



# SCARAB 2017

## Sponsorship & Advertising Opportunities

The South Carolina Area Role-players and Board-gamers are hosting our 7<sup>th</sup> annual gaming convention to be held January 13-16 2017, at the Medallion Convention Center in Columbia, SC.

### Mission statement:

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.

Our 7<sup>th</sup> annual event will again include tournaments, role-playing, board games, a dealers' room, and much more! We have the capacity for over 1000 guests and expect approximately 800 attendees during our event. Last year, we grew by 18%. 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 SCARAB:

[www.s-c-a-r-a-b.com](http://www.s-c-a-r-a-b.com)

Join us on **Facebook, Twitter and Instagram**

Listen to our SCARAB Swarm **Podcast**

### Advertisements Include Program Book, Website, Podcast and Social Media:

Your advertising with SCARAB includes a variety of media that you may take advantage of. SCARAB will distribute full color event/convention booklets to each attendee of the con, each book is 5.5 x 8.5 (inches) in size. In addition you get a full color graphic logo with link on our website and unlimited access to our social media for advertising your product. You may have a commercial spot or complete an interview or product review on our podcast that reaches thousands of people. Finally, you have access to our amazing concierge bags to place fliers or other promotional materials at no additional cost to you.

### Buy Ad Space

- All advertising includes: Full Color, Web Link, Podcast Interview, Unlimited Social Media Access
- We accept merchandise in lieu of cash; cost in retail value dollar amounts.
- Used or Opened product valued at sixty percent (60%) of retail value.

Ad Space	Cash	Merchandise
• ¼ Page	\$50	\$75
• ½ Page	\$100	\$150
• Full Page	\$200	\$300
• In Frnt Cvr:	\$250	\$350
• In Bck Cvr:	\$250	\$350
• Back Cover:	\$300	\$400

### Print Dimensions (Printable Area)

- ¼ Page: 144x252 px or 108x324 px
- ½ Page: 252x324 px or 144x540 px
- Full Page: 324x540 px

### Web Dimensions

- No Greater Than 300x300px

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 30<sup>th</sup>. After this date a dealer may provide SCARAB with flyers or other advertisements to be place in the concierge bag at no cost.

### Concierge Bags:

Businesses are also encouraged to include promotional material 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 have averaged over \$15,000 retail value in the first 100 concierge bags each year. 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.

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!

### Payment and Shipping:

We accept checks and all major credit cards. If you are shipping merchandise we will pay for shipping costs within the lower 48 via FedEx, UPS or US Postal Service.

### Merchandise should be shipped to:

SCARAB  
108 Carlton Ct  
Lexington, SC 29073

Sincerely,

**Alisha Polkowsky, S.C.A.R.A.B Marketing Director**  
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