



EXHIBIT AND SPONSORSHIP SALES KIT

AMERICA'S VIDEOGAME EXPO

PENNSYLVANIA CONVENTION CENTER

NOVEMBER 21 - 23, 2008

America's VideoGame Expo (VGXPO) is an annual celebration of video and computer games. Over the past four years VGXPO attendees have come to our event to play the newest games; meet game industry celebrities; compete in tournaments; buy games; listen to music concerts, meet up with online friends; and participate in many other activities. For exhibitors and sponsors, VGXPO continues to offer marketing opportunities designed to bring you the highest return on investment.

Through exhibition, sponsorship and mass marketing opportunities, VGXPO gives your organization a unique tool to direct market your products to a captivated consumer audience.

We've positioned VGXPO so that the costs for standard exhibition space are the most competitive in the industry. In addition, at VGXPO we also offer a number of turnkey exhibit options that are designed to reduce costs, planning time and other logistics.

For additional marketing opportunities, we provide a number of sponsorship and marketing packages. Beyond the materials presented in this sales kit, the VGXPO sales team also specializes in designing custom tailored sponsorships that meet the unique needs of our sponsors. Be sure to ask us how we can meet you individual needs.

Thank you for considering participation in VGXPO. Please feel free to contact us with any questions.

Sincerely,

The VGXPO Sales Team

DATE
November 21-23, 2008

LOCATION
PA Convention Center
Philadelphia, PA



America's VideoGame Expo is a one-of-the-kind event where your organization can engage videogame consumers face-to-face. Unlike any other show, VGXPO gives you the opportunity to sell and market your products to a captivated, and highly targeted, audience.

VGXPO is built for exhibitors to showcase their products and services to a large consumer audience - our value proposition is designed to drive high impact at the lowest possible cost.

With exhibit space starting at just \$25.00 per square foot, we've positioned VGXPO to bring you the highest return on investment. We also offer a number turnkey exhibits options that are designed to reduce planning time and logistics. In addition, the PA Convention Center is a 'friendly union' exposition center which can significantly lower your total costs.

STANDARD EXHIBIT SPACE OPTIONS

Standard Exhibit Space

Price: \$25.00 per square foot
Size: 10x10 (minimum), 60x80 (maximum)
Booth Includes:

- | | |
|-----------------------------|---------------------------------|
| 1. Description and Web Link | 4. Complimentary Event Passes |
| 2. ID Sign (Text) | 5. VGXPO Co-Marketing Materials |
| 3. Exhibitor Passes | 6. Company Listing in Program |

Exhibitor is responsible for carpeting, electricity, staffing, shipping, warehousing, drayage, rigging, installation, removal, and all booth decorations.

Elite Gaming Lounge / Education & Recruitment Exhibit Space

Price: \$37.00 per square foot
Size: 10x10 (minimum), 10x40 (maximum)
Booth Includes:

- | | |
|-----------------------------------|--|
| 1. Description and Web Link | 8. Complimentary Event Passes |
| 2. ID Sign (text) | 9. VGXPO Co-Marketing Materials |
| 3. Pipe and Drape | 10. Company Listing in Program |
| 4. Carpeting | 11. Game JOBS 3-Pack: 60-Day Job Posting Credits; 365 days 3 credits |
| 5. One Table and 2 Chairs | 12. Rotating banner on GameJobs for duration of listing |
| 6. 20 AMPS Electricity, 120 Volts | |
| 7. Exhibitor Passes | |

Exhibitor is responsible for any upgraded carpeting, additional electricity, staffing and any additional booth decorations (and all related shipping, drayage, warehousing, installation, removal of materials provided by exhibitor).

SALES CONTACTS

Jennifer Johnson
VGXPO Director &
Sales Manager
p. 203-345-6512
m. 203-610-4432
jennifer@VGXPO.com

MANAGEMENT

Dave Kramer
Expo Manager
p. 610-623-1987
dave@VGXPO.com

William Norwood
Assistant Coordinator
bill@VGXPO.com

"As the professional organization that recognizes excellence in games among its members, the Academy of Interactive Arts and Sciences supports the efforts of America's VideoGame Expo to create a venue that promotes interactive entertainment directly to consumers. Providing game players an opportunity to see and experience the widest range of games possible benefits all of us who love great games"

-Joseph Olin
President of the Academy of Interactive Arts and Sciences

TURNKEY SOLUTIONS: EXHIBITS, KIOSKS & STAFFING

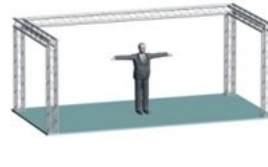
Turnkey Booth Solution

Price: \$9500 per 100 sq. feet
Sizes: 10x10, 10x20, 20x20
Booth Includes:

1. Metal Truss System
2. Lights
3. Description and Web Link
4. Company Sign with Logo
5. Standard Carpeting
6. Complimentary Event Passes
7. 20 AMPS Electricity, 120 Volts
8. Exhibitor Passes
9. Game Station Kiosk, or Table (one per 100 sq. ft)
 - Kiosk Signage
 - One 27 inch LCD Display



10x10
Truss System



10x20
Truss System



20x20
Truss System

The exhibitor is responsible for hardware (Console/PC, Peripherals) and software for kiosk. Additionally, exhibitor is responsible for any upgraded carpeting, additional electricity, staffing and any additional booth decorations (and all related shipping, drayage, warehousing, installation, removal of materials provided by exhibitor).

Game Station - Turnkey Upright Arcade-Style Kiosk for Your Booth

Price: \$3000 Single Display Kiosk: 1-4 Player Station
 \$5000 Double Display Kiosk: 1-8 Player Station
Includes: Kiosk Signage, 19 inch TV/Monitor(s), Electricity, Set Up, Removal
Your Provide: Hardware (Console, PC, peripherals), Software, Support Staffing
Extra Options: 27 Inch LCD Display, \$700 per display

Event Support Staff (non-exclusive)

Booth Support Staff

Price: \$13.50 Per Hour, Per Person
Includes: Staffing during the expo on Friday, Saturday and Sunday
You Provide: Product Training, Branded Shirt

Security (non armed)

Price: \$18.50 Per Hour, Per Person
Includes: Staffing during the expo on Friday, Saturday and Sunday
You Provide: Branded Shirt (with or without security logo)

"As an attendee of this event over the years, I've really enjoyed the history and community aspect that VGXPO creates. Each year it gets bigger and better and this year is no exception!"

-Tommy Tallarico
Video Game Music
Composer, TV Host, &
Creator of Video Games
Live

VGXPO MARKETING OPPORTUNITIES

VGXPO EXHIBIT SPONSORSHIPS

Sponsorships are designed to provide robust turnkey marketing opportunities. Sponsorships include exhibits, or displays, operated by show management. All exhibit sponsorships packages provide:

- 4 x 2 color sign hung above the exhibit, or
- 3 x 10 color banner displayed on an exhibit wall
- Staff (where required)

The History of VideoGames

Sponsorship: \$20,000 (exclusive)

The History of VideoGames is a museum-like exhibit that showcases the 30-year history of the videogame industry. The exhibit is divided into 4 areas: 1970s, 1980s, 1990's and Present Day. The exhibit contains kiosks that display antique games, prototypes and information on the history of gaming. The History of Games exhibit also includes interactive game stations that highlight games from each era.

Breaking In

Sponsorship: \$35,000 (exclusive)

Breaking In: The Game Conference is designed to provide students with the information that they need to know to find jobs and educational opportunities in the videogame industry. The conference is open to all VGXPO attendees and includes presentations from a variety of speakers.

VGXPO Game Centers

Sponsorship: \$20,000 each

The VGXPO Game Centers are themed gaming areas that feature specific types of games. Game Center genres can include gaming areas such as Action, RPG, Sports, FPS, Driving, Retro and Dancing videogames. In each Game Center gamers can play pre-selected games, or games specifically selected by your organization. Each Game Center exhibit features 10 kiosks and can be configured with your branding.

VGXPO Arcades

Sponsorship: \$30,000 each

Arcade gaming is a mainstay of VGXPO and showcase classic coin-op arcade videogames set on free play. Each VGXPO Arcade features over 20 classics games, such as: Pac Man, Space Invaders, Dragons Lair, Joust, Robotron, Defender, Stargate and many more.

Living Rooms

Sponsorship: \$12,000 each

Living Rooms are our relaxation stations on the show floor. Each Living Room is themed exhibit with a time period décor. Each exhibit is configured in a 10x20 space and a set of couches and/or beanbags. The Sponsor has the option to supply game consoles (or PCs) and software.

Main Stage

Sponsorship: \$50,000 (exclusive)

The Stage at VGXPO is a focal point for the convention. The stage is used for keynotes, COSPlay, music concerts and additional events. Main Stage sponsorship is a high-profile mechanism designed to get your message out to thousands of videogame enthusiasts.

"It's time for a show that's about games and the people who play them, and not just a giant party where everyone's showing off their best pre-rendered video and earning kudos for best booth babes. It's time for an event where the smallest developers are considered just as important as the big publishers, and both groups get to show their wares directly to consumers and receive direct feedback from those same consumers. In short, it's time for a show like VGXPO."

-Bill Kunkel
The Game Doctor & Editor
in Chief at Tips and Tricks
Magazine

Elite Gaming Lounge Gaming Stage

Sponsorship: \$30,000
(exclusive)

The Elite Gaming Lounge Gaming Stage is located in the center of the exhibit floor and has programming that features demonstrations and contests.

The VGXPO Game Show

Sponsorship: \$20,000 (exclusive)

Think you know game trivia? We'll be holding a 'TV Game Show' style contest where our attendees will be able to compete in a heated battle of gaming trivia. Sponsorship provides you the ability to brand this event with your company image.

Robot Wars

Sponsorship: \$30,000 (exclusive)

We love robots, so we'll be holding a Robot Wars event throughout the weekend. We'll be inviting high school battle teams to compete in a regional competition. Sponsorship provides you the ability to brand this event with your company image.

VGXPO Awards Banquet

Sponsorship: \$25,000 (exclusive)

The Awards Banquet honors videogame luminaries with the annual VGXPO Lifetime Achievement Award and Hall of Fame induction. In addition to the sponsorship fee, the sponsor will provide for the costs of catering the event and any open bar.

VGXPO Pre-Show Cocktail Reception

Sponsorship: \$15,000 (exclusive)

Provides VGXPO Awards Banquet attendees with the opportunity to network and mingle one hour prior to the banquet.

America's VideoGame Expo Bash (Hotel Party)

Sponsorship: \$30,000 (exclusive)

VGXPO evening activities are known for their fun times and are the place to party. The bash will take place on Saturday, November 22, 2008 at the hotels adjoining the convention center. In addition to the sponsorship fee, the sponsor will provide for an open bar and the costs of any catering for the event.

Sponsored Talk or Presentation

Sponsorship: \$5,000 (per
presentation)

This sponsorship provides sponsor with up to 45 minutes of time on the expo stage, or in a meeting room for presentations, talks or other discussions.

Video Presentation

Sponsorship: \$2,000 (per video –
up to 10 minutes)

This sponsorship provides sponsor the ability to showcase video footage of upcoming videogames on the main VGXPO stage. Each video will be played at least 4 times throughout the weekend.

Customized Sponsorships

The show management can work with you to develop a sponsorship that meets your unique needs. Please feel free to contact us with how you would like to be involved.

"As the game industry continues to grow, so does the involvement of its consumers. They're getting more involved in not just playing, but also helping test, design and steer where major projects are going. This kind of event is very special, as it brings together the talent that makes these games with the people that matter most, their audience."

-David Perry
CEO of GameConsultants.com

VGXPO MARKETING OPPORTUNITIES

VGXPO CONTEST & EVENT SPONSORSHIPS

The following sponsorships are designed to provide marketing opportunities with contests or events operated by show management. Contest and Event Sponsorships are provided on three levels:

GOLD SPONSORSHIPS – 1 available for each contest or event

\$50,000

This lead sponsorship opportunity promotes your company's name and/or brand along side all marketing for the event or contest before and during VGXPO. Gold Sponsorships are exclusive, and are based on a first-come, first-served relationship. By being a Gold Sponsor, your company locks out any additional sponsorship for the event or contest.

In addition to sponsorship fees, the Gold Sponsor is responsible for all prizes associated with the event or contest. Prizes should have a total value of no less than \$10,000. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the event or contest.

Sponsorship includes:

1. Exclusive sponsorship
2. 4x2 color sign hung above the exhibit
3. 3x10 color banner displayed
4. Full page ad in the expo guide (color)
5. 10x20 exhibit space at VGXPO
6. Press release announcing sponsorship
7. Rights to use VGXPO graphics in sponsor's own marketing

SILVER SPONSORSHIPS – up to 3 available for each contest or event

\$20,000

The silver sponsorship level promotes your company's name and / or brand along side all marketing for the event or contest, before and during VGXPO.

In addition to sponsorship fees, Silver Sponsors are responsible for providing prizes associated with the event or contest. Prizes should have a total value of no less than \$5000. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the event or contest (see event description for details).

Sponsorship includes:

1. 3x10 color banner displayed
2. ½-page ad in the expo guide (b & w)
3. 10x10 exhibit space at VGXPO
4. Press release announcing sponsorship
5. Rights to use VGXPO graphics in sponsor's own marketing

BRONZE SPONSORSHIPS – up to 5 available for each contest or event

\$10,000

The bronze sponsorship level promotes your company's name and / or brand along side all marketing for the event or contest, before and during VGXPO.

In addition to sponsorship fees, Bronze Sponsors are responsible for providing prizes associated with the event or contest. Prizes should have a total value of no less than \$2000. In some cases, the sponsorship holder may also be responsible for providing software and hardware for the event or contest (see event description for details).

Sponsorship includes:

1. 3x5 color banner displayed within exhibit wall
2. 1/4-page ad in the expo guide (b & w)
3. Press release announcing sponsorship
4. Rights to use VGXPO graphics in sponsor's own marketing

"VGXPO provides a fantastic showcase for the NVIDIA-equipped PC as a mass-market consumer gaming platform. VGXPO is a great venue for consumers to come and learn how NVIDIA-based PCs are the perfect platform for the gaming capabilities of Microsoft's new Windows™ Vista operating system."

-Bill Rebock
Senior Director of Content
Partner Relations at NVIDIA

VGXPO Contests and Events:

VideoGame & Animation Awards Festival

Budding game makers will be showcasing their creations in the VideoGame and Animation Awards Festival. Games and animations created in the 'garage' will be on display in interactive kiosks. Honors and awards will be provided to the very best.

2008 Classic VideoGame Championship

The Championships will consist of competitive play on classic coin-op arcade and console game systems. Winners go head-to-head in a classic gaming showdown.

2008 American LAN Tournament

The 2008 American LAN Tournament will accommodate hundreds of contestants in both team and individual competition play. Winners will take home prizes and the title of America's VideoGame Expo Champion. Sponsors are responsible to provide software and hardware for this event.

VGXPO LAN Party

Participants bring in their own PC game systems to America's VideoGame Expo in one of the largest LAN parties on the east coast. The LAN remains open for 48 hours. Sponsors have the additional option to run game competitions, provide demo software, mouse pads and other gear. Sponsors are not responsible for prizes for this event, however, if a sponsor elect to run a game competition, that sponsor must administer the contest and provide a prize.

VGXPO Fitness Gaming Invitational 2008

The VGXPO Fitness Gaming Invitational is a gaming and skills competition that pits gamers in active gaming challenges using the Nintendo Wii. Contestants will compete single player and one-on-one challenges in baseball, tennis, boxing, and bowling and other sports and fitness games. The Fitness Gaming Invitational will seek to find the most fit gamers in three age categories: Kids (13 and Under), Core Gamer (14 to 24) and Adult (25 and over).

VGXPO Dance & Music Tournament

The VGXPO Dance and Music Tournament will pit dancers, drummers and other rhythm game players against each other in game tournament featuring games like, Guitar Hero, DDR, Donkey Konga, and Tyco Drum Master. Sponsors have the additional option to define and provide the software and hardware used in the competitions.

Console VideoGame FPS Tournament

Console gamers will flock to this 'first person shooter' game tournament. Gamers will compete in a showdown to find the best FPS player. Sponsors have the additional option to define and provide the software used in the competitions.

Sports VideoGame Tournament

Gamers will compete one-on-one in a variety of sports game challenges on both current and classic videogame systems. The top two winners will compete in a final contest at the VGXPO on Sunday, November 4. Sponsors have the additional option to define and provide the software used in the competitions.

COSPLAY Costume Contest

The COSPLAY Costume Contest is an extremely popular feature of the VGXPO. Participants in the contest dress up as their favorite videogame characters and act out game play scenes. Contestants are judged on a variety of factors including originality, presentation, and audience choice.

Battle of the Bands

The VGXPO Battle of the VideoGame Bands is a wild competition that pits enthusiast bands against each other for Band of the Year. The competition spans the entire weekend.

“America’s Videogame Expo continues to grow, improve and, in addition to enjoying greater awareness amongst biz insiders year-on-year, consistently attracts the most important audience in the industry – fans of all ages. It’s a real pleasure to be a part of this pioneering event.”

-Scott Steinberg
Managing director of Embassy
Multimedia Consultants

VGXPO MARKETING OPPORTUNITIES

ADDITIONAL MARKETING OPPORTUNITIES

Bag Sponsor

Sponsorship: \$50,000 (exclusive)

This exclusive sponsorship will display your logo alongside the logo for America’s VideoGame Expo on all of the expo bags. The sponsorship cost includes the manufacture of 10,000 bags.

Expo Bag Inserts

Sponsorship: \$5,000

This sponsorship includes the costs of labor to insert one item into the expo badge holder, up to 10,000 pieces. This sponsorship does not include the costs required to produce such item.

Expo T-Shirt Sponsor

Sponsorship: \$100,000 (exclusive)

This exclusive sponsorship will display your logo alongside the logo for America’s VideoGame Expo on all of the expo t-shirts. The sponsorship cost includes the manufacture of 10,000 t-shirts.

Badge Holder

Sponsorship: \$20,000 (exclusive)

This sponsorship provides for the sponsorship and branding of up to 20,000 expo badge holders. This sponsorship does not include the costs required to produce such item.

Neck Lanyard

Sponsorship: \$15,000 (exclusive)

This sponsorship for the sponsorship and branding of up to 20,000 expo lanyards. This sponsorship does not include the costs required to produce such item.

Hotel Key Sponsor

Sponsorship: \$10,000 (exclusive)

This sponsorship provides you’re the opportunity to place your message on the hotel keys at the official VGXPO hotels. This sponsorship does not include the costs required to produce such items.

Internet / WiFi Sponsor

Sponsorship: \$45,000 (exclusive)

This sponsorship provides attendees of VGXPO with access to the Internet through WiFi hotspots on the expo floor. When an attendee first logs into the VGXPO WiFi network, they will see your branding/ad.

Expo Banners

Expo Hall: Call

Concourse: Call

Outside: Call

Expo Banners provide you with the unique branding opportunity to showcase your brand and messaging. Banners can be displayed inside the expo hall, in the convention center concourse or outside of the building. Pricing does not include the costs required to produce banners.

K2 – Outside Marketing

Sponsorship: Call

The K2 is a truly 21st century marketing tool that is placed outside of the convention center and can include a variety of static, dynamic and interactive marketing tools. Be sure to call a VGXPO sales rep for a K2 sales kit.

VGXPO Show Guide/ Program Ad

Full Page: \$6,000

Half Page: \$3,500

¼ Page: \$2,000

Back Page: \$8,000

Have your marketing message printed in the VGXPO Show Guide. The show guide is printed in a tabloid format, so you’re ads can truly stand out.

VGXPO Summer & Fall Promotion Guide Ad

Full Page: \$6,000 (each)

Half Page: \$3,500 (each)

¼ Page: \$2,000 (each)

Back Page: \$8,000 (each)

Market your products in either (or both) of the VGXPO promotion guides. Printed in the Summer and Fall, the VGXPO promotion guides are in tabloid format and contain news and information about the show. The promotion guides are distributed for free to videogame and comic book stores, college campuses and inside of local newspapers. The promotion guide is printed in a large format, so you’re ads can truly stand out. Four color and black and white options are available.

