



ANCON 2015

ANOTHER GAME CONVENTION

MAY 15 - 17 // HUDSON, OH

CLARION INN HUDSON
6625 DEAN MEMORIAL PKWY
HUDSON, OH 44236

FOR RESERVATIONS, CALL:
330.653.9191

SPECIAL GROUP RATE: ANCON

EXHIBITOR SCHEDULE (TENTATIVE)

Friday May 15

Officially Informal AnCon Breakfast in hotel restaurant 9:00 am
 Convention Registration 11:00 am—10:00 pm
 Exhibitor Check In/Setup 9:00 am—Noon
 Exhibit Hall Open to Public Noon—7:00 pm
 Scheduled Gaming Noon—1:00 am or later

Saturday May 16

Convention Registration 7:30 am—10:00 pm
 Exhibit Hall Open to Public 10:00 am—6:00 pm
 Scheduled Gaming 8:00 am—1:00 am or later

Sunday May 17

Convention Registration 7:30 am—8:30 pm
 Exhibit Hall Open to Public 10:00 pm—4:00 pm
 Exhibitor Tear-Down 4:00 pm—8:00 pm
 Scheduled Gaming 8:00 am—6:00 pm
 Convention Officially Closes 6:00 pm

ANCON IS IN IT'S 8TH YEAR!

We are very excited for the 8th iteration of Another Game Convention. Planning is already off the ground, and we have a couple changes in store for our Exhibitors/Vendors that you'll want to check out:

STREET TEAM

Part of 2013's push for attendees involved the successful testing of a Street Team program. Participants receive a Promo Code that may be used when an attendee preregisters for the show. The attendee receives a little something special from us (this year it was bonus raffle tickets), while the Team member was receiving \$5 per first-time AnCon attendee who signed up with the code - an automated Bounty Hunter referral program! The program will be going public for 2014 - Exhibitors are encouraged to participate and reap the rewards.

The program has been available to the public since 2014 and continues to be successful.

KEEP IT GOIN'

We'll be keeping these features that have proven to be popular with our Exhibitors:

Coupon Books

Again, each attendee will receive a coupon book as a part of their registration kit. Each exhibitor may provide a special 'deal' within the book that is valid during the convention only. There is no cost for this program, and AnCon will be providing all of the printing. We'll be in touch with each exhibitor as they register to assist in the 'deal' creation process.

Food and Beverage Area

In 2013 we introduced the concession stand in the back of the exhibit hall so attendees need to go past all the exhibitors to get to the food. This has proven successful in the past and will continue this year.

Longer Friday Hours

In 2013 we introduced different friday exhibitor hours. We will continue to do that this year as it helped in exhibitor sales.

ANCON 2015 CONTACTS

"Super" Dave Radzik
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4150 OAK HARBOR RD
FREMONT, OH 43420



WWW.ANOTHERGAMECON.COM
WWW.MSTBTRADESHOWMGMT.COM
(419) 307-0048

Booth Info and Selection

A standard booth will include 1 table, 2 chairs and 8' w x 7'd of floor space. Table displays and activities must be designed to not encourage blockage or reduce traffic flow.

Booth Selection

Booth selections must be made on the official AnCon 2015 Exhibit Space Application. Applications will be processed on a first received, first-processed basis. Note: No application will be processed without full payment.

Booth Fees

Base Rate \$50 = Full payment received by or before 3/27/15

Late Rate \$70 = Full payment received after 3/27/15

There is a three (3) booth limit. Additional tables may be rented for your exhibit space at a rate of \$20. All selections are subject to the discretion of AnCon management. All booth and ad payments must be finalized before Exhibitor setup on site. Payment rate is based on date of final and full payment.

Special Security Notices

During Closed hours of the Exhibit Hall, no one is allowed access to the hall. Exhibitors are allowed access one hour before Exhibit Hall Open hours and must vacate by ½ hour after closing. Removal of all cash, medicines, event supplies, laptop computers and other valuables must be made during the scheduled hours. Show management appreciates your understanding in our efforts to best secure your Exhibits.

There is no unauthorized selling of merchandise outside of your rented table space. Violators will be removed from the convention. In the case of violating exhibitors, the exhibitor and all employees will be removed from the convention. This policy is intended to protect our supporting Exhibitors who have paid for the right to conduct business at the convention.

Badges

Each exhibitor is given two exhibitor badges with each booth purchased. All exhibitor badge requests must be submitted on the Badge Request form no later than 4/15/15. Extra badges can be purchased for \$20.00 or later on site for the prevailing Weekend Player Badge rate.

Exhibitor badges are valid for all convention functions and, for game playing purposes, are considered weekend badges. Each badge must have a person's name. For security reasons we can not issue staff or generic badges. If you will be having different employees share a badge over the course of the convention, please contact us for special arrangements.

Events

The basic goal of AnCon is for people to get together to play games. Get people interested in your games by running events and tournaments. Events will be listed on the web site and available for pre-registration. Submit games early to take advantage of pre-registration. All game companies and retail stores that sponsor events will be highlighted in the on site book.

Event Length and Space

An event can last any amount of time rounded to the nearest quarter hour. Any event you submit should take into consideration setup and teardown.

All events need a start and end time. If an event runs all day or all show but a player only plays for a fraction of that time, then the submission should be based on the fraction of time a player plays.

Event Fees

An organizer can charge event fees for their event. The show will take 4% of the fee to cover transaction costs. MSTB Trade Show Management does NOT take a cut.

Manufacturer Demos

Demo space may be provided in the scheduled events areas by permission of AnCon management with regard to availability of tables relative to event schedule. There is a possibility that scheduled events may occupy nearly all available event space so no demo space can be guaranteed until two weeks before start of AnCon, subject to change by discretion of AnCon management.

Event Sponsorship and Event Prize Support

AnCon 2015 encourages companies to send official representatives to run scheduled events sponsored by the company. Many game manufacturers have qualified or sanctioned event

managers who run events at conventions and in retail stores. AnCon 2015 is a perfect opportunity to have these outstanding representatives promote your company and its products by hosting scheduled events.

AnCon is interested in providing prizes for as many game winners as possible. Please contact us regarding support for scheduled events. Marketing and promotional opportunities are available for companies supplying prize materials. All companies who provide prizes for specific games will be listed as co-sponsors for those games on the AnCon web site as well as in the on-site program. Companies providing general prizes, unspecific to scheduled events but used for a general prize pool will be listed in a general co-sponsorship listing online and in the program.

AnCon 2015 Show Sponsors

Special Sponsorship opportunities are provided to interested companies. Past sponsors have included Mayfair Games, Crazy Egor's, MSTB Consulting and Underhill's Games. These companies became our sponsors through their support in advertising, printing, promotions, prize support and in providing special guests. Companies can help AnCon by their level of participation and support.

We would like to stress to you that we consider any offer of sponsorship seriously - and will review each and every offer on a case by case basis. We understand that services can be quantitatively equal to cash - and we will personally review sponsorship offers on a case by case basis.

There are many ways to gain sponsor status with AnCon 2015. Contact us with your ideas and we will make them happen.

Exhibit Hall Services

AnCon staff and MSTB Gaming, LLC management want to provide you with the best possible experience. Please let us know if you have any questions, concerns or needs. We will do our very best to help you and make AnCon 2015 a success for everyone.

Advertising

The AnCon Pre-reg, On-Site Book, Web Site and show Yearbook are perfect opportunities

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to further inform customers of your company and it's products. The pre-reg book will be available in PDF on the AnCon Web site. The deadline for all ad forms for the pre-reg book must be received by 1/15/15, For layout purposes all ad files and photo ready slicks must be received by 1/31/15

400 copies of the AnCon 2015 On site Book will be printed for the show. The deadline for all ad forms is 4/15/15, For layout purposes all ad files and photo ready slicks must be received by 4/24/15.

Ad Artwork Requirements

Although we can accept any type of artwork, please keep in mind the following guidelines:

Vector graphics are always better (.psd or .ai). Vector format allows us to size it to any requirement.

JPG, GIF, PNG are all fine, just make sure it is as large as possible and use the highest quality settings. (Remember, sizing down is easier than sizing up and we don't loose as much resolution).

Ad Rates & Dimensions

On-site Book - 400 copies + Distribution
B & W Full Page Interior (8 x 10.5) \$75
B & W Half Page Interior (7 x 5) \$40
B & W Qtr. Page Interior (3.5 x 5) \$25
B & W Inside Cover Front (8 x 10.5) \$80
B & W Inside Cover Back (8 x 10.5) \$80
B & W Back Cover (8 x 10.5) \$100

AnCon 2015 Show Shirts

This year we are offering companies the opportunity to have their company listed on the back of our show shirts, similar to the tour listings on the back of concert shirts.

For further marketing opportunities please contact us. Our business is bringing game manufacturers and game retailers in contact with game enthusiasts. We are open to new ideas and want to hear from you as to what we can do to help promote your business.

AnCon Web Site Promotion

All Exhibitors and Advertisers for AnCon 2015 will be listed on our Web site as well as in the

On-Site Book. Companies are encouraged to provide contact information for customers to be included with this listing. For the AnCon 2015 Web site a link will be provided to the participating company's Web site.

Help Us Market AnCon 2015

We plan on marketing AnCon 2015 through our web site, flyer distribution and print media advertising. In order to increase our mutual customer base, AnCon 2015 management will provide custom flyers containing mutual promotions for use by participating companies. These flyers can be distributed at other conventions that AnCon 2015 members, supporters and participating companies are attending. Flyers can be made for insertion in participating companies' products for distribution and will include all information on the participating companies involvement with AnCon 2015. Let people know that they can purchase or play your products at our convention. Promotion of the show is in our mutual interest.

AnCon 2015 asks that participating companies post a link from their web site to the AnCon 2015 site. We encourage all companies that exhibit or run events at the show to promote their participation on their company web site. Official photos, logos and information will be provided by AnCon 2015 / MSTB for such use.

Facebook Marketing

We have a group on Facebook. We encourage everyone to join us as friends and use this tool to spread the promotion of your company

www.facebook.com/group.php?gid=31236569371

Paperwork

All Exhibitor Space Applications, Badge Requests, Event Submissions and On site Book/ Web Site Ad Applications must be provided in writing through mail or Email. Full contact information for exhibiting company and exhibit coordinator is required.



WANTED: NEW ATTENDEES FOR ANCON 2015

Help us promote AnCon 2015 and earn \$5 cash per new attending person you get to preregister.

Bounty earned on all Full Weekend PLAYER pre-registrations only and must be submitted and paid in full by March 31, 2015. (No other badge type qualifies).

You do not need to pre-register. You cannot count bounty for yourself. Free children 10 and under cannot be bountied.

Bounty rewards paid on site at show.

**DOWNLOAD BOUNTY HUNTER FORMS:
WWW.ANOTHERGAMECON.COM**

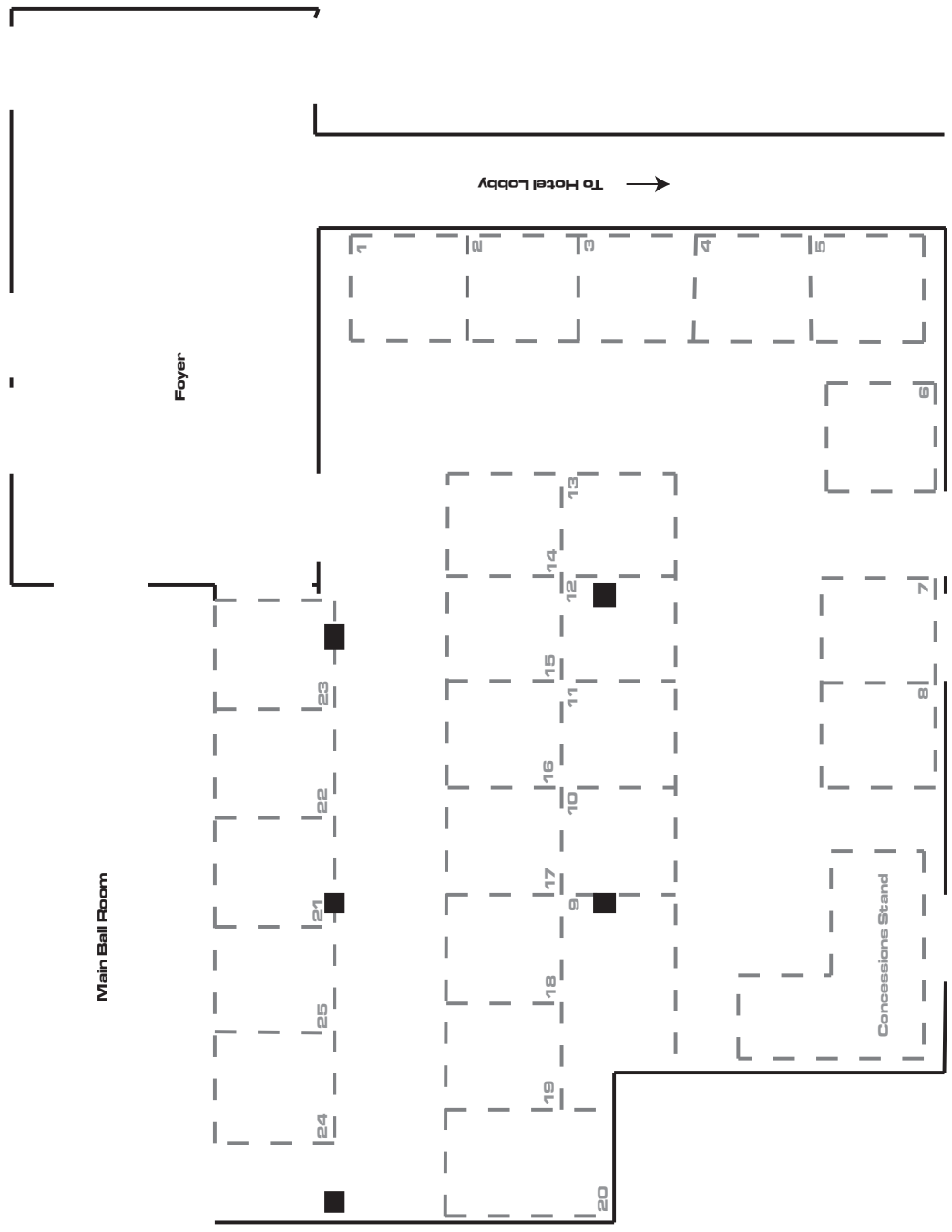
Questions concerning the AnCon Gamer Bounty Hunter program can contact us at:

dradzik@mstbeventmgmt.com
frank@mstbeventmgmt.com

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ANCON 2015 EXHIBITOR, SPONSORS & ADVERTISERS REGISTRATION

Company	Contact Name
Address	City/State/Zip
Phone	Fax
Email	Website

EXHIBITOR SPACE	QTY x Rate = Total	Exhibitor Badge Names (2 per Space, Add'l \$20 ea)		
	Space (w/1 Table)		\$50	_____
	Add'l Tables		\$20	_____
	Add'l Badges		\$20	_____
	Sub:		\$	_____
Space Choice: 1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/>				

SPONSORSHIPS	<input type="checkbox"/> \$135 "SUPER" Sponsorship Logo Banner over Gaming or Exhibitor Hall Door Logo printed on Badge Front CHOICE: Inside Cover -OR- Full Interior & 1 Column Logo Ads	<input type="checkbox"/> \$55 SILVER Sponsorship CHOICE: Half Interior -OR- Quarter Interior & 1 Column Logo Ads
	<input type="checkbox"/> \$90 GOLD Sponsorship Sponsorship of a Party or Game Event, including Signage CHOICE: Full Interior -OR- Half Interior & 1 Column Logo Ads	<input type="checkbox"/> \$35 BRONZE Sponsorship Quarter Page Interior Ad
	<input type="checkbox"/> \$20 SUPPORTER Sponsorship One column Logo Ad	
	All Sponsorships include T-Shirt listing and Highlighted listings on our Website and in our Publications	

ADVERTISEMENT	QTY x Rate = Total	QTY x Rate = Total				
	Full Page (7.5 x 10)		\$75	Inside Cover Front (7.5 x 10)		\$80
	Half Page (7.5 x 5)		\$40	Inside Cover Back (7.5 x 10)		\$80
	Quarter Page (3.5 x 4.75)		\$25	Back Cover (7.5 x 10)		\$100
			\$	Due for Ads:		\$
Ads do not include T-Shirt or Highlighted listings; and placement priority is given to Sponsorships						

PAYMENT	Payment Methods:	Balance Due
	<input type="checkbox"/> Money Order <input type="checkbox"/> Check (# _____)	Space
	<input type="checkbox"/> Credit Card # _____	Sponsor
	Exp Date ____/____ CVV Code _____ circle: VISA / MC / DISC	Ads
	Name on Card: _____	Total
		DATE RECEIVED
		(AnCon Office Use)

I have the authority to reserve the above space, sponsorships or advertisements for any organization listed herein. I have read and accepted the Additional Terms and Conditions included in this packet, and understand that this order form does not represent the entirety of the agreement. Product and service offerings contained within may change per the discretion of AnCon Management and (MSTB Event Management, LLP). I agree that final authority on physical displays, product/service sales, advertisement content, publication layouts and service availability belong to AnCon management. I agree that no reservations shall be held without full clearance of payment. Payment has been made in full, and I agree to comply with any account holder agreements required by the chosen payment method.

Print Name: _____ Title: _____
 Signature: _____ Date: _____

Additional Exhibitor Terms & Conditions

These additional terms are considered part of and incorporated into AnCon 2015 Exhibit Space Application described within this kit. AnCon 2015 is owned and operated by MSTB Gaming, LLP (herein referred to as same or as MSTB).

I. Application Fees, Table Specifications and Services

1. Firms, organizations or individuals selling or promoting at AnCon 2015 must rent exhibit space and must confine such activities to the space so rented. Exceptions to this requirement must be obtained in writing from MSTB prior to the start of AnCon 2015.

2. Exhibit space assignments will be confirmed only when payment and this signed Agreement are received by MSTB. A deposit of \$85.00 or 50% of total table cost (whichever is greater) is required. Final cost of ALL exhibit space rental is determined by the postmark date of the Final and Full Remittance. All tables must be paid for in full before setup of exhibits at the start of AnCon 2015. Failure to pay in full will result in your table space being released and your deposit being forfeited.

3. Exhibit space will be assigned on a first come, first served basis according to preferences indicated by each exhibitor on their application. MSTB's decisions as to exhibitor space assignments is final and binding.

4. The exhibit space rental fee for each table is described under the Table Fees. Rental fees are refundable less a 50% cancellation charge, provided that MSTB receives written notice of intent to cancel no less than sixty (60) days prior to the start of AnCon 2015. Rental fees are not refundable under any other circumstances. Exhibitors must move into their assigned space 60 minutes before the stated opening of AnCon 2015 opening to the public. In the event an AnCon 2015 Exhibitor fails to occupy its space, MSTB has the right to use said unoccupied space to suit its own convenience, including renting said space to another Exhibitor, without rebate or allowance due the defaulting Exhibitor. Exhibitor agrees that if any default is made in any covenant or agreement herein contained, at the option of MSTB, the contractual relationship shall cease and terminate. In such event, MSTB may resort to legal proceedings to obtain possession of the Exhibitor's exhibit space. MSTB assumes no responsibility for having included the name of the defaulting Exhibitor, or descriptions of its products or services, in the AnCon 2015 program, brochures, news releases, web site or other materials stated herein, and all applicants hereby irrevocably grant MSTB the right to use their name or describe their products and services in relation to AnCon 2015.

5. Exhibitor may not begin dismantling any display before the official close of the AnCon 2015 exhibit hall as identified in the Exhibitor Pack.

6. Included in the rental of each table are those items identified in the Exhibitor Pack. Additional equipment, materials or services needed or used in the display areas are the sole responsibility of the exhibitors and should be arranged with the hotel services or outside contractors as contracted.

7. Exhibitors using their own displays are responsible for arranging and paying for all transfer and storage fees, all labor and equipment rental necessary to assemble and dismantle said display, all costs related to moving said display in and out of the exhibit area and the AnCon 2015 site. All the exhibitor shipments must be addressed to the hotel or convention decorating services firm identified in the Exhibitor Pack. Clarion Inn requires advance notice, and handling of \$5.00 per item.

8. AnCon 2015 management reserves the right to require the alteration or removal of any article or activity brought into the convention that is deemed objectionable in nature or offensive to the average person attending AnCon 2015, 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 AnCon 2015/MSTB 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 change required by AnCon 2015/MSTB and may withdraw material so altered if the exhibitor finds such changes unacceptable.

9. At the discretion of AnCon 2015/MSTB, exhibitors may use multiple single tables and combine them to create a contiguous space configuration. When applicable, convention management reserves the right to immediately charge and collect payment for island or peninsula configurations if such configurations are designated as a separate exhibit rate. Any exhibitor who fails to comply will be removed from the exhibit hall without rebate due or be charged additional exhibit fees equal to that of the reconfigured island or peninsula space.

II. Limitations on Representation

10. Exhibitors may not sublet or assign any portion of their display space without prior consent of AnCon 2015/MSTB.

III. Table Operation

11. No mechanical, electrical or other apparatus will be allowed to create noise or otherwise interfere with other exhibitors in any way as solely determined by AnCon 2015/MSTB. Any exhibitor who fails to regulate such apparatus when so asked by AnCon 2015/MSTB will be removed from the exhibit area.

12. Exhibitors may post and distribute promotional materials only from within

their paid areas. All such material must meet the AnCon 2015/MSTB management's standard of good taste. Promotional materials may not be affixed to the AnCon 2015 site buildings by exhibitors, their agents or employees, and exhibitors are not allowed to distribute materials which encourage the public to affix such materials to buildings or fixtures.

13. Exhibitor agrees to participate in all prize redemption, coupons and promotional programs outlined in the Exhibitor Pack.

14. Exhibitors may not engage in live action gaming activities that pose any potential injury to participant or bystanders.

15. No self-adhesive decals or helium balloons are permitted without prior written consent from facility management.

IV. Security and Liability

16. Exhibitor is solely responsible for paying all applicable city, county, state and federal taxes on sales and promotional activities at AnCon 2015.

17. AnCon 2015/MSTB will arrange for personnel to control access to the exhibit area, but is not responsible for any injury to exhibitor's agents, servants, employees or damage to property from any cause prior to, during or subsequent to said AnCon 2015. Exhibitors hereby expressly agree to indemnify and hold harmless AnCon 2015/MSTB against any and all claims for such loss, damage, or injury.

18. Exhibitors are required to ensure their own exhibit and display materials. In the event, AnCon 2015/MSTB or the owners of the convention site shall be held liable for any reason which might result from and exhibitors' action or failure to act in any manner whatsoever, such exhibitors shall reimburse AnCon 2015/MSTB and/or the convention site owners for all costs and liability resulting therefrom.

19. Exhibitors are fully responsible for any loss, damage or injury to the convention site owners or its personnel resulting from the exhibitors' displays or actions. Exhibitors are fully responsible for any loss, damage or injury to AnCon 2015 attendees resulting from exhibitors displays or actions.

20. Exhibitors are liable to the convention services firm for any and all damage, from whatever cause, to the rented or leased table equipment and shall indemnify, defend or hold harmless AnCon 2015/MSTB against any and all claims or suits from such damage.

21. AnCon 2015/MSTB reserves the right to cancel arrangement or contracts, or close an exhibit whenever it is deemed necessary for the safety or comfort of those attending AnCon 2015, whenever the exhibit, activity or material sold are objectionable or offensive to the average person attending AnCon 2015, whenever portions of the convention site are destroyed or damaged. Likewise AnCon 2015/MSTB management reserves the right to cancel arrangements or contracts, or close an exhibit if AnCon 2015 fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a governmental agency or AnCon 2015/MSTB management, or for any other reason that terminates this contract. In the event of such termination, exhibitors waive all claims of damages, and agree that the sole liability of AnCon 2015/MSTB shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to by AnCon 2015/MSTB.

22. AnCon 2015/MSTB reserves the right of editorial discretion over any material submitted as AnCon 2015 program advertising that is deemed objectionable to the average person attending AnCon 2015.

23. Exhibitors will comply with all laws of the United States, as well as all applicable state or local ordinances, rules and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to its activities, and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules or regulations. If the attention of said exhibitors is called to any such violation committed by said exhibitors, or committed by any person employed by or admitted to the premises by the exhibitors, said exhibitors will immediately desist and correct or cause to be corrected such violation. Exhibitors agree to indemnify, defend and hold harmless AnCon 2015/MSTB from any and all costs, suits and legal proceedings alleging violations of any such law or regulation.

24. Use of any product by any exhibitor, employee or agent thereof containing the trademark AnCon 2015, the AnCon 2015 logotype or other trademarks owned by AnCon 2015/MSTB is prohibited without the express written permission MSTB: Another Game Company. Exhibitors agree that if any materials making such unauthorized use appear at the convention, AnCon 2015/MSTB shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

25. All matters and questions not covered by this application and these terms are subject to the decision of AnCon 2015/MSTB management. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted to prescribed by AnCon 2015/MSTB for the management of AnCon 2015 and exhibit areas. Exhibitors acknowledge that it has read the foregoing terms and conditions, and expressly agrees to comply with them, and authorizes AnCon 2015/MSTB to enforce such terms and conditions.