



**SRGE 2014**

**THE SEATTLE RETRO GAMING EXPO**

**C:\June 28-29 @ WSCTC Seattle**



**VENDOR PAMPHLET**



**Seattle Retro Gaming Expo**

**2014**

**Vendor and Sponsor  
Information**

Version 2.5

## Becoming An SRGE Vendor or Sponsor

In this pamphlet, we will show you what you receive by signing up to exhibit at or sponsor SRGE 2014. Our show occurs once a year, but with monthly events, an active Facebook community, and our website, Vendors receive benefits throughout the year, and signing up sooner will increase your benefits!

### What do I receive as a Vendor with SRGE?

This chart shows what all Vendors receive when they sign up for SRGE 2014. Descriptions are below.

	Large	Medium	Small*	Indie/Artist
<b>Booth Sizes</b>	5 Tables	3 Tables	1 Table	1 Table
<b>Tickets</b>	5	4	3	2
<b>Program Listing</b>	Featured Vendor Status	Featured Vendor Status	Featured Vendor Status	Indie or Artist Status
<b>Website Promotion</b>	Featured Vendor Status	Featured Vendor Status	Vendor Status	Indie or Artist Status
<b>Event Promotion</b>	Featured Vendor Status	Vendor Status	Vendor Status	N/A
<b>Price (Before March 31)</b>	\$600	\$350	\$125	\$125
<b>Price (After March 31)</b>	\$700	\$400	\$150	\$150

### Booth Space and Dimensions

- Booth space at SRGE is assigned as a group of tables. Contact [vendor@seattleretro.org](mailto:vendor@seattleretro.org) for custom layouts
- Booth locations are assigned on a first-come, first-served basis
- **Booths with electricity are limited, and assigned upon request**
- Additional requests can be arranged on a per-Vendor basis (additional charges may apply)
- Vendors will be placed in the Vendor Hall; Artists and Indie Devs will be placed in their respective areas

### Tickets

All Vendors, Artists, and Indie Devs receive Vendor badges. The number of badges is assigned according to the size of the booth; additional tickets may be purchased at the Pre-Registration price of \$25 (or as part of a sponsorship package). NOTE: additional ticket purchases will be printed as Vendor Badges, granting pre- and post-show access.

### Program Listing

All **Vendors, Artists, and Indie Devs** will be listed in the SRGE 2014 Program Guide. This collectible pamphlet will be available to all attendees at the show, and will include a guide to all Vendors, Sponsors, Artists, and Indie Devs. Listings will include location at the show, a brief description of what the Vendor/Sponsor/Artist is about, and a website if available.

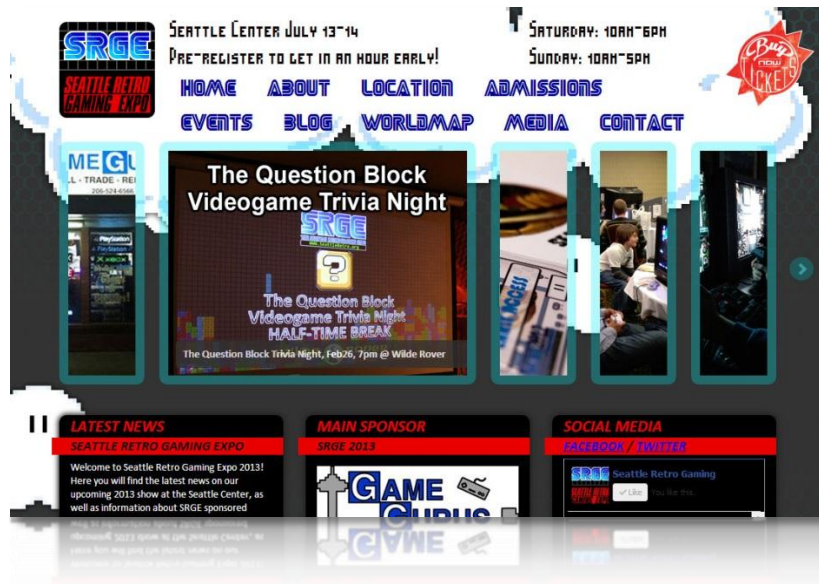
**Featured Vendors** will be identified on a map in a separate area of the Program Guide, and given space to promote their store, website, or events in writing.

Vendors, Artists, and Indie Devs interested in full color or black and white advertisements in the Program should check our **Sponsorships**.

## Website Promotion

All **Vendors, Artists, and Indie Devs** who sign up will enjoy heightened status on our website, **SeattleRetro.org**, receiving regular mentions throughout the website.

As of January 2014, SRGE's Facebook page has over 1300 likes (200% increase over this time last year), with a weekly reach of over 800 dedicated fans. These fans return to our page daily because we focus on engaging our audience by offering a unique experience (daily trivia, news filtering, posting about local events and businesses like yours), and we strive regularly to build a community. SRGE provides Vendors with a core audience that is more valuable than the shotgun approach to advertising, and translates into more dollars spent at your store.



**Featured Vendors** will receive special badges on their listings in our community listing page, **World Map**. In addition, Featured Vendors will have their Events featured on the SRGE Facebook page and their tweets re-tweeted by our @SeattleRetro twitter account, featuring over 1,000 followers, all in addition to promotion on the SRGE website\*.

EDMONDS	SEATTLE
<b>Another Castle</b> 23303 Washington 99 Edmonds, WA 98026 (425) 967-3740 anothercastlegames.com	<b>Al's Music And Video Games</b> 4547 University Way NE Seattle, WA 98105 (206) 547-3870 facebook.com/pages/Als-Music-Video-Games/307944038993
EVERETT	
<b>Next Level Videogames</b> 1913 Hewitt Ave Everett, WA 98201 (425) 374-7395 nextlevelvideogames.com	<b>Game Gurus</b> 12350 Lake City Way NE Seattle, WA 98125 (206) 588-1154 seattlegamegurus.com
FEDERAL WAY	
<b>Al's Music And Video Games</b> 32015 23rd Ave S Federal Way, WA 98003 (253) 839-0649 facebook.com/pages/Als-Music-Video-	<b>Game Gurus</b> 9901 Aurora Ave N Seattle, WA 98103 (206) 524-6566 seattlegamegurus.com
	<b>Pink Gorilla Games</b>

\*upon request

**Artists and Indie Devs** will receive website promotion, as well as Facebook updates when they have new art or news to promote (at SRGE's discretion).

## Event Promotion

SRGE 2014 is the culmination of a year's worth of effort, including events leading up to the expo in June. All Vendors are encouraged to provide support or materials that we can distribute at our events. SRGE will, when given the opportunity, promote **Featured Vendors** at our events, especially when events take place near a given vendor.

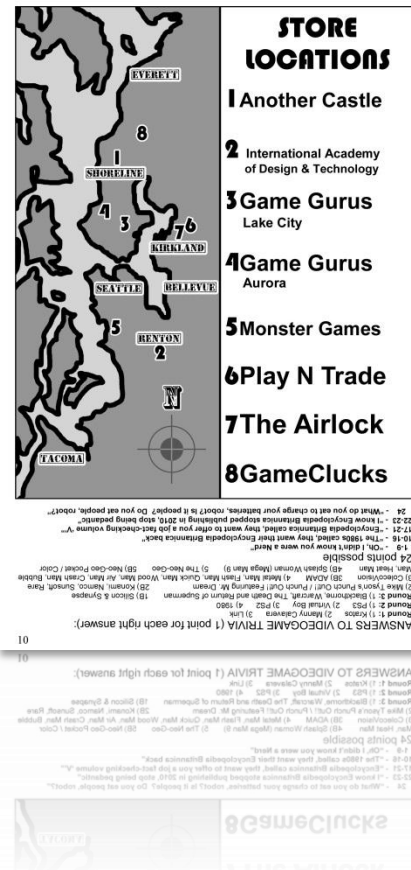
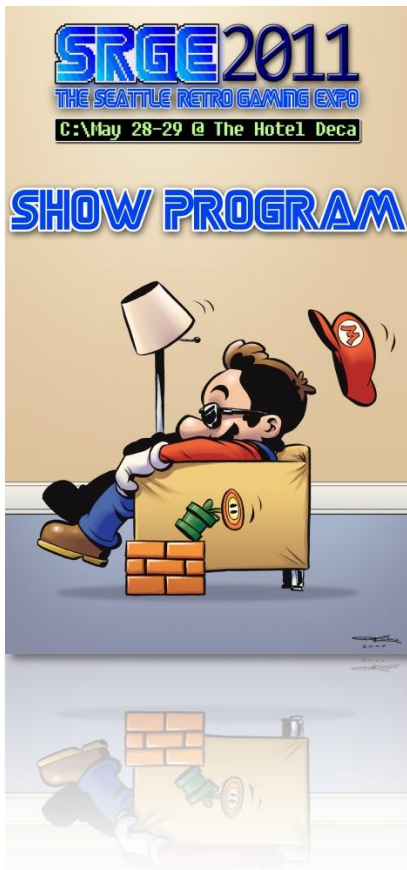
**All Vendors, Artists, and Indie Devs** will be able to have their events promoted by SRGE via the website or social media.

## Pricing

Vendor pricing is based primarily on the booth space Vendors receive, but the larger the space a Vendor purchases, the more benefits they receive.

In addition to getting the most out of Vendor benefits by purchasing early, SRGE offers a price break for early buyers. If you choose to be a Vendor with SRGE and pay before **March 31<sup>st</sup>**, you will receive more for less!

After March 31<sup>st</sup>, Vendors still have the opportunity to buy space (assuming the floor isn't completely sold out!), but early adopters will have the opportunity to receive **more for less!**



Sample Program Guide Covers and Maps from SRGE 2011 and 2012

## Becoming a Sponsor with SRGE

	Gold Cup	Silver Cup
<b>Program Ad</b>	Full Page	1/2 Page
<b>Website Ad</b>	Featured Sponsor	Sponsor
<b>Program Logo</b>	Featured Map Sponsor	N/A
<b>Tickets</b>	6 Weekend Tickets	4 Weekend Tickets
<b>Price</b>	\$300	\$150

### *Program Ad*

Sponsors have the unique opportunity to present an ad in SRGE’s Program Guide. Ads are also on a first-come, first-served basis, meaning there are only a few opportunities for a full-color ad. We will also have black and white ads available in the Program Guide, but we encourage potential sponsors to buy as soon as possible to get the best opportunities.

Gold Cup sponsors will receive a full page ad in the Program Guide. SRGE’s Program Guide is a 5.5”x8.5” collectible guide available to all attendees of the Seattle Retro Gaming Expo 2014.

Silver Cup sponsors receive a half-page ad in the Program Guide available to all attendees of the Seattle Retro Gaming Expo 2014.

### *Website Ad*

Every single page of [www.SeattleRetro.org](http://www.SeattleRetro.org) has a column dedicated entirely to Gold Cup and Silver Cup sponsors. As a Gold or Silver Cup Sponsor, your web ad will appear on every page of our website, including the popular World Map, Blog, and Home Page of our website.

In addition, sponsors will have the same opportunities as vendors to be mentioned in our Facebook, Twitter, and Website blogs as Featured Vendors!

### *Program Logo*

Sponsors will join Featured Vendors in being identified on a map in a separate area of the Program Guide, and given space to promote their store, website, or events in writing.

### *Tickets*

All Sponsors will receive Sponsor badges. The number of badges is assigned according to the level of sponsorship; additional tickets may be purchased at the Pre-Registration price of \$25. Sponsors are also given the option to receive “regular” attendee tickets for promotional purposes.

# What to Do When You've Decided to Be a Vendor or Sponsor with SRGE

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1. Contact SRGE to Confirm Availability
  - a. Email [vendor@seattleretro.org](mailto:vendor@seattleretro.org)
  - b. Include your name, contact info, whether you'd like to be a Sponsor, Vendor, or both
  - c. Someone will get back to you to confirm the details and payment information
2. Send payment to SRGE to lock in your purchase
  - a. Send payment to [SeattleRetroGaming@gmail.com](mailto:SeattleRetroGaming@gmail.com) via PayPal OR
  - b. Prepare a check or money order made out to **Seattle Retro, LLC** for the amount due
3. Provide all your details so the SRGE team can begin promoting your business ASAP
  - a. Business Name (as you would like it to be presented)
  - b. Business Contact information (Address, Phone Number, Website)
  - c. For Website Ads:
    - i. Max width: 270px. Max height: 400px | .jpg, .gif, .png
    - ii. You should also include an image of your business name with max 270x100px for the main page
  - d. For Full Page Ads:
    - i. 5"x8" @ 150dpi (750px x 1200px) OR 5"x8" @ 300dpi (1500px x 2400px) | .jpg, .psd, .pdf, .tif
  - e. For ½ Page Ads:
    - i. 5"x4" @ 150dpi (750px x 600px) OR 5"x4" @ 300dpi (750px x 1200px) | .jpg, .psd, .pdf, .tif
  - f. A list of Events you would like promoted
    - i. Name of Event, Date/Time, a brief description, and picture if available
  - g. You can send this information to [vendor@seattleretro.org](mailto:vendor@seattleretro.org) or make an appointment with someone from SRGE to hand off large files in person
4. Once you are set up as a Sponsor or Vendor, you can email [web@seattleretro.org](mailto:web@seattleretro.org) and [pr@seattleretro.org](mailto:pr@seattleretro.org) if you have news, an event, sale, or other item you would like us to promote.

## Deadlines

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### March

31<sup>st</sup> Prices increase

### May

31<sup>st</sup> All Print Ads and Copy Due

### June

10<sup>th</sup> All Names for Badges Due

## Contact Information

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### Gerald Levinzon

Co-Founder, President

[vendor@seattleretro.org](mailto:vendor@seattleretro.org)

206-414-8956

### Kinsey Burke

PR, Social Media

[pr@seattleretro.org](mailto:pr@seattleretro.org)

### Nathan Martin

Co-Founder, CEO

[Nathan@seattleretro.org](mailto:Nathan@seattleretro.org)

206-855-NATE