



## CanGames 2010

May 21 to 23  
Rideau Curling Club,  
Ottawa



### **INFORMATION FOR BUSINESSES**

Established in 1977, CanGames is Canada's longest-running gaming convention. Each year, hundreds of game enthusiasts meet in the Ottawa area over the course of a weekend ... for fun and friendly competition. They play board games, collectible card games, miniatures game, role-playing games and occasionally networked computer games.

Most CanGames participants are from the Ottawa region. Many travel from major Canadian cities and from the northeastern United States, some from

much further. The majority of participants are male, have post-secondary education and are computer literate.

CanGames is a not-for-profit Canadian corporation and is run by a group of volunteers. Contributions from businesses like yours make our event a success. We invite you to become one of our sponsors for CanGames 2010 and help us enjoy our 34<sup>th</sup> year.

## ADVERTISING

### Registration package

The registration package is mailed to over 1,200 gamers and is available through selected retailers in Ontario, Quebec, the Maritimes and the northeastern United States. To meet publication deadlines, we need your ad by February 1, 2010. If you want to send us your ad in electronic format, we can handle any major file format. If you send us a hard copy, please ensure it is a clean line-art or laser printout.

### Convention booklet

Our convention booklet is given to all CanGames

attendees (approximately 400 to 500) and is kept by many as a souvenir. To meet publication deadlines, we need to receive your ad by April 16, 2010. Format requirements are the same as in the registration package.

### Wall ads

We invite companies to buy wall space for posters and banners of all sizes. We need to have your material in hand before May 14, 2010.

Dealers who purchase a booth will get space for one small (under 6') banner for free.

### Rate card - all prices in Canadian funds

Registration package			Convention booklet			Wall ads		
size	width x height	price	size	w x h	price	size	w x h	price
coupon	8½" x 3½"	\$ 20 *	footer	4½" x ¼"	\$ 10	poster	24" x 36"	\$ 25
¼ page	7½" x 2½"	\$ 25	¼ page	4½" x 1 "	\$ 25		max	
½ page	7½" x 5"	\$ 50	½ page	4½" x 3 "	\$ 35	small banner	under 6'	\$ 50
1 page	7½" x 10"	\$ 100	1 page	4½" x 7½"	\$ 50		long	
			premium page	4½" x 7½"	\$ 100	large banner	over 6' long	\$ 100

\* an insertion fee, you provide the coupons

## DEALER INFORMATION

We encourage companies to sign-up as soon as possible to permit advertising your participation in our registration package. Please note that bookings are on a first come first served basis.

### Marketplace

The Marketplace will be open on Saturday from 9:00 am to 7:00 pm and on Sunday from 9:00 am to 6:00 pm. Dealer move-in is Friday and move-out in Sunday after 6:00 pm. Security will be provided Friday from 5PM to close and on Saturday night from 7PM to close.

### Options (please select one)

	Cost	Amount
<p><b>Marketplace Weekend Booth</b> A booth measures 10'x10' and is created with 8' high drapes at the rear and 3' high side rails. 3 Tables with chairs are provided. Two CanGames weekend passes come with the booth. Those dealers registered before February 5<sup>th</sup> will appear in the flyer</p>	\$150 before Feb 28. \$175 after Feb 28	
<p><b>Manufacturer's Weekend Showcase</b> This is larger gaming area (10' x 12.5') reserved for you on the main floor for the entire weekend with a table for running games and a table for selling the items you manufacture. The area backs onto a wall so that you can set up any advertising you wish to highlight your booth. Please note that should you wish to take advantage of security Friday or Saturday night you will have to move the items you want secured into the dealers area and that you should run a game in the morning and afternoon slots on Saturday and Sunday.</p>	\$150 before Feb 28. \$175 after Feb 28	
<p><b>Marketplace Double Weekend Booth</b> A double booth measures 20'x10' (two regular booths) and is created with 8' high drapes at the rear and 3' high side rails. 5 or 6 (your choice) Tables with chairs are provided. Four CanGames weekend passes come with the booth. Those dealers registered before February 5th will appear in the flyer</p>	\$250 before Feb 28. \$300 after Feb 28	
<p><b>Marketplace Table</b> One 6' long table with two chairs, draping at rear.</p>	\$40 per day	
<p><b>Peddler</b> For when you sell product &amp; can carry them around and prefer not to have a table. Includes one nifty CanGames permit to be prominently displayed on your binders. <i>Conditions:</i> Sales can occur anywhere on the convention site. Please do not interrupt a tournament in play.</p>	\$25 for the weekend	
<p><b>Sponsored Table</b> For when you want to run demos on the game floor and sell your product on the spot. A gaming table is assigned to you. Your game is listed in the schedule. <i>Conditions:</i> Sales can only occur at your table. CanGames does not issue an award (trophy or certificate) to the winners.</p>	\$12 per time slot	

CanGames will refund pre-registered dealers their registration amount minus a 10% administration fee for any cancellations before April 30, 2010. Booths are only held until February 26, 2010 without payment.

## SPONSORSHIP

### **Sponsor a tournament**

A tournament sponsor provides at least \$50 towards the cost of organising a tournament. Tournament sponsors are highlighted in promotional material and their name or logo is engraved on the trophy. Tournament sponsors need to confirm before April 17, 2010 to permit printing of material.

### **Donate merchandise**

Any amount of "loot & booty" is appreciated. The sponsor can specify the use of their donations: either the spoils of a specific tournament, or items for our annual sale, or door prize. Companies who donate prizes are gratefully acknowledged in our convention booklet.

### **Supply a registration gift**

We want each attendee to receive something tangible at the convention. To ensure this, we invite you to donate 500 of your promotional items for the attendee's registration kits. Items received in the past include pens, pencils, markers, chewing gum, magnets and games counters.

For additional information about sponsorship, please contact Wayne Ewing at [wewing@rogers.com](mailto:wewing@rogers.com) or at (613) 830 3100.

### **Cangames.ca links**

Dealers and donors will have their website linked from our vendors page so please be sure to send your URL with the your payment or donation.

## PAYMENT

**Cheques for marketplace booths, advertisements and wall displays should be made out to CanGames and sent to Tod Creasey.**

## CONTACT INFO

### **Tod Creasey**

Cangames 2010 Marketplace Director

87 Maple View Crescent

Nepean, Ontario

K2G 5J2

Email: [t\\_s.creasey@sympatico.ca](mailto:t_s.creasey@sympatico.ca)

Phone: (613) 226-7482

**CANGAMES ... FRIENDLY MAYHEM SINCE 1977**

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