



2010 GAMA Trade Show

Exhibitor Packet

Show Dates: March 22nd to 26th, 2010

Deadlines:

- December 31, 2009:** Booth Early Pay Discount
- December 31, 2009:** Program Book Ad Reservation
- December 31, 2009:** Program Book Ad Art
- December 31, 2009:** Program Book Exhibitor Listing
- January 1, 2010:** Exhibitor Badge Requests
- February 28, 2010:** Decorator Order Discount
- February 28, 2010:** Onsite Addendum Exhibitor Listing

Rooms are available at Bally's for \$79 in the North Tower and \$59 in the South Tower. Mention the GAMA Trade Show for this discount.

Game Manufacturers Association

280 N High Street
 Suite 230
 Columbus, Ohio, 43215
 Phone 614-255-4500
 Fax 614-255-4499
www.GAMA.org

Steven Verdoliva
 Sales Director
Sales@gama.org
 614-255-4500 x105

Please Read This Entire Packet Carefully!

Preliminary Show Outline

Monday March 22 nd	GTS Preparation Day with Tote Bag Stuffing	2 to 5 pm
	<u>Registration and Show Office</u>	<u>5 to 9 pm</u>
Tuesday March 23 rd	Sponsored Breakfast	7:30 to 9 am
	Registration and Show Office	7 to 7 pm
	Exhibitor Hall Set Up	8 to 5 pm
	Industry Seminars	9 to 5 pm
	Sponsored Cocktail and Social Hour	5 to 6 pm
	<u>Sponsored Game Night</u>	<u>6 to Midnight</u>
Wednesday March 24 th	Sponsored Breakfast	7:30 to 9 am
	Registration and Show Office	7 to 7 pm
	GAMA Open Board Meeting	9 to 10:30 am
	Industry Seminars	9 to 11 am
	Exhibitor Hall	11 to 6 pm
	Sponsored Cocktail and Social Hour	6 to 7 pm
	<u>Sponsored Game Night</u>	<u>7 to Midnight</u>
Thursday March 25 th	Sponsored Breakfast	7:30 to 9 am
	Registration and Show Office	7 to 7 pm
	Industry Seminars	9 to 11 am
	Exhibitor Hall	11 to 6 pm
	Sponsored Cocktail and Social Hour	6 to 7 pm
	Exhibitor Hall breaks down	6 to Midnight
	Sponsored Game Night	7 to Midnight
	<u>GAMA GRD Elections</u>	<u>8 to 9:30 pm</u>
Friday March 26 th	Registration and Show Office	8 to 11 am
	Industry Seminars	9 to 11 am
	Exhibitor Hall breaks down	8 to 5 pm
	Begin "Conquest Vegas"	Noon

Exhibitor Set Up & Tear Down

Exhibitors will be able to set up their booths on Tuesday, March 23rd from 8 am to 5 pm. Teardown may take place Thursday from 6 pm to 12 am but this will incur overtime costs or you may wait till Friday 8 am to 5 pm.

Exhibitor Badges

Each exhibitor will receive two complimentary Exhibitor Badges per 100 square feet of space purchased. Extra badges are available and all prices are on the Badge Request Form. Badge requests are to be faxed or mailed to the GAMA office by January 1, 2010.

Attending the 2010 GAMA Trade Show

The GAMA Trade Show (GTS) 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 the retail audience at GTS 2010. The GTS 2010 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

GTS Show applications can be submitted under the following programs:

- 1) Early Pay at the 2009 Show:** Paid in full by April 17, 2009. You receive the lowest scheduled booth cost as well extra Priority Points for booth placement. Booth placement will be determined by Priority Points.
- 2) Early Pay Discount:** Pay in full by December 31, 2009. You receive the next lowest scheduled booth cost. Booth placement will be determined by Priority Points.
- 3) Base Price:** Pay in full by March 1, 2010. Booth placement will be based on first come first served basis.
- 4) Sponsorship:** Via a Sponsorship package of the GAMA Trade Show.

Booth placement for the above numbers 1 and 2 will be determined by Priority Points. Priority points will be issued for participation in the numerous GAMA Programs, booth size purchased, previous GTS booth purchases, program advertisement, Meal sponsorships and event sponsorships.

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 22, 2010. If GAMA is notified in less than 60 days, after January 23, 2010 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 for non-booth expenditures will be determined at the discretion of GAMA's Executive Director regardless of the cancellation date.

Payment Methods

At GAMA, we can accept PayPal and bank wire transfers with an additional \$20 processing fee. Our PayPal address is accounting@GAMA.org. Call Angela Ward at (614) 255-4500 ext. 101 for the details you will need for a wire transfer. Be sure to contact us with any payment questions or needs you may have.

Last but not Least

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 that fact. If you have any questions or suggestions please feel free to contact us.

Thanks and we'll see you at the 2010 GTS!

John Ward	Steven Verdoliva
Executive Director	Sales Director
ED@gama.org	Sales@gama.org

Exhibiting Rules for the 2010 GAMA Trade Show

Membership

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

There is a membership form as part of this package.

Zero Package Show

GTS 2010 will be a Zero Package show with fully carpeted halls. **This means that your booth will not have tables, chairs, or electricity as part of your exhibit space.** N'awlins Trade Show Services will be providing decorator services for the show. Jim Magee is the GTS contact with N'awlins and can be contacted directly at (985) 626-3046 or via e-mail at jnawlin@bellsouth.net. **Tables, chairs and waste baskets may be rented from the service contractor at the discount package rate of \$69.00/10'x10' booth space. A package will consist of one 6'x24"x30" table, two chairs and one waste basket. Electric must be ordered from Bally's.**

Exhibitors

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, Las Vegas, or Nevada law, rule, or regulation, Management in 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. This is a wholesale-order-taking show, and retail sales are prohibited.

Freight, Freight Elevator & Loading Docks

Exhibitor agrees to use Show Decorator for all inbound shipments. The freight elevator will be available for Exhibitor use **but must be operated by a GAMA Staff person only! Exhibitors CANNOT USE THE LOADING DOCK!**

Subletting of Space

Exhibitor shall not assign, sublet, nor apportion the whole or any part of the space allotted (the "Space"), 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. Exhibitor shall cause to be listed in the official directory of the Show all names of attending providers, publishers or manufacturers of merchandise or services to be exhibited in the Space.

Admission

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 18 years of age at the start of the show will be permitted on the show floor.** Any exceptions to the rule will be made by the GAMA Executive Director. Exhibitors and attendees are prohibited from taking pictures of other exhibitors' displays and booths without the written permission of that exhibitor.

Exhibits

No Exhibitor's display shall be permitted to interfere with or limit visibility of any other exhibitor's display. No Exhibit may extend beyond the Space, including but not limited to protrusions of displays beyond the Space. No Exhibitor shall use any flammable materials in its display and all exposed surfaces must be finished or draped using flameproof material. All promotional activities shall be confined to the Exhibitor's booth area. 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. Any devices which produce sound must be operated so as not to disturb other exhibitors, as determined in the sole discretion of Management, and Exhibitor shall defend and indemnify Management as to any unauthorized use of any sound recording. Exhibitor shall at all times keep its Space free of accumulated rubbish. GTS 2010 is a zero-package show. This is to say; when you arrive, your booth will be carpeted, but empty. You will need to rent tables, chairs, wastebasket, shelves, or whatever decorations that you need from the decorator.

No Early Teardown

Starting teardown before the exhibit hall closes on April 8, 2010 is expressly forbidden. GAMA reserves the authority to penalize any exhibitor for early teardown. The first penalty will be loss of any priority points earned previously for GAMA's GTS Show. For teardown more than one hour prior to show end GAMA will also assess a fine of 25% of booth cost, payable to GAMA within 30 days after notice from GAMA of the penalty.

Labor

Exhibitor shall employ union labor where required. Any exhibitor not using union labor for load in and out will be required to show proof of insurance for all employees working in the exhibit halls during these times.

Food Functions

It is understood that admission to Food Functions is limited to Buyers, Media, GAMA staff and Show Volunteers only, unless contracted otherwise, and the Show Program announces such.

Fees

If an Exhibitor fails to make any payment due hereunder when due and in the form specified by Management, such Exhibitor's right to exhibit shall be terminated without further notice, without right to refund, and such Exhibitor shall remain responsible for any unpaid balance of the Fees.

Rules and Regulations

Exhibitors shall abide by and observe all laws, rules, and regulations of the City of Las Vegas and the Facility. Exhibitor shall observe and abide by additional regulations as published with the "exhibitors' 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.

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 & 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.

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.

Priority Points

GAMA uses a system of Priority Points to determine booth placement on the GAMA Trade Show floor. Your company earns Priority Points for all kinds of purchases and activities relating to the GAMA Trade Show. For details on priority points, please see the attached Priority Points form.

Objectionable Displays or Conduct

GAMA reserves the right to require the alteration or removal of any article or activity brought into the GTS that is deemed objectionable in nature or offensive to the average person attending GTS, and shall not be held liable for loss, damage, or injury resulting from alteration, omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold GAMA harmless against any and all claim for such loss, damage, or injury. Exhibitors will be given a reasonable period of time in which to consider any changes required by GAMA, and may withdraw material so altered if the exhibitor finds such changes unacceptable. See Section V 26-37 for Standards and Practices.

EXHIBITORS SERVICE INFORMATION

2010 GAMA TRADE SHOW
MARCH 23-26, 2010

BALLY'S HOTEL CASINO
LAS VEGAS, NEVADA

N'AWLINS TRADE SHOW AND CONVENTION SERVICES INC., JAMES MAGEE has been appointed as the Official Service Contractor for the **GAMA TRADE SHOW 2010**. Each Exhibitor will be furnished with a standard booth, consisting of 8' high **RED/SILVER** back drape, 32" high side rails and a 7"x44" Identification sign with your company name and booth number. **NOTE: SPECIAL BOOTH PACKAGE RENTAL IS AVAILABLE CONSISTING OF ONE 6'X24"X30" TABLE, TWO FOLDING CHAIRS, AND A TRASH CAN AT \$69.00.**

The exhibit area is carpeted! Individual booth cleaning and other requirements should be ordered from the contractor. The **EXHIBITORS SERVICE MANUAL**, contains all the service forms to help you further equip your booth and should be directed to our office for processing. All furnishings and services must be paid in full prior to the close of the show. **DEADLINE- MARCH 8, 2010.**

FREIGHT SHIPMENTS: All shipments must be prepaid and shipped in ample time to our warehouse:

**SHIPMENTS MUST BE
RECEIVED AT WAREHOUSE
BY MARCH 19, 2010**

EXHIBITING COMPANY _____
GAMA TS 2010 BOOTH NO. _____
C/O N'AWLINS/CDS
UPGF WAREHOUSE
4050 WEST SUNSET ROAD, SUITE H
LAS VEGAS, NV, 89118

**ONSITE DELIVERY:
MONDAY MARCH 22, 2010**

EXHIBITING COMPANY _____
GAMA TS 2010 BOOTH NO. _____
N'AWLINS/CDS SERVICE DESK
BALLY'S EVENT CENTER
3655 LAS VEGAS BLVD SOUTH
LAS VEGAS, NV, 89109

Shipping information and Drayage rates can be found on our **DRAYAGE INFORMATION SHEET** in the **EXHIBITORS SERVICE MANUAL**. For tracking freight or any freight information, call 1-702-265-2603. **DO NOT SHIP OR CONSIGN YOUR FREIGHT TO BALLY'S HOTEL CASINO, AS THE FACILITY WILL NOT RECEIVE NOR STORE EMPTY CONTAINERS DURING THE SHOW PERIOD!**

EXHIBIT INSTALLATION:	TUESDAY	MARCH 23, 2010 – 8:00 AM TO 5:00 PM
SHOW HOURS:	WEDNESDAY	MARCH 24, 2010 – 11:00 AM TO 6:00 PM
	THURSDAY	MARCH 25, 2010 – 11:00 AM TO 6:00 PM
DISMANTLE:	THURSDAY	MARCH 25, 2010 – 6:01 PM
	FRIDAY	MARCH 26, 2010 – 8:00 AM TO 5:00 PM
		PLEASE CLEAR THE HALL AS SOON AS POSSIBLE

GAMA TRADE SHOW 2010
GAMA CONTACT:
STEVEN VERDOLIVA
SALES@GAMA.ORG
614-255-4500 X105

N'AWLINS TRADE SHOW, INC.
N'AWLINS CONTACT:
JAMES MAGEE
985-626-3046

Sponsorship Opportunities for the 2010 GAMA Trade Show

Sponsorships provide a great forum! Just ask the companies who have taken advantage of these in the past. These sponsorships provide you with an opportunity to garner the good will and support of our attendees even before you begin your pitch. Meal Sponsors have an opportunity to really make an impression – targeting retailers with a whole new level of support and appreciation while providing an opportunity to make that sale directly. There are many available Sponsorship opportunities to meet any budget.

Meal Sponsorships

Giving someone a free meal is a sure way to get someone's attention. Showing off your product or service to them at the same time is an excellent way to get them interested in your company. Their interest in your company generates sales opportunities for you. GAMA has a number of ways that we can help you make this happen. From full scale Breakfasts and Dinners for all the attendees, to small intimate lunches where Retailer attendees can also partake in demonstrations of your products. Below we have listed a "smorgasbord" of choices.

- Breakfast or Dinner- 90 minutes for breakfast and 90 minutes to 2 hours for dinner. Estimated cost \$15,000. Please contact GAMA for complete details.
- Partial Breakfast or Dinner- This is a shared sponsorship with other companies. Estimated cost \$5,000 or more. Please contact GAMA for complete details.
- Game Night- The sponsor has exclusive use of one of the 4 Bronze rooms (approx 1,500+ sq feet) for game demonstrations from 7 pm till midnight. Food & beverages will be brought in. This may be either an open event or restricted to the sponsors invitees. Cost of Sponsorship \$5,000.
- Meal Demonstration Sessions- The sponsor has exclusive use of one of the 4 Bronze rooms (approx 1,500+ sq feet) for game demonstrations for 4 hours. May be either breakfast or lunch. Invite or have sign ups for 16 Retailer attendees. Cost of Sponsorship \$1,500.
- Cocktail & Social Hour- This takes place in the Grand Ballroom Social Area each evening of GTS. Lasts a minimum of 1 hour. Cost of Sponsorship \$500.
- New Product Dinner Speaking Slots- This is the chance for your company to grab their 15 minutes of fame at one of the large GTS dinners. Cost of Sponsorship \$500.

Meeting Rooms

Exhibitors may rent meeting space for GTS 2010. Currently available are the Bally's Bronze rooms. No other scheduled meetings may occur at the Bally's Las Vegas during GTS without written authorization. Cost per room for the entire day (7am to 6pm) is \$2,000 a room. Cost per room for an evening (7pm to Midnight) is \$2000 a room.

Program Advertising

Advertising information may be found on the attached Exhibitor Advertising Form. Please note that all ads may bleed. Please account for one-half (1/2) inch for bleed. Additional information is provided on the attached form.

GTS Retailer Bags

Your company can sponsor the Retailer bags that are handed out to all the attendees. The sponsor will supply the bags and art work. If needed, GAMA can supply the bags at an additional cost. Bag size, number of bags and final bag art must be approved by GAMA. This cost will be rolled into a sponsorship package.

GTS Retailer Bag Items

Your company can place an item in the GTS Retailer bag. This is a great way to get your message and sample products out to all the Retailer attendees. All items must be delivered to the GAMA office **at the convention site** on March 22nd by 2pm. The cost per item is \$250. Items may be bundled together as a single item at the discretion of GAMA's Executive Director.

GTS Badges

Your company can place its logo on the official entry badge of the GAMA Trade Show. GAMA will supply the needed badge stock but the sponsor must supply the art work. Final art work must be approved by GAMA. This cost will be rolled into a sponsorship package.

GTS Badge Lanyards

Your company may supply lanyards for the GTS badges. The sponsor will supply the lanyards to GAMA and they must be delivered to the GAMA office **at the convention site** on March 22nd by 2pm. This cost will be rolled into a sponsorship package.



2010 GAMA Trade Show Booth Purchase Form

March 22 - 26, 2010 (Monday-Friday) at Bally's Las Vegas

You must complete and return this form with your payment and signature.

A copy signed by the Sales Director (sales@gama.org) will be sent to you as your receipt.

Company information

Company Name _____

Address _____

City / State / Postal Code / Country _____

Contact information

Person who will receive confirmations, exhibitor information, decorator information, and exhibitor updates.

Contact name _____ Contact email _____

Contact phone _____ Contact fax _____

Billing contact name _____ Billing contact email _____

Billing contact phone _____ Billing contact fax _____

Booth space

Booth space at GTS 2010 is priced per square foot, depending on the total size of your booth. (A 10x10 booth is 100 square feet; a 20x20 booth is 400 square feet.) Note: A limited number of 400 square foot and larger booth spaces are available in the Event Center and Grand Ballroom, as shown in the chart below.

Booth size: _____ feet x _____ feet = _____ Total sq ft or _____ Entrepreneurial (\$400)

Square Footage	Early Pay at show price	Early Pay 12/31/09	Base Price/sq ft	Event Center limits
100	\$10.00 / square ft	\$11.25 / square ft	\$12.50 / square ft	n/a
200 to 300	\$9.20 / square ft	\$10.35 / square ft	\$11.50 / square ft	n/a
400 to 500	\$8.40 / square ft	\$9.45 / square ft	\$10.50 / square ft	8 Booths
600 or more	\$7.60 / square ft	\$8.55 / square ft	\$9.50 / square ft	4 Booths

Payment information

_____ square feet x _____ square foot price = _____ **Total Amount Due**

Terms _____ ED Approval (initials) _____

Payment type: Check MasterCard Visa American Express Discover

Credit Card Number _____ Exp Date ____/____ CVV Code _____

Credit Card Signature _____

Credit Card Name (printed) _____

Contract signature

GAMA fax 614-255-4499

We agree to comply with the GAMA Trade Show rules and regulations. Application is not binding until signed on behalf of exhibiting company and GAMA. Booth space will be assigned when full payment is received.

Exhibitor Signature _____ Date _____

GAMA Signature _____ Date _____



2010 GAMA Trade Show Exhibitor Priority Points

Starting in 2010 GAMA will be using a Priority Point system to determine our Exhibitors booth placement in the GTS Exhibitor Hall.

The preliminary list will be published on December 1st, 2009. This list will be adjusted as new Sponsors come aboard the show. Placement will begin right after December 1st. At that point the GAMA Sales Director will begin calling all of the listed exhibitors, Sponsors first, starting with the exhibitor with the most points. After the Sponsors are all placed it will be the regular exhibitors turn. As each exhibitors turn comes up they will be sent a current map of the hall so that they may see what space is available. They will then be called to discuss their booth placement with the Sales Director.

Any exhibitor that applies after December 1, 2009 will be placed on a first come first served basis.

Priority Points will be awarded on the following basis:

Sponsorship of the GAMA Trade Show

Level 5 Sponsorship (\$25,000)	50pts
Level 4 Sponsorship (\$20,000)	40 pts
Level 3 Sponsorship (\$15,000)	30pts
Level 2 Sponsorship (\$10,000)	20pts
Level 1 Sponsorship (\$5,000)	10pts

Sponsorship of a 2010 GTS Area, Room, Program, Meals

1 pt per \$500 for Sponsorship

Sponsorship of a 2010 GTS Items (These items may be included in larger Sponsorships)

Show Badges: 2,000+ for \$1,000	2pts	
Show Bags: \$500	1pt	
Badge Lanyards: 2,000+ for \$500	1pt	(Sponsor supplies lanyards and/or bags or GAMA may at an additional cost)

2010 GTS Exhibitor Hall Booth Size

2pts per 10'x10' booth space purchased

Miscellaneous

Pre-paid for the 2010 Exhibitors Hall	5pts
Consecutive years of exhibiting at GTS	1pt per year
GAMA Member	10pts



2010 GAMA Trade Show

Advertising Form

March 22 to 26, 2010 at Bally's Las Vegas

The 2010 GAMA Trade Show will be producing Pre-Registration marketing materials and an Onsite Book. The Pre-Registration marketing materials will be provided to manufacturers, retailers, and distributors to maximize your exposure both before the show and onsite. Inclusion in Pre-Registration marketing material, such as post cards and e-mail blasts, creates excellent opportunities for bringing new and established players to your booth at GTS. Advertisers will have the opportunity request right or left facing placement for their ads in GAMA publications. Quantities will be limited to **six** right facing pages and **six** left facing pages in each publication. **December 31, 2009 is the deadline for reservations and art.**

Technical Specifications

All advertisements must be supplied in the formats and specifications listed below.

Full Page: Electronic media (CD or FTP) 300 DPI minimum. CMYK Color format. Fonts and secondary images must be embedded. Dimensions: 8 inches by 10.875 inches live area. Allow ½ inch for bleed.

Half Page: Electronic media (CD or FTP) 300 DPI minimum. CMYK Color format. Fonts and secondary images must be embedded. Dimensions: 8 inches by 5.43 inches live area. Allow ½ inch for bleed.

Quarter Page: Electronic media (CD or FTP) 300 DPI minimum. CMYK Color format. Fonts and secondary images must be embedded. Dimensions: 4 inches by 5.43 inches live area. Allow ½ inch for bleed.

Postcard: Electronic media (CD or FTP) 300 DPI minimum. CMYK Color format. Fonts and secondary images must be embedded. Dimensions: 5.67 inches by 3.67 inches live area. Allow ½ inch for bleed.

Contact Steven Verdoliva, Sales Director, for any questions. Sales@gama.org or 614-255-4500 x 105

Format	Cost
<i>Reminder Postcards</i>	
5,000 addresses	\$1,250
<i>Program Book</i>	
Rear Cover	\$1,500
Inside back or front cover	\$1,250
Full Page (8" by 10.875")	\$1,000
Half Page (8" by 5.43")	\$600
Quarter Page (4" by 5.43")	\$350

Company _____

Contact Name _____

Address _____

City, State/Province, Postal Code _____

Country _____ Cell Phone _____

Phone _____ Fax _____

E-mail _____

Amount Enclosed: _____

Credit Card Number _____
(Visa) (MasterCard) (American Express) (Discover)

Expiration Date _____ Security Number _____

I have read the Terms and Conditions on the attached page of this agreement and have the authority to agree on the behalf of the exhibiting company, organization, or individuals named above to be bound by the provisions of this application, including the Terms and Conditions, as though repeated herein full, preceding the signature of the undersigned. I agree that a signed faxed copy of this form shall be deemed to be binding and shall carry the same force and effect as an original mutually signed copy. Undersigned commits to GAMA all fees, based on the schedules herein, for products ordered herein, which are non-transferable and non-refundable except as provided in the Terms and conditions attached hereto.

Advertisements must be submitted in a professional quality. GAMA reserves the right to refuse any advertisement determined to be unprofessional.

Please type or print and sign your name:

Signature _____

Name (Printed) _____

*Please note this needs a signature even if not paying by Credit Card



2010 GAMA Trade Show

Badge Request Form

March 22-26, 2010 at Bally's Las Vegas

Badges are issued at two rates- for Exhibitors and attendees. **This badge form is for Exhibitors not for attendees.** Exhibitors receive a number of complementary badges based on booth space purchase. **Two** complementary badges are offered for each 10' by 10' booth space purchased. Potential Badge holders must be working for and approved by an Exhibitor to purchase badges using this form.

Exhibitor Badge Prices

Post marked by January 1, 2009: \$35 each

After January 1, 2010 or Onsite: \$75 each

All exhibitors must submit this form for badge purchases and complementary badges. Please complete all fields for all badges. Please feel free to use more than one form if needed. Please feel free to use more than one form if needed.

Company Name: _____
Address: _____
City, State/Province, Postal Code _____
E-mail _____

Name: _____
Address: _____
E-mail: _____

Name: _____
Address: _____
E-mail: _____

Name: _____
Address: _____
E-mail: _____

Name: _____
Address: _____
E-mail: _____

Name: _____
Address: _____
E-mail: _____

Amount Enclosed: _____
Credit Card Number _____
(Visa) (MasterCard) (American Express) (Discover)

Name: _____
Address: _____
E-mail: _____

Expiration Date _____ Security Number _____
Signature _____

Name: _____
Address: _____
E-mail: _____

Name (Printed) _____
Billing Address: _____
E-mail: _____
Phone Number: _____



GAME MANUFACTURERS ASSOCIATION MEMBERSHIP FORM

Membership is based on calendar year (Jan 1-Dec 31). Dues renewals are due by 2 January of each year. Return this form with payment to GAMA, 280 N. High St. Suite 230, Columbus, Ohio 43215 or fax it to us at (614) 255-4499.

Name (Printed) _____

Company _____

Contact Name _____

Address _____

City, State/Province _____

Postal Code Country _____

Email Web Site _____

Phone Fax _____

Company Representative _____

Representative Email _____

FORM OF OWNERSHIP

____ Corporation _____ Partnership

____ Sole Proprietorship _____ L.L.C.

Years in business: _____

PUBLISHERS/MANUFACTURERS:

NATURE OF BUSINESS (PLEASE CHECK ALL THAT APPLY)

- | | |
|-----------------------------|----------------------------|
| ____ Accessories | ____ Books |
| ____ Card Games | ____ Board Games |
| ____ Computer Games | ____ Family/Party Games |
| ____ Play by Mail Games | ____ Collectable Games |
| ____ Magazine | ____ Role-Playing Games |
| ____ Miniatures Rules | ____ Miniatures |
| ____ Historical Board Games | ____ Historical Miniatures |
| ____ Other _____ | |

RETAILERS:

WHICH DO YOU SELL?

____ TCGs/CCGs/Collectable minis ____ Non-collectable minis

____ Historicals ____ RPGs ____ Comics

____ Board and non-collectable card games

Do you have in-store gaming? YES NO

AMOUNT ENCLOSED:

Credit Card _____

Number _____

[Visa] [MasterCard] [American Express] [Discover]

Expiration Date _____ CC Sec. code: _____

Signature _____

ANNUAL DUES (SELECT ONE)

____ Publisher/Manufacturer Membership - \$300 (A)

____ Retailer - \$125 (B)

Type of Retailer (select One)

____ Voting ____ Introductory

____ Wholesaler/Distributor - \$300 (C)

____ Communicating - \$50 (D)

CLASSES OF GAMA MEMBERSHIP

A) Publisher/Manufacturer Membership: one which is engaged (1) in the publishing/manufacturing of gaming product for commercial sales or use, (2) is the exclusive United States sales representative, licensee, or agent for the manufacture or gaming product (3) is the publisher of a magazine or other periodical relating to gaming products or (4) in providing Play By Mail game service.

Publisher/Manufacturer Members are the voting body of GAMA.

B) Retail membership: One which is engaged in retail sales of gaming products is eligible for one of the following:

a. Voting Membership. One that is engaged in retailing: the sale of hobby games to end consumers. Retail sales must be conducted on an ongoing basis; the business must operate in a legitimate fashion at a legitimate business site. The business must earn the majority of its income from retailing and consider itself first and foremost a retail business to hold voting status.

b. Introductory Membership. One which is in the process of opening a hobby game retail business. Introductory memberships are limited to twelve months total. This level of membership is intended to help a prospective hobby retail business begin successfully. Introductory members do not have the right to vote, and only have such rights and benefits as designated by the Board of Directors.

C) Wholesale membership: Companies that are principally engaged in the wholesale distribution of hobby game products.

D) Communicating Membership: Anyone not eligible for membership in one of the other categories, who is interested in furthering the purpose of the Association.

NOTE: By applying for membership, each member agrees to submit to binding arbitration regarding any disputes with GAMA or GAMA's officers or employees.