



## Dealers Convention Program

### What is The Dragonflight Convention?

Dragonflight is an annual non-profit **three-day gaming convention**, 53 hours of continuous gaming!

We feature games for all ages. This year Dragonflight is being held **August 10<sup>th</sup> thru the 12<sup>th</sup>, 2012** at the Bellevue Hilton.

#### Convention events include:

- Board games
- War Games
- Miniatures
- Role-playing, including RPGA
- Card games
- Tournaments
- Movie Room, run 24 hours a day
- Seminars
- An Auction featuring all kinds of gaming collectables

### Why should you attend Dragonflight as a Dealer?

The Dragonflight Convention is a great event to promote your store or products, whether you are a retailer or a manufacturer in the gaming community. The opportunity to meet gaming customers from around the Northwest is here at Dragonflight. Dragonflight has been held for over 30 consecutive years, we are the **longest running gaming convention in the Northwest**. We draw people from California, Oregon, Idaho, Canada, and all across Washington State. Last year we had around 500 people attend our convention. This year we would like to see Dragonflight grow even more! Our mission is to promote the gaming hobby. Come join us in promoting gaming in your community.

### How can you get involved?

- Advertise in the Convention Program
- Purchase dealer table(s) space and set up a booth in the dealer's area, to sell products or show case products
- Run a gaming event or demo
- Donate product for prize support
- Promote the Convention in your store or to your stores, if you are a manufacturer



[www.dragonflight.org](http://www.dragonflight.org)



## **Dealers Convention Program**

### **Why promote Dragonflight to your customers?**

- People that attend Dragonflight have an opportunity to play a large variety of games from all genres of the gaming hobby. The more games people play the more games people purchase.
- Your customers are the best word of mouth advertising you can get. If you have a great store or a great product, your customers will spread the word at the convention.
- If you participate in our in-store pre-registration program we pay you for each person you sign up.

### **Dealer Dead Line Dates**

- **Paying for and Reserving Dealer Table Locations** **The Sooner, The Better**
- **Free ½ Page Ad Program** (Must receive Ad and Table Payment by) **June 1<sup>st</sup>**
- **Advertising in Pre-Convention Program** **June 1<sup>st</sup>**
- **Dealer Room Demo Table Event Registration** **The Sooner, The Better**
- **Event Registration for Pre-Con Program Publication** **July 10<sup>th</sup>**
- **Submit Advertising for Convention Program** **July 15<sup>th</sup>**
- **Submit Final In-Store Pre-Registration forms** **July 15<sup>th</sup>**
- **Submit Names of Dealer Booth Badges** **July 15<sup>th</sup>**
- **Turn in Promotional Flyers for Prize Donations Program** **July 15<sup>th</sup>**
- **Invitational Tournament Program turn in results** **July 15<sup>th</sup>**
- **Event Registration for Convention Program Publication** **July 26<sup>th</sup>**





## Dealers Convention Program

### • Dealer Table Space

- Cost: \$100 per 6' table, Approximately 8' deep by 7' wide floor space
- Table locations are granted in order of payments received
- Free ½ page ad placed in the convention program
  - If tables are paid in full and the Ad is delivered, all **by June 1<sup>st</sup>**
  - This Ad Promotion is per dealer, not per table
- Two dealer passes with rental of first table; one additional dealer pass for each additional table.
- Demo tables will be provided in dealer's room. The first dealers to register events will get demo tables first, once tables are full, events will be passed on to the correct Area Coordinators to be run in their areas.
- Dealers have a choice to be located in the ballroom near the board games or to be located in the entry hall. One section of the ballroom will be locked up at night. Dealers in the ballroom will be located in this area and will not have to move merchandise.
- Dealer Room Hours: Room will open **Friday 12:30 pm - 7:00 pm, Saturday 9am - 7:00 pm, and Sunday 9 am - 6 pm.** Friday Set Up: Dealers are welcome to begin setup starting at 10:00 AM on Friday the 10th of August. The Dealer Room will be locked at all other times.

### • Advertising

- Convention program advertising space is available and rates range from \$15 - \$275; go to <http://www.dragonflight.org/dealer.php>.
- Ad materials and payment must be received **by July 15<sup>th</sup>** for it to appear in the convention program.
- Flyer stuffed in convention program packet, cost \$250. Advertiser provides the flyers; size 8.5" x 11" page.

### • In-Store Pre-Registration Sign Up Program

- Stores are given sign up receipts, tracking list, self-addressed stamped envelopes for mailing of receipts and checks, and in store promotional materials.
- In-Store sign ups must be submitted **by July 15<sup>th</sup>**
- Copy of list of all registered people must also be submitted **by July 15<sup>th</sup>**
- For every customer signed up, dealer will receive \$3 for adults and \$2 for children (twelve and under) rebate at the convention.

### • Convention Prize Donations

- All donation givers are named when each donated prize is given out at the convention.
- Free placement of approved 8 ½" x 11" promotional materials for any dealer that donates prizes for the convention, stuffed into Program Packets.
- Materials must be supplied by the dealer (approx. 500 needed).





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- Promotional Materials must be submitted for approval and stuffing by **July 15<sup>th</sup>**.
- List of Loot: This list will be in the program and on the Web site, listing each of the donated prizes and who donated them, to include Web site links and contact information. This list will be posted on the Web site as soon as donations are either committed to or received. The list will also be used to list each Winner of the Prize. Sending a list of donations to the Dealer Liaison or Prize Coordinator will ensure that your info is put into the Program and on the Dragonflight web site.

### • Invitational Tournament Program

- Participating retail stores are allowed to run one invitational per tournament type i.e. Flames of War, Warmachine, Hordes, DBA, etc.
- The winner of the tournament gets a weekend pass to the Dragonflight convention and a slot in the tournament.
- The retail store must promote the Tournament as a Dragonflight Invitational Tournament prior to and during the event (this may be coupled with any other reason the store may be running a tournament).
- Must be willing and able to sign up people for Dragonflight using the in-store pre-registration program.
- Retailer must get approval prior to event from Dealer Liaison to run an invitational tournament.
- Retailer will be provided pre-registration sign up sheets and a brief outline of events planned around the game system.
- Retailer may also check <http://www.dragonflight.org/dealers.php> for the most current information.
- Tournament results and winners names must be turned in to Dealer Liaison by **July 15<sup>th</sup>**.

Enclosed in this packet are all the ways you can get involved in Dragonflight.

Questions? Please contact the Dealer Liaison at [dealers2012@dragonflight.org](mailto:dealers2012@dragonflight.org)



[www.dragonflight.org](http://www.dragonflight.org)