



**Looking for Gamers  
7-9 July 2017**

**'EXHIBITOR'S PACK**

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## Contents

1. Welcome Aboard!.....	1
2. Exhibitor Benefits .....	1
3. Highlights for 2017 .....	1
4. Where is LFG? .....	2
5. How to get here? .....	2
6. Terms and Conditions .....	2
7. Timings.....	2
8. Sponsorship Opportunities .....	3
9. What We Need From You .....	3
10. Booth Details (GST Inc) .....	3
11. Floorplan .....	4
12. Registration .....	4
13. Payment and order finalisation .....	4
14. Accommodation.....	4
Exhibitor Checklist .....	5



## 1. Welcome Aboard!

- 1.1. Welcome to Looking for Gamers 2017 (LFG 2017), Sydney's newest event for the public showcasing, display and demonstration of board games, card games, wargaming, tabletop miniatures, roleplaying, and boardgame/tabletop apps
- 1.2. This booklet contains key information for you – the Exhibitor.
- 1.3. LFG 2017 is a venture that builds on LFG 2016 and the Toy and Game Expos conducted at Sydney Olympic Park, 2012-2014.
- 1.4. The Looking for Gamers Expo attracted more than 700 people across the 2 days in 2016. LFG 2016 had more than 25 exhibitors including major gaming brands: Mayfair, Rio Grande, Stronghold Games, Mayday, Hasbro, Grail/93 Made Games and many more. LFG 2017 will continue to focus on the tabletop gaming market, and is expected to draw between 800-1600 attendees across the weekend. Photos of the 2016 event can be found at:  
[https://www.facebook.com/pg/LFGAustralia/photos/?tab=album&album\\_id=346747849016859](https://www.facebook.com/pg/LFGAustralia/photos/?tab=album&album_id=346747849016859)
- 1.5. LFG has 888 Facebook likes, 145 Instagram followers, and the attendee signup list is received by 515 subscribers. All these resources will be used to promote LFG.

## 2. Exhibitor Benefits

- 2.1. Free company listing on the official LFG website under exhibitors
- 2.2. Promotion of your participation to the Toy and Game Expo and LFG mailing and social media list
- 2.3. Professionally run event focused on working with you - the exhibitor
- 2.4. Lead up publicity promoting the event, including social media, mailing lists and radio
- 2.5. A range of booth sizes to meet your needs
- 2.6. Opportunities to engage directly with your potential customer base

## 3. Highlights for 2017

- 3.1. LFG is uniquely positioned as Sydney's largest tabletop gaming event. LFG combines gaming convention culture - open gaming, community building and fun gaming events – with the marketing and sales potential of a public expo.
- 3.2. LFG will be held at the Bankstown Sports Club. The grand ballroom will be dedicated to exhibitors and games demonstrations, creating an attractive, open space in which exhibitors can chat to, play with, and sell directly to attendees.



- 3.3. **Tournaments:** In 2017, LFG will host a new range of shorter social competitions and tournaments, including Eurogames, promotional competitions, Play-and-Win competitions, and more. Exhibitors wishing to promote their products through competitions are invited to contact LFG management.
- 3.4. **Game Design Workshop:** LFG, in association with Board Games Australia, will run the very popular Protospiel Game Design Workshop for the fourth year. This year, our special guest will be games designer Phil Walker-Harding, famous for Sushi-Go and Imhotep. The workshop focuses on providing local designers with professional feedback on their games and tips on publishing.
- 3.5. **Games Library:** The Library has over 250 games and provides the public an opportunity to play a range of board and card games. Exhibitors are welcome to contribute additional games to the Library.

## 4. Where is LFG?

- 4.1. Bankstown Sports Club, Bankstown, NSW, Australia. Further details can be found at <http://syd.lfg-aus.com.au/index.html>.

## 5. How to get here?

- 5.1. QANTAS, Virgin Blue and Tiger are Australia's major domestic airlines with direct flights to and from Sydney. A number of overseas carriers fly direct into Sydney.
- 5.2. Information on how to get to the venue is at <http://syd.lfg-aus.com.au/venue.html>.

## 6. Terms and Conditions

- 6.1. Exhibitors are required to sign the Terms and Conditions and return in accordance with the Checklist. Exhibitor booking will be confirmed when payment has been completed and LFG has received the signed Terms and Conditions.

## 7. Timings

- 7.1. The Expo is open to the public from 1000-0000 on Saturday and Sunday, 8-9 July 2017. The Exhibitor hall will open at 1030 to the public and close at 1800 each evening, while open gaming will continue until midnight. As an exhibitor, you get access to the site from 0900 each day. The site is open on Friday 7 July 2017 for exhibitor setup from 1600 to 2000.
- 7.2. Exhibitors can restock their space from 1830 until 2000 on Saturday evening.
- 7.3. Exhibitors may only commence packup after 1800, Sunday 9 July 2017. All exhibitor stock and equipment must be removed from the site by midnight Sunday 9 July 2017. Note: We



are negotiating with the venue for the potential to bump out Monday morning but this is not confirmed at this stage.

## 8. Sponsorship Opportunities

- 8.1. Sponsorship opportunities exist for exhibitors interested in increasing their branding from the Event. Examples of opportunities include:
- Specific promotion in our marketing campaign
  - Front page website listing and links to your website
  - Full or half page advertisements in our event booklet
  - Further access to events such as major competitions
  - A detailed post event report for major sponsors.
  - Short form competitions at the expo.
- 8.2. Please contact Joshua Bishop to access these opportunities at [crew@lfg-aus.com.au](mailto:crew@lfg-aus.com.au).

## 9. What We Need From You

- 9.1. **Logo:** A high-res version of your logo. Once confirmed as an exhibitor, we will send you the LFG logo and standard banners for display on your website.
- 9.2. **Public Liability:** All exhibitors must have their own 20 million public liability insurance coverage for the event. Exhibitors must submit their public liability insurance certificate of currency prior to the event commencing.
- 9.3. **Checklist:** Complete the LFG Exhibitor Checklist. (see page 5)

## 10. Booth Details (GST Inc)

Item	Early Bird Fee (Payment by 12 May 2017)	Full Fee
3m x 3m exhibition space	\$395	\$495
Space under 40sqm	\$44/sqm	\$55/sqm
Space over 40sqm	\$33/sqm	\$44/sqm

- 10.1. **Exhibition Space:** Each 3m x 3m space includes:
- 1 6ft Trestle Table and 2 Chairs
  - 4 Exhibitor Weekend Passes

10.2. Additional Trestle Tables and Chairs can be hired for \$16.50 per Table, \$5 per Chair.



10.3. **Space:** We recognise that some Exhibitors will want to build their own display areas. In this instance we sell floor space on a square metre rate. Final approval of non-standard structures rests with the Convenors.

## 11. Floorplan

11.1. Once all exhibitors are confirmed, the floorplan will be posted at <http://www.lfg-aus.com.au>

## 12. Registration

12.1. Register at <http://www.lfg-aus.com.au/exhibit.php>

## 13. Payment and order finalisation

13.1. Once you have registered, we will send you an invoice for payment within 30 days. Once this invoice is paid and you have signed the Terms and Conditions you have secured your booth. If we do not receive these within 30 days of the date of the invoice, we will release the booth to our exhibitor's waiting list.

## 14. Accommodation

14.1. Accommodation is available at the Travelodge above the venue. For more information see <https://www.tfehotels.com/brands/travelodge-hotels/travelodge-bankstown>

14.2. The Bankstown Sports Club is situated along the T3 Bankstown train line, if alternative accommodation is required.

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Facebook: <http://www.facebook.com/LFGAustralia>

Instagram: LFG Australia



## Exhibitor Checklist

Ser	Action	Responsibility	Comments	Complete/Date
1	Exhibitor Registered	<b>Exhibitor</b>	Advise preferred map name	
2		<b>Exhibitor</b>	Send hi-res logo for display on Expo website	
3		LFG	Send Expo logo and banners for display on Exhibitor website	
4	Invoice Issued	LFG	Send within 14 days of registration	
5	Invoice Paid	<b>Exhibitor</b>	Payment due within 14 days of invoice issue date	
6	Terms & Conditions Signed	<b>Exhibitor</b>	Sign and return within 14 days of invoice issue date	
7	Public Liability Insurance	<b>Exhibitor</b>	Send with signed Terms & Conditions (if providing own insurance)	
<b><i>YOUR SPACE/BOOTH IS NOW SECURED</i></b>				
8	Provide Game or Product	<b>Exhibitor</b>	Advise of item RRP > \$50 for promotional use	
9	Provide Insurance Certificate of Currency	<b>Exhibitor</b>	Where applicable, this is to be sent to the Convenors no later than 7 days before the Expo	