor, you also earn 10 points towards your Origins priority points. GAMA will be disseminating priority points every year post show. Priority points are an aggregate total and will be used as a tie breaker.

- **Booth Placement**

Booth placement is determined annually. First, sponsors get placed followed by the payment schedule (see GAMA Trade Show payment schedule above). Within the GAMA Trade Show payment schedule priority points will determine the order.

### **Relocation and Floor Plans**

Organizer retains the exclusive right to revise the show floor plan and/or move exhibitor as necessary. Management reserves the right to move or remove exhibitor or exhibitor's display for the good and welfare of the show. Management shall be entitled to close an exhibit at any time for failure by any exhibitor or any of its officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such exhibitor shall not be entitled to a refund of any part of any fee.

### **Entrepreneur Support Program**

The entrepreneur support program is GAMA's way of supporting new companies. We do this by providing affordable rates for attending the GAMA Trade Show.

How to know if you qualify for our entrepreneurial support program:

- You are working on your first release of your product line
- Your company exists for less than 2 years

All entrepreneurial booths must be approved by the GAMA executive director. There are a finite percentage of booths that are for entrepreneurs. To apply please contact Ian Hall at [sales@gama.org](mailto:sales@gama.org) or (614) 255-4500 x103.

### **Rules and Regulations**

Exhibitors shall abide by and observe all laws, rules, and regulations of the City of Reno and the facility. Exhibitor shall observe and abide by additional regulations as published with the "exhibitor's kit" to be delivered to the exhibitor prior to setup of the show, and such additional regulations promulgated from time to time, and displayed on the organizer's web site.

### **Liability**

Neither management nor the facility nor any of their officers, agents, employees, or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm, or injury to the person or property of the exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause, and neither the management nor the facility will obtain insurance against any such damage, loss, harm, or injury. All property of the exhibitor is understood and agreed by and between the exhibitor and management to remain in the exhibitor's custody and control in transit to or from or within the facility. It is understood between the exhibitor and management that management provides an opportunity for the exhibitor to display his products or services to persons attending the show. The exhibitor understands and agrees that management cannot guarantee either attendance, sales by exhibitors, or climatic or other conditions outside or inside the facility.

### **Indemnity**

Exhibitor hereby agrees to indemnify, defend, and protect the management and the facility against, and hold and save the management and the facility harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature which might result from or arise out of any action or failure to act of the applicant or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property, or from or out of any damage, loss, harm, or injury to the person of the exhibitor or any of its officers, agents, employees, or other representatives.

### **Termination of Exhibition**

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy, or other cause, the show or any part thereof is prevented from being held, or is cancelled by the management, the management, at its discretion, may determine and refund to the applicant his proportionate share of the balance of the aggregate fees received which remains after deducting expenses incurred by the management and reasonable compensation to the management, but in no case shall the amount of refund to the applicant exceed the amount of the fee paid. In no other event shall exhibitor be entitled to a refund of any part of the fee should it be unable to exhibit at the show. Exhibitor shall not be entitled to a refund of any part of the fee in the event of a temporary interruption of the show for any reason.

### **Thank You**

As the Game Manufacturers Association, it is not only our duty but our privilege to put together the best possible show for our association. As GAMA members your whole-hearted participation and sponsorships help make this possible and we appreciate it. If you have any questions or suggestions please feel free to contact us.

Thanks, and we'll see you at the 2018 GAMA Trade Show!

**Executive Director**- John Ward  
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**Sales Manager** -Ian Hall  
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**Events Coordinator**- Paul McGraw  
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**Social Media & Marketing Manager**- Dominique Thobaben  
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**Deputy Director**- Angela Ward  
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**Administrative Assistant** - Jessica Davidson  
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**Office Coordinator**- Patti Brendlinger  
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**Convention Coordinator**-Kelly Hyme  
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