

## **ColdCon 2013 Highlights**

- This is the 6<sup>th</sup> Annual ColdCon gaming convention held in Ludington Michigan!
- Each year the show has grown, from humble beginnings in the Tamarac community center through the use of the West Shore Community College and now at the Ramada Inn & Convention Center!
- The show grew from a 1-day event to a 2-day event in 2009.
- Attendance for the past two years as a 2-day event has averaged 175 persons, with about half being 2-day ticket holders and the other half arriving for one day, split evenly between the two.
- As our first year at the Ramada Inn of Ludington, we expect even higher turnout from a more central location with better visibility, coupled with a bigger space and more events!
- Among events this year, we have our first guests of honor, including artist Bradley K. McDevitt!

## **Hotel Information**

ColdCon 2013 is held at the Ramada Inn & Convention Center of Ludington, Michigan, 4079 U.S. 10 Ludington, MI 49431

As show attendees and exhibitors, you are entitled to a discounted rate of \$65/night of the show. Amenities at the hotel include:

- Deluxe Hot Breakfast
- Indoor Heated Pool and Hot Tub
- Game Room
- The Intersection Lounge
- Fitness Center
- Business Center
- Free Wireless High Speed Internet
- Guest Laundry

Phone: (231) 845-7311

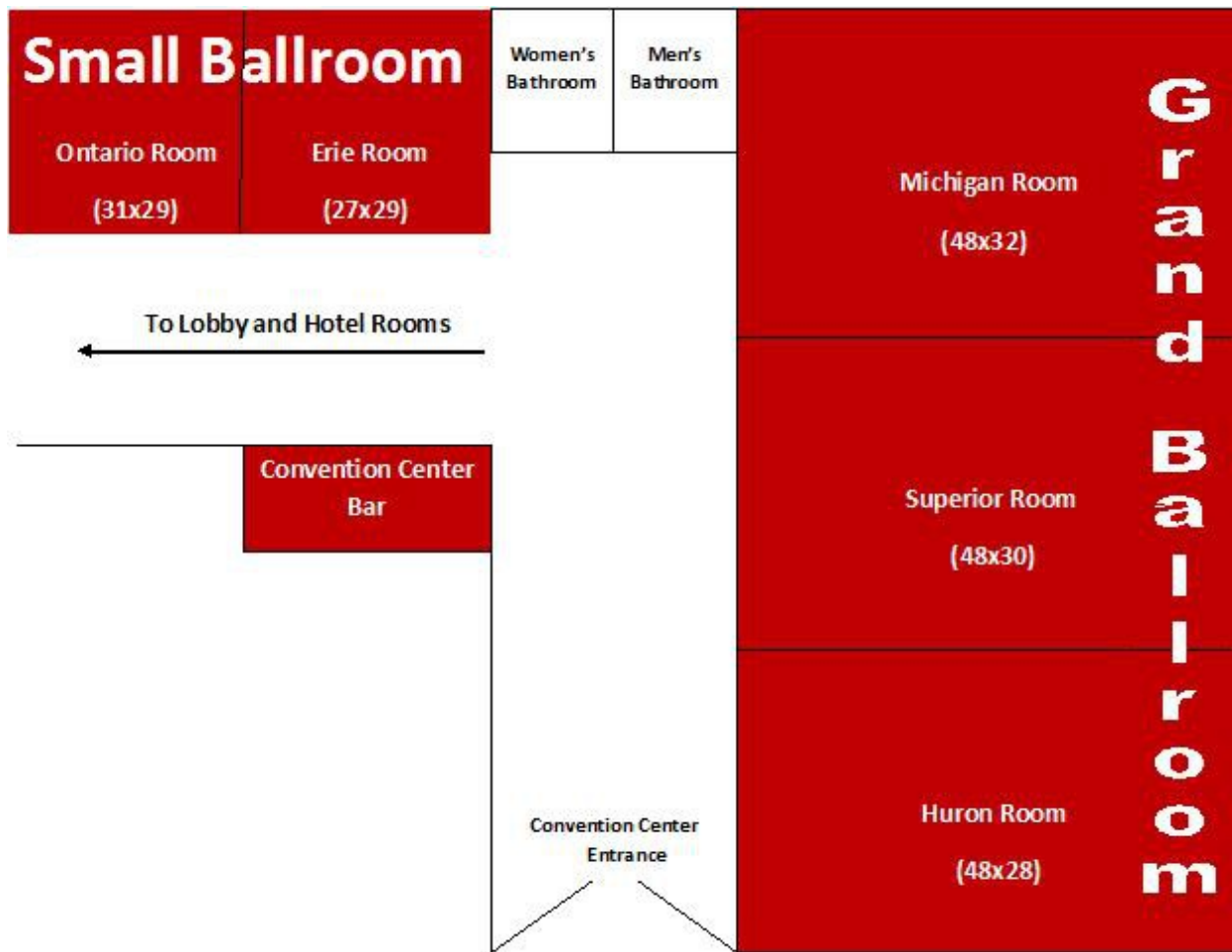
Fax : (231) 843-8551

Reservations: (800) 707-7475

Email : [info@ramadaludington.com](mailto:info@ramadaludington.com)

## Booth Spaces

ColdCon will occupy the whole of the Ramada Inn & Convention Center's convention and banquet hall space, including the Grand Ballroom (Michigan, Superior, and Huron rooms) and the Small Ballroom (Ontario and Erie rooms). The Grand Ballroom will house our exhibit floor and open game tables, ensuring a great deal of traffic, while the Small Ballroom will house tournaments and specific events. Additional table space for organizations and special events is available in the common hallway.



Booths will be setup according to orders and include a 6 ft table and a number of chairs and tickets appropriate.

**Standard Booth \$100** – The Standard Booth is intended for the general show exhibitor, retailer or publisher, with a fair amount of product to showcase or sell. 8 ft. square and includes 1 6 ft. table, 2 chairs, and two 2-day exhibitor passes.

**Half-Booth, End Cap \$50** – The Half-Booth is intended for smaller show exhibitors, retailers or publisher, with a light amount of product, single lines, or smaller items. 4ft. By 8 ft. and

includes 1 6 ft. table, 1 chair, and one 2-day exhibitor pass. These booths serve as end-caps for the main aisles. \$50.

Organization Tables \$25 – Organization tables are intended for student organizations, other conventions, or groups who want to present and share information. These tables are included in the common hallway ensuring a great deal of traffic and interaction with show attendees. Includes 1 6 ft table and one 2-day pass, no chairs or additional space. (*Available on a limited, first-come basis; if unavailable will be refunded*)

## Advertising

Primary advertising opportunities at this year's show come in the show's program, which will go out to all attendees. This includes the schedule of events, a map of the exhibit floor, and all advertisement, coupons, etc. provided by vendors.

This year's program will be illustrated by Mr. Bradley K. McDevitt, our Artist Guest of Honor. Best known for work in Goodman Games' Dungeon Crawl Classics line, Mr. McDevitt has illustrated pieces for the Legend of the Five Rings CCG, Dungeon and Dragon magazines, and Game Designers Workshop!

Business Card, Interior - \$25 – For \$25, you receive a business card sized space (2 in x 3.5 in) in the show's program, black & white.

Business Card, Interior Cover - \$35 – For \$35, you receive a business card sized space (2 in x 3.5 in) in the interior cover of the show's program, color. *(Available on a limited, first-come basis; if unavailable, will be converted to standard B&W business card and excess will be refunded)*

½ Page Interior, B&W - \$50 – For \$50, you receive a ½ page (4.25 in x 5.5 in) in the show's program, black & white.

Full Page Interior, B&W - \$100 – For \$100, you receive a full page (8.5 in x 5.5 in) in the show's program, black & white.

Back Cover, Color - \$150 – For \$150, you receive the full page (8.5 in x 5.5 in), back cover of the program in full color.

Additional Opportunities – We're more than happy to talk about other additional opportunities to sponsor events, guests, and more! Contact us for additional details at [contact@coldcon.net](mailto:contact@coldcon.net)!

## ColdCon 2013 EXHIBITOR AND DEALER AGREEMENT

The Agreement is ColdCon's statement of Exhibitor / Dealer policy. Please read carefully before signing. Please keep a copy of this agreement for your records. All checks and correspondence are to be mailed to ColdCon, Attn: Exhibitors, 119 S James St. Ludington MI 49431

1. ColdCon Agrees to provide \_\_\_\_\_ Exhibitor Booths, \_\_\_\_\_ Dealer Tables, and \_\_\_\_\_ Memberships to ColdCon, January 19<sup>th</sup> & 20<sup>th</sup>, 2013 hereafter referred to as ColdCon, total cost of \$ \_\_\_\_\_ to \_\_\_\_\_, hereafter referred to as Exhibitor / Dealer.
2. Exhibitor / Dealer agrees to provide payment in full with this Exhibitor / Dealer Agreement. No refunds will be given after January 15, 2013. Requests for refunds prior to that date must be made in writing.
3. ColdCon Agrees to provide booth and / or table space, as specified above, to the Exhibitor / Dealers at ColdCon, at the Ludington Ramada Inn & Convention Center, barring any unforeseen acts of God which may occur prior to or during these dates to prevent space being available.
4. Exhibitor / Dealer agrees that ColdCon, its directors and its volunteers, shall not be responsible for items lost, stolen, damaged, or destroyed during the convention.
5. Exhibitor Booth and Dealer Table space assignments are the sole responsibility of the ColdCon board of directors. Exhibitor / Dealer agrees to keep the assigned area clean and be responsible for any damage caused by the Exhibitor / Dealer, Booth and Tables are to remain in the specified space and configuration as placed by ColdCon.
6. The rights granted to the Exhibitor / Dealer may not be sold, sublet, given or otherwise transferred to any third party.
7. Exhibitor / Dealer acknowledges that ColdCon grants no terms of exclusivity or other licensing agreement to the Exhibitor / Dealer.
8. Exhibitor / Dealer agrees to do business only during posted hours and not to engage in any disruptive activities including, but not limited to: unloading and / or movement of merchandise into or through the Exhibitor Room area during business hours; packing and unpacking of merchandise outside areas leased to the exhibitor, excessive noise; or any activity deemed by ColdCon to be disruptive to other exhibitors or not in the best interest of ColdCon or any of its participants (i.e. incense burning, excessively loud music, etc.).
9. ColdCon does not obtain ASCAP / BMI licensing that will allow the use of live or recorded music at your Booth or Table. Exhibitors / Dealers interested in playing copyrighted music must notify us in writing, and obtain the proper licensing from BMI at (800) 366-4264 and ASCAP at (212) 621-6000. If an exhibitor / dealer playing copyrighted music cannot produce the proper documents, ColdCon has no choice but to request that the music be turned off.
10. Exhibitor / Dealer agrees to display and / or sell merchandise, which is consistent with all International and US copyright and trademark agreements, as well as all laws of the City of Ludington and the State of Michigan.
11. Exhibitor / Dealer agrees that any violation or breach of this agreement may result in the cancellation of this agreement and forfeiture of the Exhibitor's / Dealer's leased space without refund.
12. The foregoing represents the full agreement between ColdCon and the Exhibitor / Dealer.

Exhibitor Signature (required) \_\_\_\_\_

**Please complete form on following page. Incomplete applications will not be processed.**

# 2013 Application & Advertising Form

Exhibitor/Contact's Name \_\_\_\_\_

Phone: \_\_\_\_\_ Business Name \_\_\_\_\_

Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Mobile/Other: \_\_\_\_\_

Address \_\_\_\_\_ City State Zip \_\_\_\_\_

**Describe your Product or Service:** \_\_\_\_\_

## Exhibitor Booths

# 8x8 Booth (Includes 1 6 ft. table, 2 chairs, 2 2-Day Passes) - \$100 - \_\_\_\_\_

# 4x8 Booth (Includes 1 6 ft. table, 1 chair, 1 2-Day Pass) - \$50 - \_\_\_\_\_

# Organization Table (Includes 1 6 ft. table in common hall) - \$25 - \_\_\_\_\_

## Add On

Additional Dealer/Exhibitor Badges \$7.50 \_\_\_\_\_

## Advertising

Program Advertising – Business Card Interior B&W, \$25 \_\_\_\_\_

Program Advertising – Business Card, Inside Cover Color, \$35 \_\_\_\_\_

Program Advertising – ½ Page, B&W, \$50 \_\_\_\_\_

Program Advertising – Full Page, B&W, \$100 \_\_\_\_\_

Program Advertising – Back Cover, Color \$150 \_\_\_\_\_

Advertising, Other (Subject to approval) \_\_\_\_\_

Exhibitor Booths \$ \_\_\_\_\_  
Additional Badges \$ \_\_\_\_\_  
Advertising \$ \_\_\_\_\_  
Total \$ \_\_\_\_\_  
Total Enclosed \$ \_\_\_\_\_

## Visa/Master Card/Discover Only

Number \_\_\_\_\_ Exp \_\_\_\_\_ / \_\_\_\_\_

Please provide your website URL if you want a link to your ColdCon dealer/exhibitor listing.

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