



July 8th - July 9th

2017

Gaming & Entertainment
Experience Convention

Fredericksburg Expo & Conference Center
2371 Carl D Silver Parkway · Fredericksburg, VA 22401

(540) 369-3144
Marketing@FIADentertainment.com
www.GEXConvention.com

Brought to you by:
FIAD
Entertainment Group, LLC.

What is GEXCon?

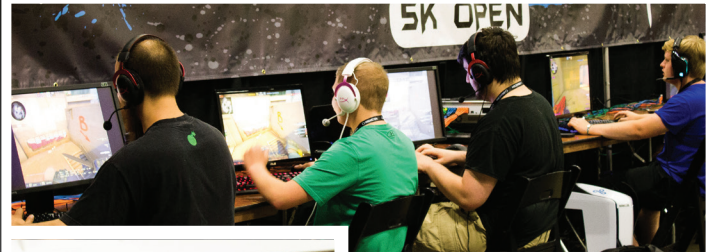
GEXCon - THE Gaming and Entertainment Experience Convention

When: July 8th and 9th, 2017

Where: Fredericksburg Expo Center
2371 Carl D Silver Parkway
Fredericksburg, VA 22401



- » LIVE Tournaments for CS:GO, Rocket League, and More
- » Meet and Greet Sessions
- » Exhibitor Booths
- » Free Play PC Area
- » BYOC LAN Area
- » Cosplay
- » and more...



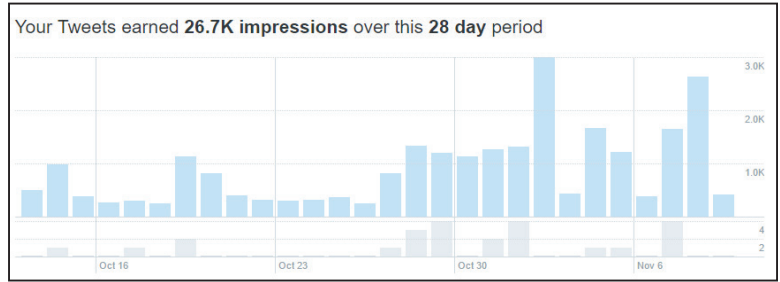
Our Social Media Reach & Attendee Demographics

GEXCon @GEXConvention

TWEETS	FOLLOWING	FOLLOWERS	LIKES	MOMENTS
1,413	669	8,113	1,643	0

Glenn Banton, Sr. @glennbantton Following

Operation Supply Drop Hosts over 75 veterans for fun and camaraderie at GEXCon in Fredericksburg, Virginia
operationsupplydrop.org/gexcon-operati...



The Yordles @theyordles Following

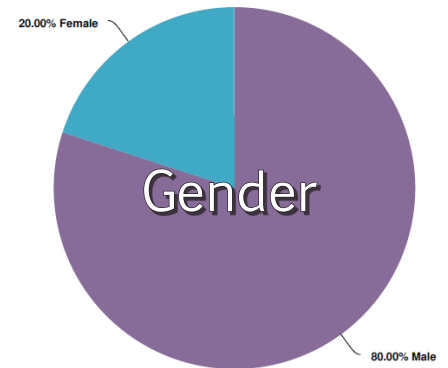
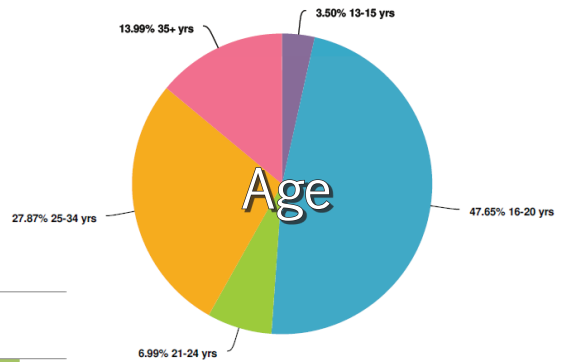
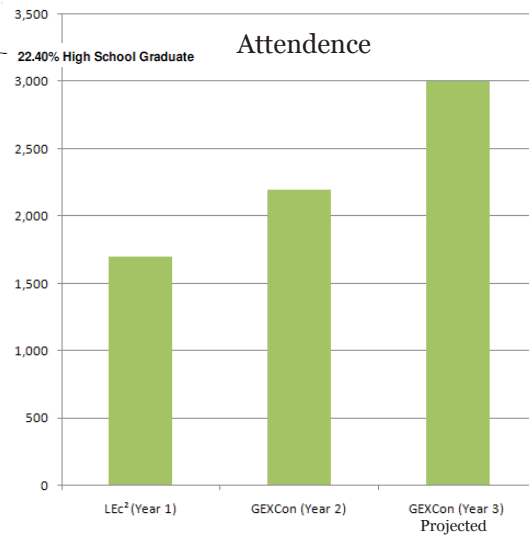
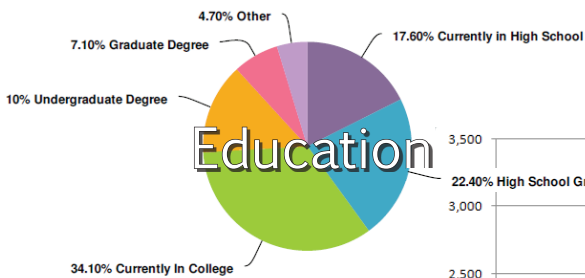
Thanks for coming out to @GEXConvention everyone! We had a blast and hope to come back next year! 😊

The Yordles @theyordles FOLLOWS YOU

TWEETS	FOLLOWING	FOLLOWERS	LIKES
6,097	671	17.4K	5,065

Glenn Banton, Sr. @glennbantton FOLLOWS YOU

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
23.5K	18K	37.3K	31.1K	6



Marketing Summary

Reaching the gaming community and growing GEXCon is a non-stop process. We work year-round to stay in touch with our attendees. Our social media alone reached over 950,000 people last year. Our marketing efforts also include:

- » Television Spotlights
- » Social Media Ads
- » Influencer Marketing
- » Exhibiting at Other Events
- » Rack Cards in Local Gaming Stores
- » Community Events
- » Newspaper Ads
- » Flyers
- » E-Mail Blasts
- » Posters
- » Website Ads
- » and More

FILTERS: Campaign Name: GEXCon x + Save Filter Clear

All Campaigns + Create Campaign Columns: Performance Breakdown Export

Campaign	Delivery	Results	Reach	Cost	Amount	Ends
GEXCon General	Completed	27,772 Link Clicks	294,078	Per Link C...	of ...	Jul 24, 2016
GEXCon Alienware	Completed	21,370 Link Clicks	272,447	Per Link C...	of ...	Jul 24, 2016
GEXCon - 3GameWeeke...	Completed	4,179 Link Clicks	38,183	Per Link C...	of \$...	Jun 13, 2016
GEXCon - 3GameWeeke...	Completed	2,810 Link Clicks	37,088	Per Link C...	of \$...	Jun 26, 2016
GEXCon Post: "#GEXCon...	Completed	1,148 Post Engage...	33,800	Per Post E...	of \$...	Jul 22, 2016
GEXCon - MTG Fat Pack ...	Completed	2,824 Link Clicks	70,093	Per Link C...	of \$...	Apr 17, 2016
GEXCon - Gleam-Instagram	Completed	120 Link Clicks	86,438	Per Link C...	of \$...	Apr 30, 2016
Post: "A big Thank You to a...	Completed	229 Post Engage...	6,888	Per Post E...	of \$...	Aug 11, 2016
Results from 29 Campaigns...			929,036 People			



ESports HQ
Published by Amanda Sale [?] · July 15 ·

#GEXCon is NEXT WEEKEND! Do you have your ticket yet? Cut the line and save \$5 by purchasing online before doors open.

37,392 People Reached
655 Reactions, Comments & Shares

480 Like	453 On Post	27 On Shares
9 Love	9 On Post	0 On Shares
97 Comments	70 On Post	27 On Shares
69 Shares	68 On Post	1 On Shares

1,441 Post Clicks
693 Photo Views 29 Link Clicks 719 Other Clicks

Social Media Ads



Sponsorship Levels

Event Sponsor Only 1 Available

\$20,000

One Event Sponsor is available. Your company will receive maximum exposure during the promotion of and throughout the entire event. Our Event Sponsor will receive:

- » 20x20 Island Booth
- » Premium placement on event website
- » 2 page center fold spread in Event Program (see page 7 for specs)
- » Company logo on all Step and Repeat backdrops (Photo B)
- » Branding on tournament live streams
- » Announcements during event and live streams
- » Company logo on all hanging banners (Photo A)
- » Main Stage signage (Photo D)

Tournament Sponsorship

\$1,000 - \$10,000
(amount varies based upon tournament)

Promote brand awareness by sponsoring one of our lively tournaments. Tournament Sponsors will receive :

- » Branding on convention website
- » Signage in tournament area
- » Main Stage signage (Photo D)
- » Logo on live stream of the tournament
- » Mentions during casting of the event

Main Stage Signage

\$1,750

A limited number of additional sponsors will have the opportunity to have their logo placed on the Main Stage (Photo D).

Our Event Sponsor and Tournament Sponsors will receive spots on the main stage as part of their sponsorship packages.

Virtual Reality Only 1 Available

\$1,000

VR is HOT! Take advantage of wait times with this highly desirable branding option.

PC "Free Play" Area Only 3 Available

\$750

Attendees and others watching provide an excellent branding opportunity. Large pull up banners (Photo C).

BYOC LAN Area Only 3 Available

\$750

The LAN Area was a great addition to last year's event. Get in front of dedicated gamers with entrance signage to the LAN area.



Photos are examples from previous events.

Hand Sanitizer Stations Only 1 Available

\$350

Hand sanitizers are always a big hit at large events (Photo E). Sponsor will receive a minimum of 5 stands placed throughout the event.

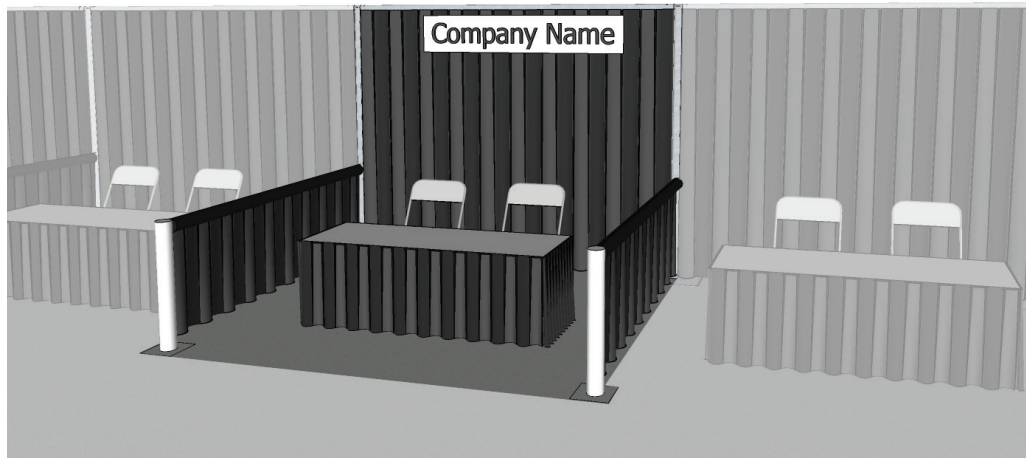
Booth Pricing

Exhibitors Receive the Following:

- » Full Pipe and Drape Booth
- » One Company Identification Sign
- » One Topped and Skirted Table
- » 2 Chairs
- » Exhibit Hall Access Badges

	Early Bird*	Regular	Badges
10'x10'	\$225	\$350	2
Corner 10'x10'	\$275	\$425	2
10'x20'	\$375	\$600	4
20'x20'	\$675	\$1050	8

* EARLY BIRD DISCOUNT ENDS FEB 28, 2017

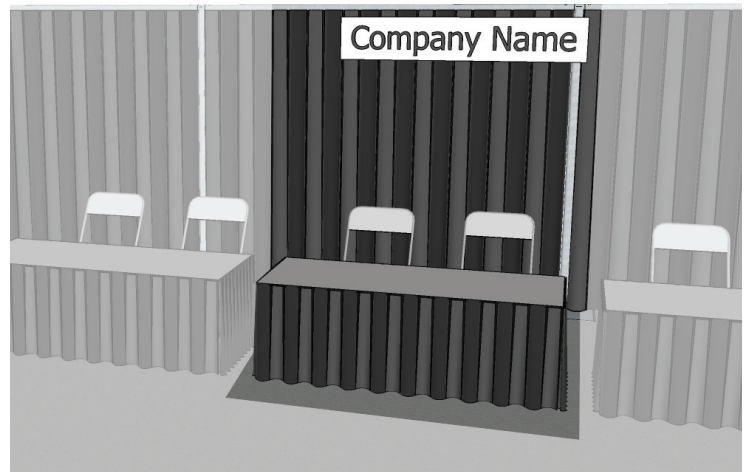


Indie Developers/Artists:

Contact us to see if you qualify.

- » One Company Identification Sign
- » One Topped and Skirted Table
- » 2 Chairs
- » 1 Exhibit Hall Access Badge

Regular
\$100



Electricity, decorations, and Internet are available at an additional charge. Electricity is to be ordered directly from Fredericksburg Expo & Conference Center.

For more information about electricity or additional services, please contact FIAD Entertainment Group at Marketing@FIADEntertainment.com and we will be happy to assist you.

- » Booths will be assigned on a first come, first serve basis with a completed and signed contract accompanied by at least a 50% non-refundable/non-transferrable down payment (balance due 30 days prior to event).
- » FIAD Entertainment Group, LLC reserves the right to make any changes with or without notice to ensure positive traffic flow and an overall "appearance" of the show.

Exhibitor Information/Floor Plan

Schedule and Important Dates

February 28, 2017 - Early Bird Pricing Ends

June 14, 2017 - Booth Assignments

June 30, 2017 - Final Payment Due for All Exhibitors

July 7, 2017

Noon - 6:00 p.m. - Exhibitor Registration & Set Up
(requires previous arrangement)

July 8, 2017

8:00 a.m. - 10:30 a.m. - Exhibitor Registration & Set Up
11:00 a.m. - Exhibitor Booths Open
7:00 p.m. - Exhibitor Booths Close
11:00 p.m. - GEXCon Closes

July 9, 2017

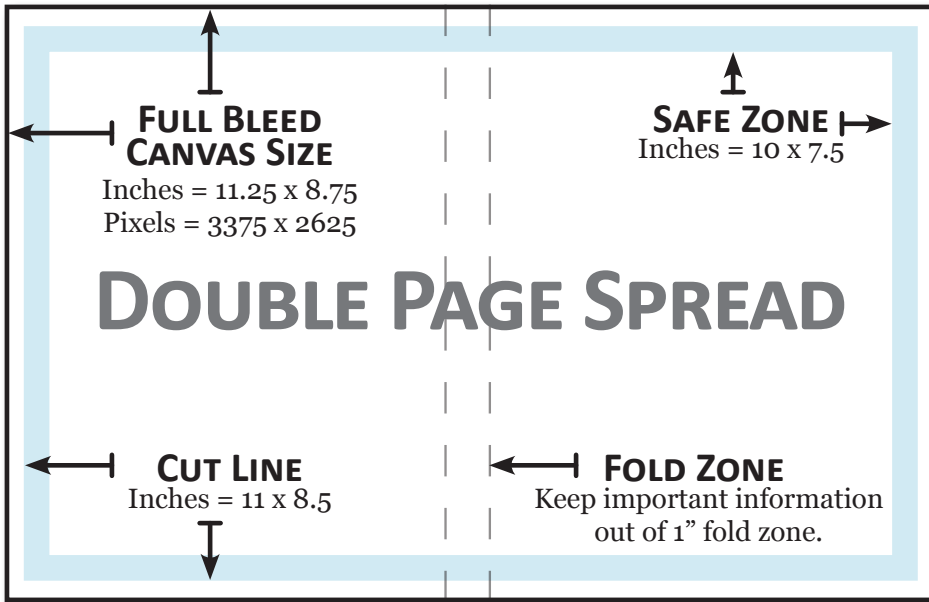
10:00 a.m. - Exhibitor Booths Open
6:00 p.m. - Exhibitor Booths Close
8:00 p.m. - GEXCon Closes
10:00 a.m. - All Exhibitors Must Be Out



*This floor plan is preliminary and may be subject to change.

Advertisement In Program

Program will be (8.5" x 5.5") high gloss, color and distributed to every attendee and vendor at GEXCon. All artwork must be submitted to Marketing@FIADEntertainment.com by June 6, 2017. Any artwork received after that date will not be placed in program.



Resolution: 300 DPI
(at full size)

Accepted File Formats: PDF, TIFF, JPEG (High Res)

Color Mode: CMYK or Grayscale

* Text and design elements must be within safe zone. Any elements outside the safe zone will likely result in trimming during the production phase.

Double Page Spread Only Available for Event Sponsor

Canvas Size: 11.25" x 8.75" (3375 x 2625 pixels)

Safe Zone:* 10" x 7.5"

Fold Zone: Text & critical design elements should not be within 1/2" of the center on either side of the page.

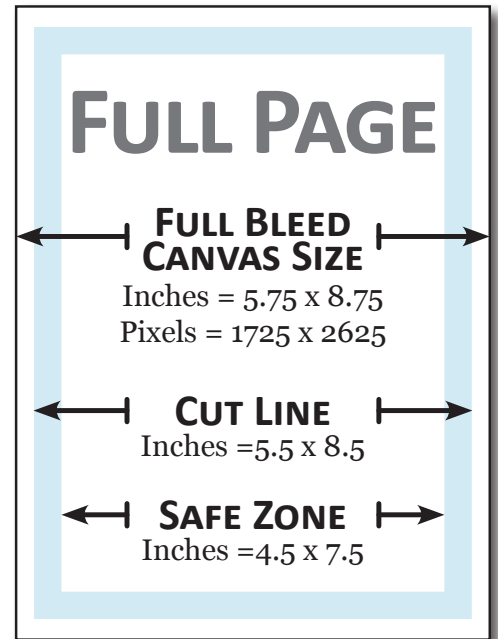
Full Page With Bleed

Canvas Size: 5.75" x 8.75"
(1725 x 2625 pixels)

Safe Zone:* 4.5" x 7.5"

Full Page Without Bleed

Canvas Size: 4.5" x 7.5"
(1350 x 2625 pixels)



Half Page

Canvas Size: 4.5" x 3.625" (1350 x 1088 pixels)

	Pricing
Half Page	\$75
Full Page	\$125
Inside Cover	\$250
Back Cover	\$375

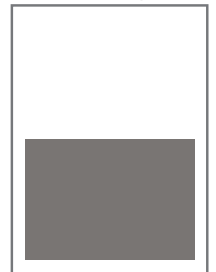
Full Page With Bleed



Full Page Without Bleed



Half Page



Exhibitor Contract

Space Assignment Process

Booth Assignments will be available on a first-come, first-served basis. FIAD Entertainment Group, LLC (FEG) makes every effort to accommodate your preferred location but does not guarantee or promise a specific space.

Cancellation Policy

a) The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to FEG no later than sixty (60) days preceding the opening date of the Event. All deposits received by FEG up to the date of notice of cancellation are non-refundable and nontransferable. In the event that the Exhibitor (i) notifies FEG less than sixty (60) days preceding the opening date of the Event that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out here in; or (iii) except as otherwise permitted herein, fails to appear at the Event; FEG reserves the right to (iv) cancel this license agreement without notice and all rights of the Sponsor hereunder shall cease and terminate; (v) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (vi) re-rent the said space; and (vii) bring action against the Exhibitor for payment of the full cost of the sponsorship originally licensed from FEG.

b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to FEG shall be deemed earned by FEG and all deposits received shall be non-refundable and nontransferable. In the event of any violation or breach of the terms and conditions of this license agreement, FEG shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as FEG deems appropriate, including, but not limited to, re-licensing its use to another sponsor. The Exhibitor shall not be entitled to any off set or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another sponsor in the Event.

Floor Plan

A preliminary floor plan is available in the prospectus. FEG reserves the right to rearrange the floor plan at any time and to relocate exhibitors if it becomes necessary for causes beyond the control of FEG or is advisable in the best judgment of FEG. FEG will notify exhibitors prior to relocation of exhibit space. Please note the included floor plan does not reflect currently reserved booth space.

Staffing of Exhibits

FEG grants complimentary Exhibit Hall badges as stated in the Sponsorship Package selected. Additional exhibitor badges are available at an additional cost. Exhibits must be staffed and operational during all scheduled exhibit hours.

Exhibit Hall Badges

Exhibitors must check in and obtain their badges from the Exhibitor Registration Desk on-site at the Fredericksburg Expo & Convention Center. Without badges, exhibitors cannot enter the Exhibit Hall. Exhibitor badges allow access to the Exhibit Hall during installation, dismantling and all exhibit hours.

Non-Profit Exhibit Space Fees

A non-profit exhibit fee is available to qualified organizations and is limited to non-profit organizations, IRS tax code 501(c)(3) or 501(c)(5) and/or as approved by FEG. The non-profit exhibit fee is only available for inside 10x10 booth spaces.

Terms and Conditions

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this contract. FEG reserves the right to refuse exhibit space to any applicant at its sole discretion. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the Exhibit Hall without refund or appeal. FEG reserves the right to amend any and all rules and regulations at any time.

Additional Rules and Regulations

Combination of Exhibit Space

Two or more firms may not exhibit in a single space without prior approval from the FEG Exhibit Coordinator.

Booth Operations

Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. General promotion, demonstration and distribution of literature/samples must take place inside your assigned booth. Exhibit areas should be kept clean and in good order. No part of any exhibit, or related signs, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture, in any way to deface them. The exhibitor is liable for damage from failure to observe these rules.

Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit and all applicable laws.

Sound Restrictions

No equipment or voice-reproducing machines can be operated in such a manner as to cause a disturbance to other exhibitors. Earphones should be provided, or such devices should be enclosed in a special soundproof booth. FEG reserves the right to determine when sound is interfering with another exhibit and must be discontinued.

Photography and Videotaping

The taking of photographs, other than by the official photographer, is expressly prohibited.

Third-Party Representatives

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone and fax numbers, signature and title with application.

Liability, Security and Insurance

Exhibitors must make provisions for safeguarding their display and property at all times. General guard service will be provided by FEG for the exhibition period, but FEG, the guard service and the Fredericksburg Expo Center will not be responsible for the loss of any material by any cause. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save FIAD Entertainment Group, LLC and the Fredericksburg Expo Center and its employees and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the primary negligence of FIAD Entertainment Group, LLC and the Fredericksburg Expo Center and its employees and agents, or by acts of God, or by other events beyond the control of FIAD Entertainment Group, LLC.

In addition, the exhibitor acknowledges that FIAD Entertainment Group, LLC and the Fredericksburg Expo Center do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. A copy of the exhibitor certificate of insurance confirming a minimum coverage of \$1,000,000 aggregate and naming FIAD Entertainment Group, LLC as an additional insured on the insurance certificate may be required.

FIAD Entertainment Group, LLC and the Fredericksburg Expo Center shall obtain and keep in force during the term of the installation and use of the exhibit premises policies of Comprehensive General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability set forth in the foregoing paragraph hereof, in amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage.

Additional Rules and Regulations (Continued)

Indemnification

The Exhibitor agrees to indemnify and hold harmless FEG and the Fredericksburg Expo Center, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (a) its occupancy of the exhibit space and/or its environs, (b) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Event, and (c) personal injuries, death, property damages or any other damage sustained by the Exhibitor, FEG, the Fredericksburg Expo Center, Event sponsors or a visitor to the Event and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

Force Majeure

In the event that (a) the facility in which the Event is to be held or is held is destroyed or becomes unavailable for occupancy or (b) FEG is unable to permit the Exhibitor to occupy the facility or the space, or (c) if the Event is cancelled or curtailed, for any reasons beyond the control of FEG, including but not limited to: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott; monies paid are non-refundable with no exchanges or transfers, FEG will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

Miscellaneous

a) Waiver by FEG of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof. b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto. c) All fire, safety, and building regulations must be strictly followed. d) Exhibitors are responsible for the removal of all materials at the conclusion of the show. e) This license agreement shall be governed by and construed in accordance with the laws of Virginia.

Cancellation of Event

Upon execution of the exhibitor application, it is mutually agreed that in the event of cancellation of the event due to fire, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and FEG management shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

Contact Us

FIAD Entertainment Group, LLC
1120 International Parkway
Suite 109
Fredericksburg, VA 22406
(540) 369-3144
Marketing@FIADEntertainment.com

Sponsor Application & Contract Acceptance

This contract serves as your INVOICE. Payment is due from this document. Retain a copy for your records.
FIAD Entertainment Group, LLC Tax ID #: 47-1010973

Company Information

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Person: _____ Title: _____
Daytime Phone: _____ Fax: _____
Email (mandatory): _____

Sponsorship Level

- Event Sponsor: \$20,000
- Tournament Sponsor: \$_____
- Main Stage Signage: \$1,750
- Virtual Reality: \$1,000
- PC Free Play: \$750
- BYOC LAN Area: \$750
- Hand Sanitizer Stations: \$350

Exhibitor Booths

Size	*Early Bird	Regular
20'x20'	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,050
10'x20'	<input type="checkbox"/> \$375	<input type="checkbox"/> \$600
Corner 10'x10'	<input type="checkbox"/> \$275	<input type="checkbox"/> \$425
10'x10'	<input type="checkbox"/> \$225	<input type="checkbox"/> \$350

*EARLY BIRD DISCOUNT ENDS FEBRUARY 28, 2017

Indy Developers/Artist Alley \$100

Program Advertisement

- Back Cover: \$375
- Inside Cover: \$250
- Full Page: \$125
- Half Page: \$75

Payment Options

Check enclosed. (Payable to FIAD Entertainment Group, LLC. Please remit in U.S. funds drawn on U.S. bank.)
Charge To: Visa MasterCard American Express
Card Number: _____ CVV: _____ Expiration Date: _____
Card Holder's Name: _____ Signature: _____

Contract Agreement

This document constitutes your application, contract agreement and invoice for the payment and sponsorship level (including exhibit space, if included in sponsorship level) at the 2017 GEXCon to be held at the Fredericksburg Expo & Conference Center, July 8-9, 2017. FIAD Entertainment Group, LLC (FEG) reserves the right to refuse an application/contract and sponsorship level to any show. Space will be assigned at the discretion of FEG.

We/I agree to abide by all the requirements, restrictions, cancellation policies and obligations noted in the Exhibitor Prospectus and all applicable legal requirements. We/I have enclosed \$_____ (____%) of the charge for the sponsorship package. Applications will not be processed without this payment. This application becomes a binding agreement when accepted.

Authorized Signature (Sponsor): _____
Title: _____ Date: _____

Please Direct Any Questions or Comments To:
FIAD Entertainment Group, LLC
1120 International Parkway, Suite 109 • Fredericksburg, VA 22406
Phone: (540) 369-3144 Email: Marketing@FIADEntertainment.com

*Applications will be accepted until the exhibit floor is sold out.

July 8th - July 9th 2017
Fredericksburg Expo Center • Fredericksburg, VA

