

VIDEO GAME EXPO



EXHIBITOR AND SPONSOR
SALES KIT



www.VIDEOGAME.NET





VIDEO GAME EXPO

OCTOBER 9 - 11, 2009

Video Game Expo (VGXPO) is the largest event on the east coast dedicated to video games. In 2008, over 24,000 gamers attended VGXPO to play games; meet celebrities; compete in tournaments; buy games; listen to music concerts; meet up with online friends; and participate in the overall revelry of gaming. For exhibitors and sponsors, VGXPO continues to offer marketing opportunities designed to bring you the highest return on investment at low costs.

Through exhibition, sponsorship and mass marketing opportunities, VGXPO gives your organization unique tools to direct market your products to a captivated consumer audience.

We've positioned VGXPO so that the costs to participate as an exhibitor, or sponsor, are some of the most competitive in the event industry. In addition, at VGXPO we also offer a number of turnkey exhibit options that are designed to reduce costs, planning time and other logistics.

For marketing opportunities, we provide a number of sponsorship packages including both 'in-person activations' and 'Media and TV broadcast sponsorships'. Beyond the materials presented in this sales kit, the VGXPO sales team also specializes in designing custom tailored sponsorships that meet the unique needs of our sponsors. We can integrate event, television, radio and print advertising into an all-encompassing sponsorship. Be sure to ask us how we can meet you individual needs.

Thank you for considering VGXPO. Please feel free to contact us with any questions.

Sincerely,

The VGXPO Sales Team

MAJOR MILESTONES:

- **24,674 Attendees in 2008**
- **Over 50 Exhibitors & Sponsors in 2008**
- **In 2008 VGXPO was the Largest Gathering of Gamers East of the Rockies**

VGXPO'S VALUE PROPOSITION:

- **VGXPO is Designed to Drive High Impact at the Lowest Possible Cost:**
 - o **VGXPO's total exhibiting costs are the lowest in the industry**
 - o **VGXPO was built from bottom up, and is designed to provide you the best experience for selling and marketing your products**
- **VGXPO is a Marketing and Communications Tool Built for You to Showcase Your Products and Services to Gamers:**
 - o **With VGXPO you can reach gamers through multiple touch points: in person, online, print and broadcast**



VIDEO GAME EXPO



DATE:

OCTOBER 9 - 11, 2009

LOCATION:

**PA Convention Center
Philadelphia, PA**

SALES CONTACT:

**Ed Fleming
edfleming@vgxpo.com
484-437-9064**

VGXPO EXHIBIT SPACE

Standard Exhibit Space:

Price: \$25.00 per square foot
Size: 10x10 (minimum), 60x80 (maximum)
Booth Includes:

- | | |
|---------------------------------------|---|
| 1. Description and Web Link | 4. 5 Complimentary Event Passes per 100 sq feet |
| 2. ID Sign (Text) | 5. VGXPO Marketing Materials |
| 3. 5 Exhibitor Passes per 100 sq feet | 6. Company Listing in Program |

Exhibitor is responsible for exhibit materials, carpeting, electricity, staffing, shipping, warehousing, cleaning, drayage, rigging, installation, removal, tables, chairs, labor and all booth decorations.

Turnkey Exhibit Space:

Price: \$41.00 per square foot
Size: 10x10 (minimum), 60x80 (maximum)
Booth Includes:

- | | |
|--|---|
| 1. Description and Web Link | 8. Up to 10 Exhibitor Passes per 100 sq feet |
| 2. ID Sign (Text) | 9. 10 Complimentary Event Passes per 100 sq feet |
| 3. Pipe and Drape (for linear booths) | 10. VGXPO Co-Marketing Materials |
| 4. Standard Carpeting | 11. Company Listing in Program |
| 5. One Table and 2 Chairs, per 100 sq. feet, if needed | 12. One VGXPO "On Call" Staff member for your booth |
| 6. 20 AMPS Electricity, 120 Volts, per 300 sq. feet | 13. 45-Day Banner Ad rotation on VideoGame.Net |
| 7. 100 lbs of free on-site drayage per 300 sq. feet | |

The Turnkey Exhibit Space lets VGXPO's event planners manage the basic logistics of your exhibit. Exhibitor is responsible for: any upgraded carpeting; additional electricity, supplies, & labor; booth staffing; any additional booth decorations, and all related shipping, extra drayage, additional electricity, warehousing, installation of booth and structures, and removal of materials provided by exhibitor).

Event Support Staffing:

Booth Support Staff

Price: \$13.50 Per Hour, Per Person
Includes: Training on Thursday, staffing during the event
You Provide: Product Training, Branded Shirt

Security (non armed)

Price: \$18.50 Per Hour, Per Person
Includes: Staffing during set up, during event and break down
You Provide: Branded Shirt (with or without security logo)



VIDEO GAME EXPO



“As the professional organization that recognizes excellence in games among its members, the Academy of Interactive Arts and Sciences supports the efforts of America’s VideoGame Expo to create a venue that promotes interactive entertainment directly to consumers. Providing game players an opportunity to see and experience the widest range of games possible benefits all of us who love great games”

**-Joseph Olin
President of the Academy of Interactive Arts and Sciences**

SPONSORSHIP OPPORTUNITIES

VGXPO offers a number of sponsorship and marketing packages designed to provide you with the high returns on investment. In addition to standard ‘Marketing Opportunities’ (such as lanyard sponsorships), VGXPO also offers ‘TV and Media Sponsorship’ programs and three distinct ‘Activation Sponsorship’ programs.

VGXPO’s ‘TV and Media Sponsorship’, is a joint venture between the organizers of VGXPO and local television stations and cable networks in the Philadelphia DMA and provides sponsors with an opportunity to market through in-person and broadcast media. VGXPO’s Activation Sponsorships include: exhibit sponsorship, event sponsorship and contest sponsorship through the Great American Video Game Tournament. Each Activation Sponsorship is designed to be turnkey and requires little, or no, on site logistics from the sponsor.

VGXPO EXHIBIT AND EVENT ACTIVATIONS

Exhibit and Event Activation Sponsorships include exhibits, or displays, operated by show management and require little, or no, hands-on planning by the sponsor. Exhibit and Event Activations include:

<p>The History of Video Games Sponsorship: \$20,000 (exclusive) EXHIBIT SPONSORSHIP</p>	<p>The History of Video Games is a museum-like exhibit that showcases the 30-year history of the videogame industry. The exhibit contains kiosks that display vintage games, prototypes and information on the history of gaming. The History of Games exhibit also includes interactive game stations and educational materials.</p>
<p>Breaking In Sponsorship: \$25,000 (exclusive) EVENT SPONSORSHIP</p>	<p>Breaking In is a gaming conference designed to provide students with the information that they need to know to find jobs and educational opportunities in the videogame industry. The conference is open to all VGXPO attendees and includes presentations from a variety of speakers.</p>
<p>VGXPO Game Center Sponsorship: \$20,000 each EXHIBIT SPONSORSHIP</p>	<p>The VGXPO Game Centers are themed gaming areas that feature specific types of games. Game Center genres can include gaming areas such as Action, RPG, Sports, FPS, Driving, Retro and Dancing videogames. In each Game Center gamers can play pre-selected games, or games specifically selected by your organization. Each Game Center exhibit features 10 kiosks and can be configured with your branding.</p>
<p>VGXPO Arcades Sponsorship: \$20,000 each EXHIBIT SPONSORSHIP</p>	<p>Arcade gaming is one of the most popular parts of VGXPO. Each Arcade sponsorship is a showcase of 20 classic coin-operated arcade videogames set on free play.</p>
<p>Living Rooms Sponsorship: \$12,000 each EXHIBIT SPONSORSHIP</p>	<p>Living Rooms are our relaxation stations on the show floor. Each Living Room is themed exhibit with a modern décor. Each exhibit is configured in a 10x20 space and a set of couches and/or beanbags. The Sponsor has the option to supply game consoles (or PCs) and software.</p>
<p>Main Stage Sponsorship: \$50,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The Main Stage at VGXPO is a focal point for the convention. This sponsorship is a high-profile mechanism designed to get your message out to thousands of videogame enthusiasts.</p>



VIDEO GAME EXPO



“As an attendee of this event over the years, I’ve really enjoyed the history and community aspect that VGXPO creates. Each year it gets bigger and better and this year is no exception!”

**-Tommy Tallarico
Video Game Music
Composer; TV Host; Creator
of Video Games Live**

<p>Elite Gaming Lounge Stage Sponsorship: \$30,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The Elite Gaming Lounge Gaming Stage is located in the center of the exhibit floor and has programming that features demonstrations and contests.</p>
<p>VGXPO LAN Party Sponsorship: \$15,000 each EXHIBIT SPONSORSHIP</p>	<p>America’s VideoGame Expo hosts one of the largest LAN parties on the east coast. The LAN Party remains open late in to the night and is always a expo hot spot. Sponsors have the additional option to run game competitions, provide demo software, mouse pads and other gear.</p>
<p>VGXPO Music Lounge Sponsorship: \$30,000 (exclusive) EXHIBIT SPONSORSHIP</p>	<p>The VGXPO Music Lounge pit guitar players, vocalists, drummers, dancers, and other rhythm game players against each other in games like, Guitar Hero, Rock Band, DDR, Donkey Konga, and Tyco Drum Master. Sponsors have the additional option to define and provide the software and hardware used in the competitions.</p>
<p>R-Botx: Robot Wars Sponsorship: \$30,000 (exclusive) EVENT SPONSORSHIP</p>	<p>VGXPO play’s host to both VEX and FIRST high school robotics championships. Dozens of school battle it out to compete in this unique engineering event that seeks to find the very best robots. Sponsorship provides you the ability to brand this event with your company’s name.</p>
<p>VGXPO Awards Banquet Sponsorship: \$25,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The Awards Banquet honors videogame luminaries with the annual VGXPO Lifetime Achievement Award. Past recipients have included Ralph Bear, Bill Kunkel and Lauren Lanning.</p>
<p>VGXPO Cocktail Reception Sponsorship: \$5,000 each EVENT SPONSORSHIP</p>	<p>The VGXPO Cocktail Reception provides VGXPO’s industry professionals and VIP attendees the opportunity to network and mingle with game industry insiders.</p>
<p>After Hours Bash - Con Party Sponsorship: \$45,000 (exclusive) EVENT SPONSORSHIP</p>	<p>VGXPO evening activities are know for their fun times and are the place to party. The bash will take place on Saturday, October 10, 2008 a the ballroom of the PA Convention Center. The sponsorship fee includes an open bar for the first 2-hours and the costs associated with catering for the event.</p>
<p>Gaming Fitness Invitational Sponsorship: \$10,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The VGXPO Fitness Gaming Invitational is a gaming and skills competition that pits gamers in active gaming challenges using the Nintendo Wii Sports and Wii Fit games. Contestants will compete single player challenges in baseball, tennis, boxing, and bowling and other sports and fitness games. The Gaming Fitness Invitational will seek to find the most fit gamers.</p>
<p>COSPLAY Costume Contest Sponsorship: \$15,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The COSPLAY Costume Contest is an extremely popular feature of the VGXPO. Participants in the contest dress up as their favorite videogame characters and act out game play scenes. Contestants are judged on a variety of factors including originality, presentation, and audience choice.</p>
<p>Battle of the Bands Sponsorship: \$30,000 (exclusive) EVENT SPONSORSHIP</p>	<p>The VGXPO Battle of the VideoGame Bands is a wild competition that pits enthusiast bands against each other for Band of the Year. The competition spans the entire weekend.</p>
<p>Customized Activations and Sponsorships</p>	<p>VGXPO’s show management can work with you to develop a sponsorship that meets your unique needs. Please fee free to contact us with how you would like to be involved.</p>



VIDEO GAME EXPO



“As the game industry continues to grow, so does the involvement of its consumers. They’re getting more involved in not just playing, but also helping test, design and steer where major projects are going. This kind of event is very special, as it brings together the talent that makes these games with the people that matter most, their audience.”

**-David Perry
CEO of GameConsultants.com**

VGXPO CONTEST ACTIVATIONS FOR THE GREAT AMERICAN VIDEO GAME TOURNAMENT

Contest Activation sponsorships are designed to provide marketing opportunities within VGXPO's Great American Video Game Tournament. The tournament consists of a number of gaming contests and events (see next page). Sponsorships are provided for each competition and are available on three levels:

GOLD SPONSORSHIPS – 1 available for each contest \$50,000

This lead sponsorship opportunity promotes your company's name and/or brand along side all marketing for the event or contest before and during VGXPO. Gold Sponsorships are exclusive, and are based on a first-come, first-served relationship. By being a Gold Sponsor, your company locks out any additional sponsorship for the contest.

The Gold Sponsor is responsible for all prizes associated with the contest. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the event or contest (see contest descriptions on the next page for details).

Sponsorship includes:

1. Exclusive sponsorship	5. 10x20 exhibit space at VGXPO
2. 4x4 color sign hung above the exhibit	6. Press release announcing sponsorship
3. 3x10 color banner displayed at VGXPO	7. Rights to use VGXPO graphics in sponsor's own marketing
4. Full page in the expo guide	8. 45-day banner ad rotation on VideoGame.Net

SILVER SPONSORSHIPS – up to 3 available for each contest \$20,000

The silver sponsorship level promotes your company's name and/or brand along side all marketing for the contest, before and during VGXPO.

In addition to sponsorship fees, Silver Sponsors are responsible for providing prizes associated with the event or contest. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the contest (see contest descriptions on the next page for details).

Sponsorship includes:

1. 3x10 color banner displayed at VGXPO	4. Press release announcing sponsorship
2. 1/2-page ad in the expo guide	5. Rights to use VGXPO graphics in sponsor's own marketing
3. 10x10 Exhibit space at VGXPO	

BRONZE SPONSORSHIPS – up to 5 available for each contest \$10,000

The bronze sponsorship level promotes your company's name and/or brand along side all marketing for the contest during VGXPO.

In addition to sponsorship fees, Bronze Sponsors are responsible for providing prizes associated with the contest. Prizes should have a total value of no less than \$1000. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the contest (see contest descriptions on the next page for details).

Sponsorship includes:

1. 3x5 color banner displayed at VGXPO	2. 1/4-page ad in the expo guide
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“VGXPO provides a fantastic showcase for the NVIDIA-equipped PC as a mass-market consumer gaming platform. VGXPO is a great venue for consumers to come and learn how NVIDIA-based PCs are the perfect platform for the gaming capabilities of Microsoft’s new Windows™ Vista operating system.”

**-Bill Rebock
Senior Director of
Content Partner
Relations at NVIDIA**

VGXPO CONTEST SPONSORSHIPS FOR THE GREAT AMERICAN VIDEO GAME TOURNAMENT

The Great American Video Game Tournament includes a number of gaming events and competitions. Operated by VGXPO show management, the tournament consists of the following competitions:

American LAN Tournament	The 2009 American LAN Tournament will accommodate hundreds of contestants in both team and individual competition play. Winners will take home prizes and the title of champion.
Dance & Music Tournament	The VGXPO Dance and Music Tournament will pit dancers, drummers and other rhythm game players against each other in game tournament featuring games like, Guitar Hero, Rock Band, and DDR. Sponsors have the additional option to define and provide the software and hardware used in the competitions.
FPS Tournament (Single Player and Teams)	Console gamers will flock to this ‘first person shooter’ game tournament. Gamers will compete in a showdown to find the best FPS player. Sponsors have the additional option to define and provide the software used in the competitions.
Sports Tournament	Gamers will compete one-on-one in a variety of sports game challenges. The top two winners will compete in a final contest at the VGXPO on Sunday, October 11. Sponsors have the additional option to define and provide the software used in the competitions.
Classic Championship	The Classic Championships will consist of competitive play on classic coin-op arcade and console game systems. Winners go head-to-head in a classic gaming showdown.
10-Pin Bowl-Off	The 10-Pin Bowl-Off Tournament at VGXPO drew huge crowds in 2008 and we’re expecting an even bigger event this year. In this unique competition, gamers of all ages come ready to play in a bowling showdown.
Fighters Tournament	Tournaments on games like Super Smash Bros., Tekken and Street Fighter drew gamers from across America to VGXPO in 2008. This year the Fighters Tournament will pit the best players in the US in a contest to find the best game fighters.



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“As the game industry continues to grow, so does the involvement of its consumers. They’re getting more involved in not just playing, but also helping test, design and steer where major projects are going. This kind of event is very special, as it brings together the talent that makes these games with the people that matter most, their audience.”

**-David Perry
CEO of
GameConsultants.com**

VGXPO MEDIA AND BROADCAST SPONSORSHIP

The following VGXPO Media and Broadcast Sponsorships are offered in two levels: Presenting, and Associate. Each sponsorship combines Event Activation, Co-Branded TV commercials, On-line marketing, and Street Team marketing.

VGXPO Presenting Sponsorship

Event Activation

Please select one of the following space or sponsorship options:

Exhibit Space 40x50 (2,000 sq ft)

or

Gold Sponsor of one of VGXPO’s Contest Sponsorships

TV Commercials - Sponsorship of VGXPO TV Ads

65x :30 Promotional Announcements to air between September 1 and October 9.

Example: “This years VGXPO is presented by your company...your tag line. etc...”

VideoGame.Net Web Ads

250,000 Brand/Client Specific Display Ads on VideoGame.Net

250,000 Promotional – Shared Display Ads Promoting VGXPO Sponsorship

10 Day Home Page Takeover of VideoGame.Net Home Page with client specific display ads

50K :15 Video Pre-Roll Streams / Overlays on VideoGame.Net

Fixed Position on VGXPO’s Home Page – Sponsor Position for VGXPO

Street Team Marketing

VGXPO Street Team Flyer distribution of Co-Branded Promotional Announcements
– 50,000 Units

Total Investment: \$100,000**

** Includes all creative for promotional announcements.

VGXPO Associate Sponsorship

Event Activation

Exhibit Space 20x20 (400 sq ft)

TV Commercials - Sponsorship of VGXPO TV Ads

25x :30 Promotional Announcements to air between September 1 and October 9.

Example: “This years VGXPO is presented by your company”

VideoGame.Net Web Ads

50,000 Brand/Client Specific Display Ads on VideoGame.Net

50,000 Promotional – Shared Display Ads Promoting VGXPO Sponsorship

5 Day Home Page Takeover of VideoGame.Net Home Page with client specific display ads

Fixed Position on VideoGame.net Home Page – Sponsor Position for VGXPO

Street Team Marketing

VGXPO Street Team Flyer distribution of Co-Branded Promotional Announcements
– 25,000 Units

Total Investment: \$50,000**

** Includes all creative for promotional announcements.



VIDEO GAME EXPO



“It’s time for a show that’s about games and the people who play them, and not just a giant party where everyone’s showing off their best pre-rendered video and earning kudos for best booth babes. It’s time for an event where the smallest developers are considered just as important as the big publishers, and both groups get to show their wares directly to consumers and receive direct feedback from those same consumers. In short, it’s time for a show like VGXPO.”

**-Bill Kunkel (aka The Game Doctor)
Industry Legend; First Journalist to Cover Games; former Editor at Electronic Games, Tips & Tricks Magazine, and Video Games & Computer Entertainment**

ADDITIONAL MARKETING OPPORTUNITIES

VGXPO offers a number of marketing tools that are designed to provide you with a turnkey mechanism to showcase your products, or services, to attendees at VGXPO. Options include:

<p>Bag Sponsor Sponsorship: \$12,000 (exclusive)</p>	<p>This exclusive sponsorship will display your logo alongside the logo for America’s Video Game Expo on all of the expo bags. The sponsorship cost includes the manufacture of 10,000 bags.</p>
<p>Expo Bag Inserts Sponsorship: \$3,500</p>	<p>This sponsorship includes the costs of labor to insert one item into the expo bag, up to 10,000 pieces. This sponsorship does not include the costs required to produce such item.</p>
<p>Expo T-Shirt Sponsor Sponsorship: \$45,000 (exclusive)</p>	<p>This exclusive sponsorship will display your logo alongside the logo for America’s VideoGame Expo on all of the expo T-shirts. The sponsorship cost includes the manufacture of 10,000 T-shirts.</p>
<p>VGXPO Event Badge Sponsorship: \$20,000 (exclusive)</p>	<p>This sponsorship provides for the sponsorship and branding of up to 20,000 expo badges. This sponsorship does includes the costs required to produce badges.</p>
<p>Neck Lanyard Sponsorship: \$10,000 (exclusive)</p>	<p>This sponsorship for the sponsorship and branding of up to 20,000 expo lanyards. This sponsorship <u>does not</u> include the costs required to produce such item.</p>
<p>Internet / WiFi Sponsor Sponsorship: \$45,000 (exclusive)</p>	<p>This sponsorship provides attendees of VGXPO with access to the Internet through WiFi hotspots in the convention center. When an attendee first logs into the VGXPO WiFi network, they will see your branding/ad.</p>
<p>Expo Banners Expo Hall: Call Concourse: Call Outside: Call</p>	<p>Expo Banners provide you with the unique branding opportunity to showcase your brand and messaging. Banners can be displayed inside the expo hall, in the convention center concourse or outside of the building. Pricing does not include the costs required to produce banners.</p>
<p>VGXPO Show Guide Ad Full Page: \$6,000 Half Page: \$3,500 ¼ Page: \$2,000 Back Page: \$8,000</p>	<p>Have your marketing message printed in the VGXPO Show Guide. The show guide is distributed to all expo attendees and offers them information regarding events and happenings at VGXPO.</p>
<p>Summer & Fall Promotional Guide Ad Full Page: \$6,000 (each) Half Page: \$3,500(each) ¼ Page: \$2,000 (each) Back Page: \$8,000 (each)</p>	<p>Market your products in either (or both) of the VGXPO promotion guides. Printed in the Summer and Fall, the VGXPO promotion guides are in tabloid format and contain news and information about the show. The promotion guides are distributed for free to video game and comic book stores, college campuses and inside of local newspapers. The promotion guide is printed in a large format, tabloid-style, so you’re ads can truly stand out.</p>

