



SPONSORSHIP INFORMATION

What is the Southern-Fried Gaming Expo?

The Southern-Fried Gaming Expo (SFGE) continues to be one of the premiere events for arcade, pinball, and gaming enthusiasts in the Southeast. The annual event boasts more than 250 classic pinball and arcade machines, a large selection of console systems, huge tabletop gaming area, a film festival, live music, wrestling, vendors, and SO MUCH MORE, all under one roof. SFGE brings collectors and casual fans together to enjoy the games of the past and present while building friendships and memories for the future. Our fifth-annual event, SFGE 2018 will have even more event space and larger attendance than ever before, and we hope you will consider partnering with us to support our continued growth.

How can my business become part of the Southern-Fried Gaming Expo?

There are many ways your company can be involved in SFGE 2018: become a vendor or even one of our show sponsors, and/or consider donating products for raffles and giveaways.

You can **apply to be a vendor** by downloading and completing the application/contract on our website at <http://www.southernfriedgameroomexpo.com/vendors/>. Because this is the only show of its kind in Georgia, we are confident that it will be a great opportunity for you to meet and sell to the mid-South's active, growing community of gaming enthusiasts. Georgia and our neighboring states make up an exciting geographic area for hobbyists and collectors!

For additional exposure, you can **sign up for one of our sponsorship levels**. The relationship between your company and SFGE is mutually beneficial. Your sponsorship ensures that we can deliver a great show, and the more successful we are, the more visibility you will gain with your target market. Sponsorship levels are set at \$500 and \$750 (see details below). Included with this letter is the Sponsorship Registration form. Please complete the form and send it back to us via email or standard mail, along with your sponsor level payment and logo artwork.

Can't make it to the show? You can still support the Southern-Fried Gaming Expo!

If you're unable to join us as a vendor or sponsor of the fifth-annual Southern-Fried Gaming Expo, don't worry! You can still gain valuable visibility and promote to all of our attendees by donating products for raffles and giveaways throughout the weekend.

Donated items can include translites, marquees, promotional posters, board games, gaming related products like DVDs and t-shirts, gift certificates, and even pinball machines, arcade games, and console game systems. When you donate items to be awarded in our drawings, you will:

- receive a thank you listing on our website
- receive a thank you listing in our Expo Program
- receive a shout out during the event over the public address system
- be mentioned in at least one email promotion
- receive a shout out on our social media channels
- be able to send promotional flyers to us that we will happily have available for our attendees

What are the sponsor levels?

We have two pre-defined sponsor levels that are detailed below. If neither of these feels like a good fit for your business, please contact us and we will work with you to develop a customized sponsor package.

\$500 Level

- Your logo placed on a minimum of 2 banners near the Expo Hall
- Your logo included on the sponsor page of the event website <http://www.gameatl.com>
- Your logo included on the rotating slides in Media Room
- Featured in our Expo Program
- Social media plug
- Priority booth selection (if also purchasing a booth at the same time)
- Sponsor flyers/promotional material may be placed on a marketing table located near the entrance to the show.
- Two (2) 3-Day Weekend Passes to the 2018 Southern-Fried Gaming Expo

\$750 Level

- Your logo placed on a minimum of 2 banners near the Expo Hall
- Your logo included on the homepage and sponsor page of the event website <http://www.gameatl.com>
- Your logo added to rotating slides on the event homepage with a hyperlink to company website • Your logo included on the rotating slides in Media Room
- Featured in our Expo Program
- Social media plug
- Priority booth Selection (if also purchasing a booth at the same time)
- Recognition through SFGE emails prior to the EXPO
- Ad (designed by you or our artists) in one of our SFGE Emails prior to the EXPO
- An electronic blurb pushed by our 2018 SFGE App (iOS and Android) prior to the event.
- 5-minute Featured Sponsor Time immediately preceding a large Media Room event
- Sponsor flyers/promotional material may be placed on a marketing table located near the entrance to the show.
- Three (3) 3-Day Weekend Passes to the 2018 Southern-Fried Gaming Expo
- Admission for Two (2) to our VIP Event How do I get started?

How do I get started?

Just contact Shannon DeWitt at 404-932-7562 or via email at info@southernfriedgameroomexpo.com.

We look forward to partnering with you!