

# Gaming Hoopla

## Sponsor Information

Dates: April 27-29, 2018

Location: Doubletree by Hilton

510 East IL Route 83, Mundelein, IL 60060

### About the Hoopla

Gaming Hoopla is a three day board game convention where Hoopla staff and volunteer judges will be running tournaments, demonstrations, and learn-to-play sessions of 100+ games. Open gaming tables are also available for the entire weekend, and we will once again proudly host the MilCOG games library. Our staff of games experts will be on hand to answer questions, help with rules, and give game suggestions.

We have a Silent Auction, Best Raffle Ever! and a Play-And-Win table that give attendees a chance to play donated games and win games, and a handful of exhibitors from which attendees can purchase games.

Hoopla is growing each year, expecting approximately 550 attendees this year. Most of those attendees stay for all three days. We are active on Facebook, Twitter, and BoardGameGeek.com, as well as attending and promoting at other local conventions and meetups.

*All of the proceeds from the Gaming Hoopla go to cancer related charities. This year we will be partnering with Aurora Cancer Care!*

Gaming Hoopla is a 501(c)(3)

[www.gaminghoopla.com](http://www.gaminghoopla.com)

 Facebook.com/gaminghoopla  
 @GamingHoopla

### Sponsorship Levels

Gaming Hoopla welcomes donations of cash, games, or industry related product. All we ask is that game/product donation be new products and popular games to help generate buzz for both the Hoopla and your company! All donations are tax deductible.

**\$50+** cash or product\* donation gets you acknowledgment on Gaming Hoopla Website and on-site signage.

**\$100+** cash or product\* donation gets you acknowledgment on Gaming Hoopla Website, on-site signage, and Social Media. (Twitter, Facebook, Boardgamegeek)

**\$150+** cash or product\* donation gets you acknowledgment on Gaming Hoopla Website, on-site signage, and Social Media. (Twitter, Facebook, Boardgamegeek). Also additional acknowledgment signage at convention, plus free quarter page ad (or \$25 off larger ad)

### On-Site Book Advertising

Limiting advertising space is available in our on-site event book. This book is handed directly to each and every attendee. The 24 page book contains pertinent information about the event, including the event schedule, exhibitor info, and venue info.

**\$25** Quarter Page    **\$50** Half Page    **\$100** Full Page

**\$150** Inside Covers    **\$200** Back Cover

Interested in being a sponsor or donating games?  
Please email Jay at [bart229@comcast.net](mailto:bart229@comcast.net)

\* Products will costed, per the IRS rules, by the average online price, not MSRP, normally 75% of MSRP.

# 2018 Gaming Hoopla

## On-site Book Ad Print Specs

ALL ADS MUST BE SUBMITTED IN FINAL FORM BY April 1st, 2017.

All files should be 300 dpi or higher and submitted at final size. Files that are incorrectly sized will be manipulated to fit the purchased ad size if possible, or run as a smaller size.

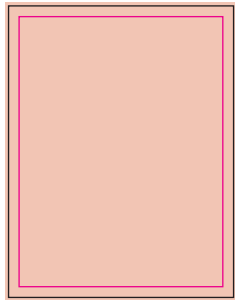
All ads print in full color. Please refer to below for size information. Half and full page ads can bleed if desired. Half page ads can be vertical or horizontal per below specs.

PDF (Preferred), EPS, TIFF, or JPEG files can be submitted by email to [amuts224@gmail.com](mailto:amuts224@gmail.com)

*If you would like your ad placed on a specific page or specific spot on the page, please ask. Any folio or page placement requests will be considered, but we cannot guarantee that you will get the placement*

## Bleed Ads

All bleed ads should include .125" bleed on all sides. Please account for .25" safety on all side - keep any text or important graphics out of this area to prevent lost info during trimming.

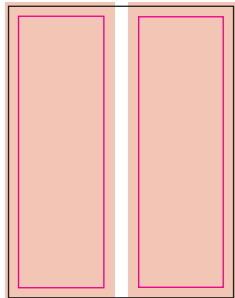
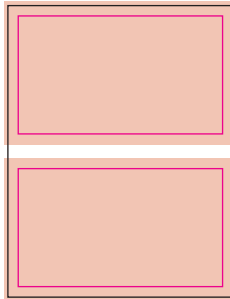


### Full Page

Trim: 8.5" x 11"  
Safety: 8" x 10.5"  
Bleed: 8.75" x 11.25"

### Half Page Horizontal

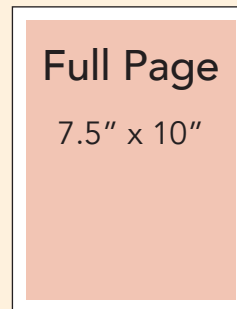
Trim: 8.5" x 5.25"  
Safety: 8" x 4.75"  
Bleed: 8.75" x 5.5"



### Half Page Vertical

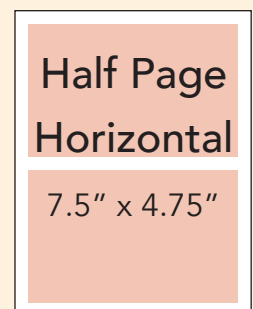
Trim: 4" x 11"  
Safety: 3.5" x 10.5"  
Bleed: 4.25" x 11.25"

## No Bleed



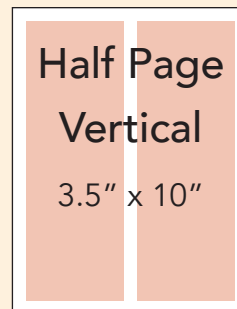
### Full Page

7.5" x 10"



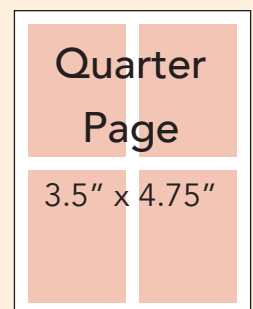
### Half Page Horizontal

7.5" x 4.75"



### Half Page Vertical

3.5" x 10"



### Quarter Page

3.5" x 4.75"

For information regarding  
Sponsorship:

Jay Bartelt  
[bart229@comcast.net](mailto:bart229@comcast.net)

For information regarding  
Ad Art Specs:

Andrea Pawlik  
[amuts224@gmail.com](mailto:amuts224@gmail.com)