

# ORIGiNS

## GAME FAIR

Reach thousands of consumers & players



Build relationships with customers

Gain recognition in the industry



# JUNE 19-23, 2024

## COLUMBUS, OH

### 2024 EXHIBITOR & SPONSORSHIP GUIDE

EXHIBIT ● SPONSOR ● ADVERTISE

## What is Origins?

Origins Game Fair is an annual tabletop gaming convention hosted by the Game Manufacturers Association (GAMA) and held in Columbus, OH. With 20,000+ attendees and 5,000+ gaming events scheduled throughout the week it is one of the largest tabletop gaming events in the US. We also offer a Trade Day with peer to peer education, free marketing and networking benefits for GAMA members.

Origins started as the National Wargaming Convention, July 1975 in Baltimore, MD. The convention has grown over the years to now feature games of every variety: miniatures, roleplaying, LARPs, board & card games, collectible card games, traditional games, and anything else you think of when we say tabletop gaming!

## Who is GAMA?

The Game Manufacturers Association (GAMA) is the non-profit trade organization dedicated to serving the hobby games industry. GAMA strengthens and supports all industry professionals by advancing their interests, providing educational programs and opportunities, and promoting our unique form of quality social entertainment.

## When is Origins Game Fair?

Wednesday, June 19 - Sunday, June 23, 2024

## Where is Origins Game Fair?

Greater Columbus Convention Center  
400 N. High St., Columbus, OH 43215

## Why Exhibit?

- Showcase your products!
- Make connections with players, retailers, publishers, distributors, artists, designers, influencers, and more!
- Engage directly with your fans/customers!
- Test new designs, launch new games, and sell existing products!

### Features of Origins Game Fair

- 20,000+ attendees coming together to play games and shop!
- 200,000 sq.ft. of exhibitor and supported play space highlighting game publishers, retailers, manufacturers, designers, artists, authors, and more.
- B2B Trade Day Event
- Educator Symposium
- Pin Bazaar Program
- Artist Alley
- Author Alcove
- Board Game Library of 2000+ titles
- Family Room
- Cosplay Contests
- Film Festival
- Paint-n-Take
- Anime
- Media Room
- Blood Drive

Showcase your company at Origins Game Fair by becoming an exhibitor or show sponsor! We offer four different Sponsor Levels which can be attained through your overall spend at the show (booth costs plus sponsorship & marketing extras).

Booth placement groups are determined by Sponsor Level and then Priority Points. See page 4 for more information about how Priority Points are earned. Booth placement will be held during the week of April 22-26. Exhibitors will be contacted through the Exhibitor Newsletter with the schedule.

<b>Bronze - \$5,000:</b>	<b>Booth Placement Group 4 + two (2) additional exhibitor badges</b>
<b>Silver - \$10,000:</b>	<b>Booth Placement Group 3 + four (4) additional exhibitor badges</b>
<b>Gold - \$15,000:</b>	<b>Booth Placement Group 2 + six (6) additional exhibitor badges</b>
<b>Platinum - \$20,000:</b>	<b>Booth Placement Group 1 + eight (8) additional exhibitor badges</b>

## All Sponsors Receive the following:

- Early Booth Set-Up (Tuesday, June 18th)
- Logo on Exhibit Hall Entrance Floor Cling
- Logo on Registration Area Glass Cling
- Logo on the Sponsor Page of the Origins Game Fair App
- Logo on the front page of the Origins Website
- Logo on the Origins Tabletop Events page
- Logo on the Sponsor page of the Site Book

**Sponsorship Deadline: April 19, 2024**

## How is Priority Set?

Booth Placement order is decided by Sponsorship Level and Priority Points. Sponsorship Levels set which group you are in for selecting booth space, while Priority Points determine your order within the group. For information on Sponsorship levels, see page 3. Below is a list of the ways you earn Priority Points which will move you up in the Booth Placement process for both Origins Game Fair and GAMA EXPO.

### **GAMA Expo – Max 3/Year**

- +1 - Attend as an active GAMA voting member
- +1 – Exhibit with at least 100 sq.ft. of booth/room space
- +1 – Be a sponsor at any level



### **Origins Game Fair – No max/year (Exhibitor/Sponsor)**

- +2 – Continuing exhibitor from the previous year.
- +5 – Each 100 sq.ft. of booth/room space purchased at early-bird or pre-registration price.
- +2 – Each 100 sq.ft. of booth/room space purchased at base price.
- +1 – Every \$500 spent on advertising (No Partial Points)
- +1 – Each 100 sq.ft. of demo space purchased as booth add-on
- +1-40 – Exhibitors who submit events on time can earn up to 40 points for players who attended
- +10 – Each new game release debuted at Origins

### **GAMA Membership**

- +10 – Be an active GAMA voting member
- +10 – Exhibit at GAMA Expo in the same year.



## What Exhibitors Need to Know

The following rooms are available for rental for Origins Game Fair. Below you will find the size and cost ranges for each area of rooms that are available.

Additionally, with a room rental, you are able to set your own hours – creating a flexible demo, event, and sales space.

With the room cost you will also receive a one (1) Full Page Ad in the Site Book and a 2'x4' floor cling with company name & room hours, that will be placed outside your room space to help drive traffic to your room.

### A Pod Rooms

Sizes ranging from 840-1136 sq. ft.  
GAMA Member rate: \$2410-\$2710

Non-GAMA-member rate: \$2710-\$3010

### B Pod Rooms

Sizes ranging from 395-1155 sq. ft.  
GAMA Member rate: \$1970-\$2730

Non-GAMA-member rate: \$2270-\$3030

### D Pod Rooms

Sizes ranging from 945-1389 sq. ft.  
GAMA Member rate: \$2520-\$2960

Non-GAMA-member rate: \$2820-\$3260

### Hyatt Rooms

Sizes ranging from 810-2640 sq. ft.  
GAMA Member rate: \$2380-\$4210

Non-GAMA-member rate: \$2680-\$4510

*Hyatt rooms are traditionally the home of RPG events. It is recommended you select a Hyatt Room for your exhibitor room only if you are looking to engage and attract RPG players.*



## Supported Play Space Purchase

An additional or alternative way of exhibiting at Origins Game Fair is our Supported Play Program!

These spaces can be as small as a 20'x40' but can be expanded based on event needs. These spaces are designed to be dedicated areas for your company to run **scheduled events** with the added benefit of being able to sell product alongside them. The added ticketed play space is free, so the cost for this space is determined by how many standard sales and demo booths you wish to purchase for that space. If you are thinking of running events and having a booth but prefer not to split your staff between two areas, this is a great option for you!

**NOTE:** This space is NOT in the Exhibit Hall – it is the neighboring Gaming Hall, which is the front of Hall C. This is a great high traffic areas for schedule events and sales I.

**To take advantage of the Supported Play Event Space you must commit to running scheduled events for the required Supported Play Area hours listed below.**

The Gaming Halls are open earlier and later than the exhibit hall, but the requirements for the supported play spaces are separate from those times. You may run earlier or later than the supported play area hours, but you are not required to do so. If you wish, this also means you can sell a day earlier and for longer hours than the Exhibit Hall allows.

**NOTE:** While we will have roaming security guards and the convention centers 24hr camera surveillance in the exhibit hall and the supported play area, you are still responsible to secure or cover your products while you are away from your booth. GAMA is not responsible for theft or damage to your products in either location.

### Gaming Hall Hours:

Wednesday: 12pm-1am

Thursday: Saturday: 8am-1am

Sunday: 8am-4pm

### Support Play Area Hours:

Wednesday: 12pm-8pm

Thursday: Saturday: 8am-8pm

Sunday: 10am-4pm

A dark grey hexagonal callout box with white text inside. The text reads: "Earn Up to 40 Priority Points for Running Scheduled Events!".

Earn  
Up to 40  
Priority Points  
for Running  
Scheduled  
Events!

Supported Play exhibitors are granted early set-up hours beginning Tuesday, June 18th. Exhibitors must be set up and ready by Wednesday, June 21st at 11am.

### Price based on booth space purchased.

- The minimum cost for a Supported Play Space will be the Standard 10x10
  - Exhibit Booth rate (\$1450 GAMA member/\$1735 non-member).
  - Demo space can be added at the 10x10 Demo Booth rate (\$725 GAMA member/\$830 non-member).

## Coupon Book Page

Incentivize attendees to visit your booth with a coupon offering a discount or freebie. Coupon book images should be submitted as an 8.5"x3.5" pdf with 1/8" bleed (black and white for pages, color for covers.).

~~Front Cover (1 available) \$1040~~ **SOLD OUT**

Back Cover (1 available) \$730

Full Page \$365



## Print & Digital Site Book

Promote your scheduled events, special booth events (demos with the designer, signing events, sneak peak releases, etc), special guests, and more in the physical and digital site book. Attendees will receive a print copy and a PDF will be distributed digitally online before the show. Sponsor submits an 8.5"x11" (full page) or 8.5"x5.5" (half page) pdf with 1/8" bleed.

Inside Front Cover (1 available) \$2,100

Back Cover (1 available) \$1,900

Full Page \$1,250

Half Page \$850

## Registration Line Stanchion Ads

Promote your brand and help guests stay safe. Stanchions will be used in the main registration area. 8 double-sided stanchions per order. 11.5"x23.5" image provided by sponsor.

**\$325 (5 Available)**



**Hotel Room Keys**

Direct Attendees to your booth or new release with room keys advertising. Special room keys are given out to all reservations made in the show room block. Keycard template will be provided to sponsor.

**Drury \$400 (200 keycards)**

**Hilton \$1600 (800 keycards)**

**Hyatt \$1600 (800 keycards)**



**Lanyards**

Have attendees wear your advertising all show long. Sponsor provides 20,000 double-bulldog-style lanyards to be distributed to attendees at the show with their badges.

**\$2,500**



**\*NEW\* Mini Map Sponsor**

Back by popular demand, the foldable map will be a great way for attendees to find there way around the convention. Get exclusive advertising space on the back panel of the map that we expect will be used continually by many attendees.

**\$2,500**

**Big Bar on 2 (Coasters)**

Use coasters in the highly frequented Hyatt bar to promote your booth location and games!

**Note:** Sponsor provides 3.7” circular artwork. GAMA provides coasters.

**\$1,500**

**Floor Clings**

Lead attendees throughout the convention center with floor clings! Highlight your brand and direct attendees to your booth with these cost-effective ads!

**\$180 (4 sq. ft.)**

**+ \$45 per additional sq. ft.**



## Hall Entrance Banners

Place your logo on the welcome banners positioned above the entrances to the Halls. These are some of the most high impact areas at the convention. Hi-Res logo (vector preferred) provided by sponsor.

**A Hall - \$500 per logo (8 available)**

**B Hall - \$500 per logo (4 available)**

**C Hall - \$500 per logo (4 available)**



## Hall Entrance Wall Graphics

Make a statement on the walls flanking the entrances to the Exhibit Hall. These large surface areas are the perfect place to promote your new releases and booth location in front of endless foot traffic. There are only one of each option available. All are 100"x100".

**(5 Available) \$2,100**

- Hall A North - Right
- Hall A North - Left
- Hall A South - Right
- Hall A South - Left
- Hall B - Left





## **\*NEW\*** Registration Bench Wall

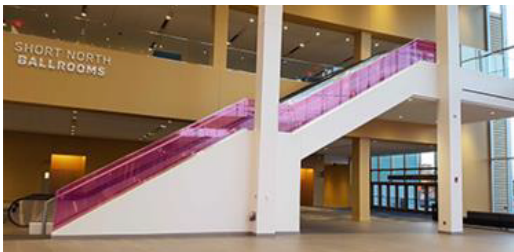
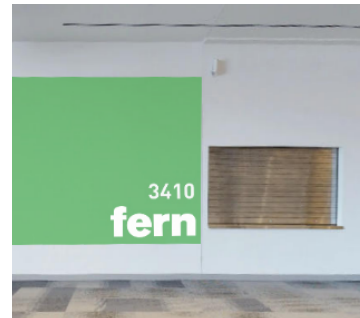
This ad placement puts your promotion right between registration and the event halls. Any attendee who picks up their badge or goes to materials pickup will walk past this space on their way to the show. Template provided to sponsor from GAMA.

**\$1,500**

## **\*NEW\*** Info Booth Wall

Positioned next to the Origins Information Booth and across from registration, this 100"x100" ad space offers maximum exposure to attendees as they first enter the show and throughout the week as they return for customer support and information.

**\$1,500**



## **Glass Railing - Escalator North Atrium**

Market where everyone starts their Origins! Promote your brand on the railing space located on the upward slanting side by the escalators in the main registration area. Template provided to sponsor from GAMA.

**\$1,250**



## **North Atrium Registration Glass Railing**

Promote your brand on the glass railing in the Upper North Atrium. These 24"x24" clings are visible from the ground floor at registration.

**\$160 per panel (10 available)**



## **Stairs to 2nd Level**

Run your advertisements on the staircase in the main registration area (North Atrium) to the Short North Ballrooms and Upper D Pod. Template provided to sponsor from GAMA.

**\$1,050**

## \*NEW\* South Marketplace Escalator

South Marketplace is a major stop for attendees getting lunch and dinner. This ad placement is perfect to catch customers as they grab food between activities. 24"x24" panel pdf image provided by sponsors.

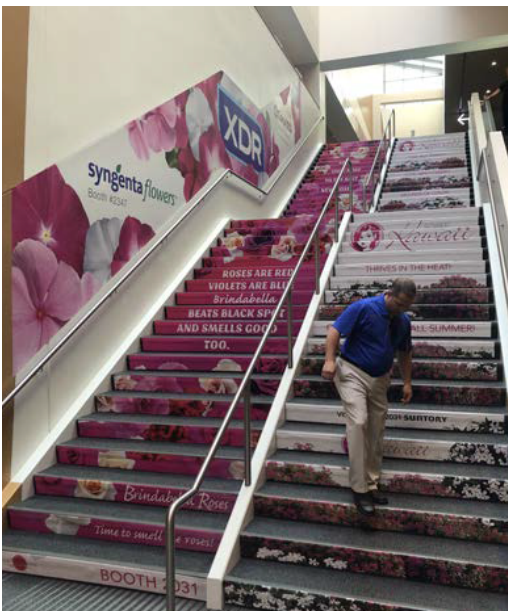
**\$160 per panel (8 available)**



## Zig-Zag Wall Segment

Provide a dynamic advertisement for your games along the handrail on either side of the pathway connector. This high traffic location is a great way to offer something creative and unique. Template provided to sponsor from GAMA.

**\$1,200 per segment (4 available)**



## Stairs to Connector

Your larger-than-life advertisement is located on the staircase leading from the GCCC to the Hyatt Connector. This ad space dominates views as crowds head to meals or back to hotel rooms. Template provided to sponsor from

**\$2,100 (4 available)**

## Escalator Handrails

Attendees staying in the attached hotels and attendees coming to and from the RPG rooms will be using the escalators everyday. Most attendees use them at least a couple times during the show. 580"x10" image provided by sponsor.

**\$700 (3 available)**





## Entrance Door Decals

The lower-half of each door (24"x24" image) leading to and from High Street is a unique way to promote your company

**\$160 per panel (20 available)**



## Main Concourse Pillars

Advertise on the square pillars through the Main Concourse of the GCCC. Promote your products throughout the show! 25"x100" pdf image provided by sponsor.

**\$400 (12 available)**



## Hyatt Columns

Advertise on the columns of the Hyatt. This area is where we host a majority of our RPG events, so it is especially valuable for organizations looking to promote their products to roleplayers. 384"x19" pdf image provided by sponsor.

**\$850 (11 available)**

## Breezeway Columns

Advertise on the columns in the connector between the Hyatt and the Convention Center. Attendees heading to the food court will also pass through this high traffic zone. 76"x110" pdf image provided by sponsor

**\$850 (11 available)**



**Hyatt Screens**

Market your catalog on the screens in the Hyatt Regency, projected above the Big Bar on the 2nd floor. 1920x1080 MP4 (h.264 codec) video provided by sponsor.

**\$350 (10 available)**

**\*NEW\* Concourse Vertical Digital Screens**

Promote you brand along the main convention concourse. Six (6) rotating ad walls will be placed in intervals throughout the convention center. One 192x640 pixel image (png or jpg) submitted by sponsor. (As seen at GAMA EXPO)

**\$750 (15 available)**

**\*NEW\* Video Wall**

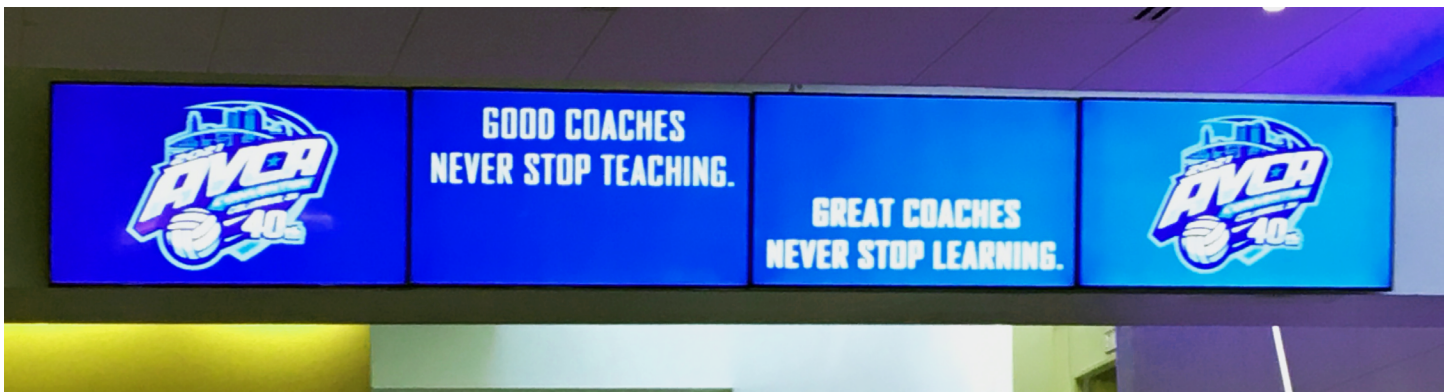
Display a 30 second video ad outside the main entrance to the Exhibit Hall. One 1152x640 pixel MP4 (h.264 codec) video provided by sponsor. (As seen at GAMA EXPO)

**\$1,000 (4 available)**

**Escalator Screens**

Promote your products continuously on one of four screens above the escalators in the main concourse. 1920x1080 jpg, png, or pdf provided by sponsor.

**\$525 (4 available)**



## Social Media Blast

Provide 280 characters and one image that will be posted to the official Origins Facebook, Twitter, and Instagram pages. We encourage sponsors to engage and share these blasts. Dates available every Monday, Wednesday, and Friday, starting April 8 and running through June 14. 263-character message for twitter, 500 characters for Facebook and Instagram, and 1 image (PNG or JPG, 1080x1080) provided by sponsor.

**\$300 (2 available each Mon., Wed., & Fri.)**



## Email Blast

Promote your games, programs, and presentations! Get your messaging in the weekly newsletter sent to 26k+ subscribers. 200-word text copy and one image required. Dates available every Wednesday. Email announcements run from April 10 to June 12. 200-word blurb (include any contact info, URLs, social media info, etc.) and 1 image (PNG or JPG, 1080x1080) provided by sponsor.

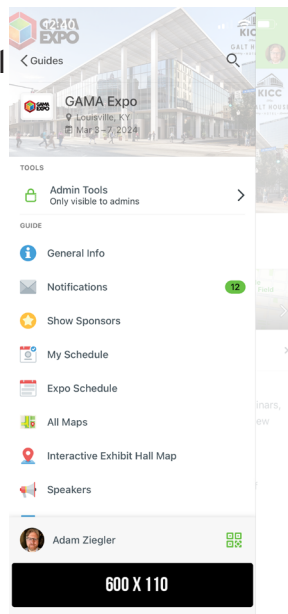
**\$400 (3 available per week)**



## \*NEW\* App Sponsorship

Your promotion can live in the palm of attendee's hands! We'll place a rotating 600x110 ad in the menu of the Origins Game Fair app. Though this is a new offering, this app was heavily used by attendees at GAMA EXPO.

**\$550 (6 available)**



## Social/Online Stats

**Over the years, Origins has built a loyal audience of enthusiastic, engaged, and active followers.**

**Facebook: 12,000+ followers**

**Twitter: 7,100+ followers**

**Instagram: 3,700+ followers**

**Opted in Email Subscribers: 26,500+**

**These represent an ideal target audience for exhibitors**

# ORIGINS EVENT SPONSORSHIPS

GAME FAIR

## **\*NEW\* Painting Contest Sponsor**

Promote your brand and support miniature painting with this contest sponsorship. There is one sponsorship for each category to cover the cost of awards and prizes.

**\$500 per category**

**Single Model**

**Unit**

**Diorama**

**Bust**

**Large Model/Vehicle**



## **Paint-N-Take Sponsor**

Support this popular area of the show that our attendees look forward to every year! Sponsor logos will be displayed on the website, digital site book, and Paint-N-Take area signage. Contact us at [Events@gama.org](mailto:Events@gama.org) to learn about specific supply needs.

**200 Miniatures (4 available)**

**\$200 in Paints & Supplies (4 Available)**

**\*Sponsorship paid in product donation\***

## **Trade Day Sponsor**

Promote your products to retailers at the Origins B2B Trade Day as a sponsor! Use this 20-minute presentation opportunity to spark sales and include product and marketing tools in the Retailer Appreciation Box. Sponsors and products will be featured through the GAMA Retailer Facebook Group (with 300+ members) and in an email blast to interested members before the show. You will also receive the retailer attendee list and your logo on the Origins Trade Day webpage, in the site book and Trade Day program, and on the retailer's exhibit hall map. Plus, we'll be holding the popular Wednesday Game Demo Night from 6-8pm!

**Wednesday, June 19, 4pm-8pm -**

**Speed Presentations &**

**Game Demo Night**

**Thursday, June 20 - Morning GAMA**

**Board Meeting & Networking Reception**

**\$525 + 100 products (\$30+ MSRP)**

**(12 available)**



## **Cosplay Contest Sponsor**

The cosplay contest returns for another amazing year! Prizes awarded in several categories. Your logo will be displayed on the website, site book, and room signage.

**\$325 (5 available)**

# ORIGINS EVENT SPONSORSHIPS

GAME FAIR

## New Tournament of Pieces Sponsorships!

The Tournament of Pieces, a competitive puzzling program, is returning to Origins 2024! This hot new feature area caused a lot of buzz last year and generated many requests that it come back this year. As such we contracted with a tournament organizer to expand the competition and add several fun side events to enhance the experience for attendees and expect it to sell out this year.

There will be three primary competitions: a singles, doubles and team championship, as well as dozens of other puzzling events. Other events planned events include 100 & 200-piece solo sprint events, a wooden puzzle sprint, puzzle chess, seminars on speed puzzling and much more. This year we are offering two sponsorship opportunities to support these efforts.

### Tournament of Pieces Title Sponsor

The sponsoring company will provide a minimum of 500 puzzles of varying piece counts. (This will need to be coordinated with the event organizer to ensure we meet the needs for each of the scheduled events.)

As the Tournament of Pieces Title Sponsor, you will receive the following:

- Your company/logo will be listed as the main event sponsor with your logo on promotional information and signage for the event.
- One (1) full-page site book ad
- One (1) Email and Social Blast
- A 10'x20' sales space in the Tournament of Pieces event area (located in the Exhibit Hall)
- Option to include an additional 100 puzzles to be included in the Origins Trade Day Retailer Box to promote your company to attending retailers
- Title sponsor will be provided an exclusive license to Origins 2024 collectible puzzle that you may create to sell at your booth (100% of net proceeds goes to the sponsor) If produced, GAMA will require 30 copies for volunteers.

*GAMA Approval required for all art assets. Origins logo and mascot available upon request.*

**\$5000 + 500 puzzles**

### Puzzle Bag Sponsor

Bags are a key component to a successful puzzle tournament to ensure the puzzles for each event are a surprise to the participants. The sponsoring company will provide 300 bags (standard 17" x 20" opaque drawstring bags) with your company logo on one side and the Origins Tournament of Piece logo on the other. Bags will be provided for each event team/participant.

The Tournament of Pieces Puzzle Bag Sponsor you will receive:

- Your company/logo will be listed as an event sponsor with your logo on promotional information and signage for the event.
- One (1) half-page site book ad

**\$1000 + 300 Bags**





## Origins Awards & Hall of Fame Sponsors

### **\*NEW\* Title Sponsor**

Support the Origins Awards and promote your brand at this major Origins event. The title sponsor's logo will appear on screen as part of the awards presentation. Sponsorship includes social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage. Title sponsor also receives a reserved front-row table and logo on social media and physical winner announcements following the event. The ceremony will be recorded and available for streaming after the convention for those unable to attend live. Your logo will be included in the streaming program.

**\$1,000 SOLD OUT**

### **\*NEW\* Origins Awards Sponsors**

Sponsorship includes social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

**\$500 (4 available)**

### **\*NEW\* Hall of Fame Sponsor**

Sponsorship includes logo on Hall of Fame promotional material that will appear in the GCCC main concourse, social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

**\$500**

### **\*NEW\* Saturday Night Concert Title Sponsor Jonathan Coulton headlining (Sat. @ 10pm)**

Connect your brand to the headliner musical guest of Origins Game Fair 2024: Jonathan Coulton. Your sponsorship of this event will include social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

In additional, you will get a Meet-n-Greet and Photo Op with Mr. Coulton, a reserved front row table with 8 seats & drink tickets for the event.

**\$1,500**

### **\*NEW\* Saturday Night Concert Table Sponsor**

Table sponsors receive onsite signage at the show, a reserved table with 8 seats, & drink tickets for the event.

**\$500 (9 available)**



*Jonathan Coulton, is an folk/comedy singer-songwriter, known for his songs about geek culture and his use of the Internet. Among his most popular songs are "Code Monkey", "Re: Your Brains", "Still Alive", and "Want You Gone"*

## GAMA Member Lounge

Promoted to GAMA members with sponsored signage in the lounge used for meetings, networking, and socializing exclusively for members of the Game Manufacturers Association. Sponsorship will be used to provide coffee/water throughout the show on Thursday, Friday and Saturday. Sponsor will be recognized in invite email to GAMA members, on signage in the room, and they will be able to set up a promotional table and one (1) roll-up banner in the room.

**\$650 (4 available)**



## Authors Alcove

Support the popular authors program at Origins by sponsoring this highly visible space inside the exhibit hall. Sponsor will be noted in the program and with signage in both the Authors Alcove and the authors seminar room.

**\$650 (4 available)**

## Artist Alley

Get your brand on signage in the Artist Alley. Now set along the path between Halls A and C, This is sure to be a high traffic area.

**\$650 (4 available)**

## Film Festival

Sponsor this long-standing staple of Origins Game Fair. Sponsors will be noted in the program and with signage at the festival. This sponsorship includes a complimentary Meet-n-Greet Photo Op with the Film/TV guest of your choice (max 2 people).

**\$650 (4 available)**

## \*NEW\* Educator Track

Support educators who champion the tabletop gaming industry! We are hosting a series of seminars specifically for teachers looking to integrate tabletop games in their classrooms. Be identified in the site book, on seminar signage, and during the events with this new sponsorship.

**\$650 (4 available)**



## Game Library Sponsor

Sponsor the ever-popular board room, the gaming library at Origins! Your company will be promoted on multiple tables and your logo will be listed on the Board Room volunteer shirts. We ask all sponsors to provide 6+ copies of a game to raffle off to attendees.

**\$650 + 6 or more games for library (4 available)**



## \*NEW\* Family Pavilion

Showcase family-friendly games on the floor of the Exhibit Hall. This exciting new space will offer space for attendees with younger children to try out new games in an inviting location at a major center of activity. Sponsor logo will appear in the site book, website, and online promotions for the pavilion and on event signage.

**\$1,200 + 6 games for pavilion library (4 available)**

## Family Room

Connect with parents and their kids in this family-friendly space designed to create a calmer area for families to play together or try out age-appropriate games and scheduled programs. Sponsors are invited to provide copies of their family and kid games to promote their offerings. Sponsor logo will appear on signage and one rollup banner in the room is permitted per sponsor.

**\$650 + 6 games for room library (4 available)**



## Volunteer Product Donations

Origins wouldn't exist without our team of amazing volunteers. To thank them for their hard work and dedication throughout the show, we close the show with a Volunteer Appreciation Party. Promote to our volunteers by sponsoring this event. We ask that you donate evergreen or newly released product that we will distribute to the volunteers. The product must be delivered to the designated on-site area by June 23.

**One or more cases of products.**

## GAMA Member New Release Showcase!

Ensure attendees know about your latest offerings with this new program. You will be able to display new products at no additional cost to you in the concourse and get special mentions in other event media.

To be eligible for this program, you must be a GAMA Member offering a **new product being released and sold for the first time** at Origins Game Fair 2024.

## Limit to 30 Members Companies

### New Release Showcase Benefits



Free display case promotion on on the main convention center concourse (10 cases with three levels)



New Release product highlighted in the site book with a product image and booth number.



New Release listing on Origins Website



New Release email blast directing attendees to our website and display cases on the concourse.

**Apply to be considered for this free opportunity [HERE](#).**



Barley's Brew Co. is a highly-frequented brew pub right across the street from the convention center. They are a long-standing partner of the show and a favorite of Columbus locals. We want you to share in this Origins tradition!

### Pint Glass

Attendees line up each year for this free collectible pint glass! Provide a 2-color image and be part of this annual treasured souvenir. 3,500 glasses will be produced. Sponsor will receive a minimum of one case of glasses to distribute. The Pint Glass coupon page will direct attendees to sponsor booth and Barley's Brew Co. to claim their glass.

**\$6,000**

### Featured Brew

Work with Barley's to select ingredients and create a custom beer named by you! The featured brew will be available at Barley's as well as the GCCC & Hyatt bars.

**~~\$1,550~~ SOLD OUT**

### Window Clings

Promote your products to all the foot traffic on High Street! The windows face the main thoroughfare directly across from the convention center.

**\$1,050 (3 Available)**

### Coasters

Create custom coasters for use in Barley's Brew Pub, basement, and Brewcadia arcade located on the upper level. Sponsor provides the coasters

**\$1,050**

### Themed Menu

Name all the items on the menu in line with your products! Available to patrons of the brewpub and basement. Your logo will appear on the menu as well.

**~~\$1,050~~ SOLD OUT**



## Rental Options, Shipping, and Storage

We have contracted with Fern Exposition Services again this year.

Once the booth placement process is complete, you will receive an email directly from Fern, with the necessary information to order any additional items you may need for your booth including furniture, display cases, cash stand, power, etc.

## Exhibitor Hotel Registration is Open!

Below you will find the link to the Origins Hotel and Accommodations webpage.

On this page, you will find the hotels that are in our housing block for Origins Game Fair this year. Details for reservations on each property are below for each hotel along with available days, nightly rates, and the last day to book at those rates.

All hotel registration is happening directly through each individual hotel this year so please refer to the link below for hotel details and contact information.

[Click here for the Origins Hotel Block page.](#)

## Exhibitor Insurance for Origins 2024

All exhibitors/sponsors (contractors, vendors, or service providers) coming on to the GCCC premises to do work or provide services are required to have insurance. Insurance is necessary to cover any claims or losses for which the contractor/vendor may be responsible for.

[Read the Certificate of Liability Instructions here.](#)

Exhibitors must carry insurance for their individual booths. Please email your insurance to [exhibitors@gama.org](mailto:exhibitors@gama.org) with subject: "Company Name, Exhibitor Insurance."

## NEW! Rainprotection Insurance Program

For those looking for an insurance option for Expo, we are working with Rainprotection Insurance to offer Exhibitor Liability Insurance at an affordable rate.

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online starting at \$91. For more information, please [review this document](#).

## Origins Game Fair Cancellation Policy

Exhibit cancellations prior to 100 days from the first official day of Origins Game Fair (March 11, 2024) shall incur no penalty.

Cancellations 99-71 days from the first official day of Origins Game Fair (March 12 - April 19, 2024) are subject to a 50% cancellation fee.

There will be no refunds for cancellations made within 70 days of the first official day of Origins Game Fair (April 20, 2024) due to committed funds and space.

All cancellations must be made in writing and sent by email to [exhibitors@gama.org](mailto:exhibitors@gama.org).

## Badge Registration & Company Info

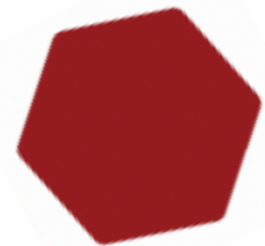
### [Tabletop.Events Accounts](#)

Exhibitor badge registration for Origins will be handled through Tabletop.Events (TTE). This will allow you to not only register your booth staff with just an email address, but you will also have an exhibitor page for your company that will be visible to all attendees. This page will feature your logo and booth number, and provides space for you to share a description of your company, products, show specials, and more.

In order to give you access to your account, you will need to:

Assign one person to manage your Origins Exhibitor badges and Company Profile Page.

That person will need to have a Tabletop.Events account. And once you have determined who that person is and they have set up their TTE account – add the Name and Email Address of the person handling your Origins page to your Map Your Show account so your company page can be assigned to that person.



**April 1, 2024:** Exhibitor Badge Registration Opens

Be sure you have [a TTE account](#) set up

**April 13, 2024:** Event Registration Opens for Attendees

**April 22-26, 2024:** Exhibitor Booth Placement

**May 10, 2024:** Marketing Assets Deadline

## [Submit your assets to the official Origins Game Fair Google Drive ONLY](#)

### **Tuesday, June 18:**

8am-8pm – Sponsor-Only Exhibit Hall Booth Set-up (*includes Trade Day sponsors & supported play space exhibitors*)

### **Wednesday, June 19:**

8am-8pm – All Exhibitors Exhibit Hall Booth Set-up

8am-11am - Support Play Area Booth set-up

12pm-1am - Supported Play and Event Spaces Open to attendees

4pm-8pm - B2B Trade Day Event

### **Thursday, June 20**

8am-1am – Supported Play, Events, and Open Gaming Area Open to attendees

9am-10am - Early Exhibit Hall Access for GAMA Members, Media, and Premier Badge Holders

10am-6pm – Exhibit Hall Open

### **Friday, June 21 & Saturday, June 22**

8am-1am – Supported Play, Events, and Open Gaming Area Open to attendees

10am-6pm – Exhibit Hall Open

### **Sunday, June 23**

8am-4pm– Supported Play, Events, and Open Gaming Area Open to attendees

10am-4pm – Exhibit Hall Open

4pm-10pm – Exhibitor Booth Tear-Down/Load-Out

*Exhibitors may enter Exhibit Hall one (1) hour before hall opens each day.*

## QUESTIONS

258 E. Campus View Blvd.  
Columbus, OH 43235  
Office: 614-255-4500  
Monday-Friday 9am-5pm EST

*Exhibiting*

*Events*

*Advertising*

*Invoicing/Payment*

*TTE/Badge Help*

Julie Yeager ([julie.yeager@gama.org](mailto:julie.yeager@gama.org)) Exhibitor Manager

Greg Boisbelaud ([gregb@gama.org](mailto:gregb@gama.org)) Events Coordinator

Paul McGraw ([paul.mcgraw@gama.org](mailto:paul.mcgraw@gama.org)) Events Manager

Adam Ziegler ([adam.ziegler@gama.org](mailto:adam.ziegler@gama.org)) Tech & Creative Manager

Chris Materni ([chris.materni@gama.org](mailto:chris.materni@gama.org)) Deputy Director

Cynthia Tuck ([cynthia.tuck@gama.org](mailto:cynthia.tuck@gama.org)) Events Coordinator

