



# SCARAB 2020

## Sponsorship & Advertising Opportunities

The South Carolina Area Role-players and Board-gamers are hosting our tenth annual gaming convention to be held January 17-20 2020, at the Medallion Convention Center in Columbia, SC. Our mission statement is:

**To support the roleplaying and board gaming community and industry by hosting an annual convention that brings gamers together in the spirit of competition and fellowship.**

We are a group of like-minded individuals who want to bring together the essence of gaming, as well as the spirit of community and overall joy of games.

This is our ninth annual event, which will again include tournaments, role-playing, board games, a dealers' room, and much more! We have the capacity for over 2000 guests and expect approximately 1000 attendees during our event. Last year we sold every available seat and are expanding this year. Because our overall price point is the lowest in the Southeast, we expect a great turnout. Look at what people are saying about the SCARAB Gaming Convention on our Facebook page. There are several ways your company/business can benefit from our convention.

Learn more about us on the web at:

[www.s-c-a-r-a-b.com](http://www.s-c-a-r-a-b.com) or join us on Facebook.

### Program Book, Website and Ad Space:

SCARAB will distribute event/convention booklets to each attendee of the con, as well as to retail businesses, event sponsors, industry publications and gaming clubs in the area. We are prepared to print up to 1000 books. Each book is 5.5 x 8.5 (inches) in size. The demographic for this book is ages 17-45, computer oriented men and women, and children ages 8-17. There are two ways your business can advertise with us.

#### 1. Buy Ad Space

- ¼ Page + Web Link: \$75
- ½ Page + Web Link: \$125
- Full Page + Web Link: \$200
- Inside front or back cover + Web Link: \$300
- Back Cover + Web Link: \$300

#### 2. Trade Ad Space for Merchandise.

*We will also accept merchandise in lieu of monetary payment; cost will be in retail value dollar amounts. Used or Opened product in like new condition will be valued at eighty percent (80%) of retail value.*

- ¼ Page + Web Link: \$100 retail
- ½ Page + Web Link: \$175 retail
- Full Page + Web Link: \$300 retail
- Inside front or back cover + Web Link: \$500 retail
- Back Cover + Web Link: \$500 retail

All Ads are full color!

#### Advertisement Dimensions

- Ad Space Printable Area
- ¼ Page: 2 x 3 ½ or 1 ½ x 4 ½
- ½ Page: 3 ½ x 4 ½ or 2 x 7 ½
- Full Page: 4 ½ x 7 ½

We encourage customers to use the convention book and see your advertisement more than once by printing the gaming schedule inside the book and including sections for people to record their schedule, collect names and contact information of people they meet at the convention, and make general notes. Con-Book adverts are due by November 15, 2020. *After this date an advertiser may provide SCARAB with flyers or other advertisements to be placed in the concierge bag at no cost.*

#### Concierge Bags:

Businesses are also encouraged to include items for our Concierge Bags. These bags will be given to all attendees, and the first 100-200 bags contain special collectible items that make them highly sought after. We are averaging over \$10,000 in merchandise in the first 100 concierge bags for the eight years of the convention. Items to be included in this bag will include gifts from various sponsors, game samples, special promotional items from sponsors, maps of area interests, eateries, and brochures of the businesses of our advertisers. We also include bookmarks, business cards, coupons, dice, decals, flyers, magnets, pencils, pens, rulers, stickers and other promotional items of our advertisers and sponsors.

The minimum amount of merchandise for the concierge bags is 100 units. If you wish to send less than 100 units, we will use them for prizes or give-a-ways or, in the case of flyers, put those in the lobby for people to take at will.

Another way to introduce your business to our attendees is through our unique discount program. Con attendees will receive an official SCARAB badge. We would like businesses to offer an annual discount to any attendee who purchase from your store. Any discount would be appreciated. This could be a 5% or 10% discount, a free die with purchase, or another incentive from your store. All stores that agree to participate in this program will receive a link from our website to theirs and a ¼ page black and white ad in the program booklet.

As previously stated, the mission of our con is to support the gaming hobby from the ground up. We ask that you take the time to consider joining our community and begin to grow with one another. Please feel free to contact me with any questions you might have. I hope to hear from you soon!

Sincerely,

**Alisha Polkowsky, SCARAB Marketing Director**  
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