



# **SPONSORSHIPS ADVERTISING BOOTHS**

LAS VEGAS  
MARCH 5-9, 2025

# DEMOGRAPHICS

FOR THE LARGEST BOARD GAME CONVENTION ON THE WEST COAST

## Attendees

**3,300**

2024 CONVENTION ATTENDEES

**4,000**

2025 PROJECTED ATTENDEES

**\$75,000**

MEDIAN INCOME

### AGE RANGE

<1% 0-20

20% 21-29

**40% 30-39**

25% 40-49

14% 50+

**80%**

TRAVEL FROM  
OUT-OF-STATE

**19%**

FIRST TIME BOARD GAME  
CONVENTION ATTENDEES

**148,000**

SQ FT CONVENTION CENTER

## The Dice Tower youtube channel

**338,000**

SUBSCRIBERS

**23,000**

VIDEOS

**Millions**

OF VIEWS EVERY YEAR

THE LARGEST BOARD GAME CONTENT  
CREATORS ON THE INTERNET



[dicetowerwest.com](http://dicetowerwest.com)



# SPONSORSHIP

## PREMIER SPONSOR

**\$7,500** *(2 available)*

- Includes booth (20x20), with priority booth location selection
- One hotel room Tuesday through Monday
- Exclusive option to sell product at a table in Rotunda on Wednesday
- 8 badges total (demo or exhibitor)
- Logo & link to your website on sponsor page of website
- Logo on main event sponsor banner
- Logo on sponsor page in program
- Logo & link in 2 mailchimp eblasts
- 2 mentions on social media before event
- 1 full color banner in convention space
- Full page ad in program *(or \$500 credit towards program advertising)*
- One pallet received and delivered with our shipping company
- 2 tickets to special DTW sponsor event
- Includes one demo table

## PROGRAM SPONSOR

**\$5,000** *(1 available)*

- Includes back page program ad
- plus one interior full page ad *(or \$500 credit towards other program advertising)*
- Mention on social media platforms
- Logo & link to your website on sponsor page of website
- Logo on main event sponsor banner
- Logo on sponsor page in program
- 1 full color banner in convention space



# SPONSORSHIP

## CONVENTION BAG SPONSOR

\$4,500 (1 available)

**Bags will be created by DTW or 4000 approved bags can be provided in lieu of cost of sponsorship**

Includes full color logo on front of the bag with Dice Tower West logo on back of the bag

4,000 game tote bags are created and distributed to attendees

Mention on social media platforms

Logo on website with link to your website

Logo on main event sponsor banner

Logo on sponsor page in program

1 full color banner in convention space

Full page ad in program  
(or \$500 credit towards program advertising)



## LANYARD SPONSOR

\$4,000 (1 available)

**Lanyards will be created by DTW or 4000 approved lanyards can be provided in lieu of cost of sponsorship**

Includes full color logo on lanyards for badge holders

4,000 lanyards are created and distributed to attendees

Mention on social media platforms

Logo & link to your website on sponsor page of website

Logo on main event sponsor banner

Logo on sponsor page in program

1 full color banner in convention space

Full page ad in program (or \$500 credit towards program advertising)



# SPONSORSHIP

## CONVENTION SHIRT SPONSOR

**\$2,000** (1 available)

Includes logo placement within the T-shirt design, see diagram, your choice of position

Logo printed on the T-shirt will be one color of our choice (one of the four colors printing on the shirts)

Number of T-shirts to be print and sold will depend on sales

Logo on main event sponsor banner

Logo on website with link to your website

Logo on sponsor page in program

1 full color banner in convention space



## CUSTOM SPONSORSHIP

**negotiable**

If you have an idea for promoting in a way we don't have listed, share it with us. We will work with you to help make your idea a reality.





# PROGRAM

## Print Ads

FULL COLOR, FULL BLEED PUBLICATION

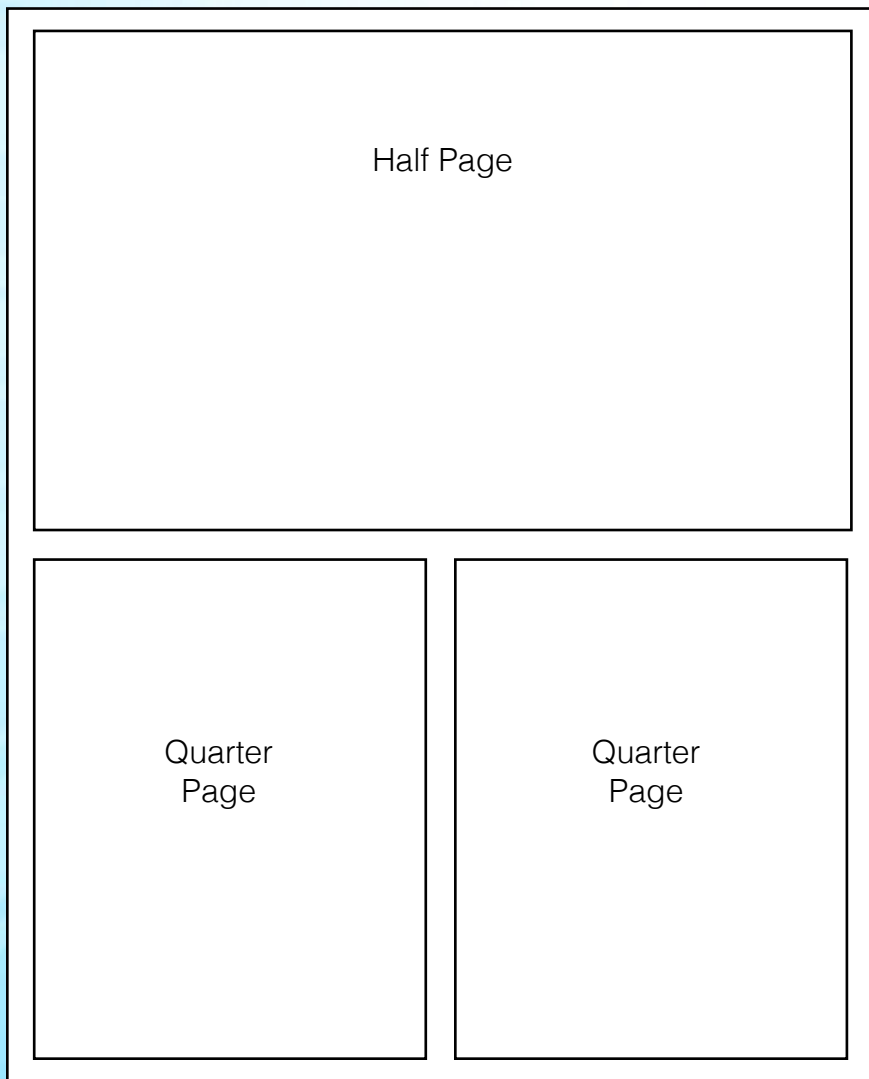
8.5" x 11"

# 4,000

COPIES

**FINAL ART IS DUE FEBRUARY 1, 2025**

ART FILES ACCEPTED: PDF, JPEG, TIF



### Full Page:

Interior ad: \$500

Premium position in first 10 pages with right read: \$800

Inside front cover: \$2,000

Inside back cover: \$1,500

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

### Double Truck:

\$1,200

two full pages positioned across from each other in the book

specs for each page

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

### Half Page:

\$300

7.5 x 4.875

### Quarter Page:

\$200

3.625 x 4.875

### Program Sponsor:

\$5,000

includes back cover ad & one full page interior ad

Logo on main event sponsor banner

Logo on sponsor page in program

Logo and link on sponsor page on website

Mention on social media platforms

1 full-color banner in convention area

[dicetowerwest.com](http://dicetowerwest.com)



# PROGRAM

## Advertorial Game Ads

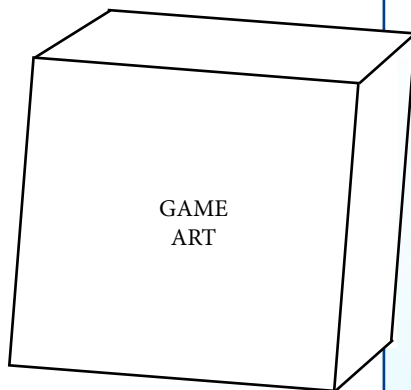
FULL COLOR, ACTUAL SIZE BELOW

Perfect for crowdfunding campaigns.  
You must supply game cover art.  
You can also include a QR code link to your webpage.

### GAME TITLE

The brief game description will go here. This should be a quick elevator pitch to create interest in your game and explain why it is different from other games. You can also include a website address or crowdfunding go live date. Approximately 200 characters.

1-5 players  
ages 13+  
30-60 min  
Pattern-making  
& drafting



QR Code

*published by*  
Publisher Name  
**Visit us at Booth 10**

Quarter Page  
featured game advertorial:  
\$150

3.625 x 4.875 size  
Full color

You must supply game cover art and answer the following questions about your game.

GAME NAME:  
AGE RANGE:  
NUMBER OF PLAYERS:  
TIME TO PLAY:  
TYPE OF GAME (strategy, cooperative, family, party, trick-taking, etc.):

BRIEF DESCRIPTION OF YOUR GAME. (*approx 200 characters*)

PUBLISHER NAME

CONVENTION LOCATION:  
If you have a booth or demo table we will include that location in the advertorial.

You can also include a QR code link to your webpage.

You will be sent a final proof for review prior to printing.



# BANNER ADS

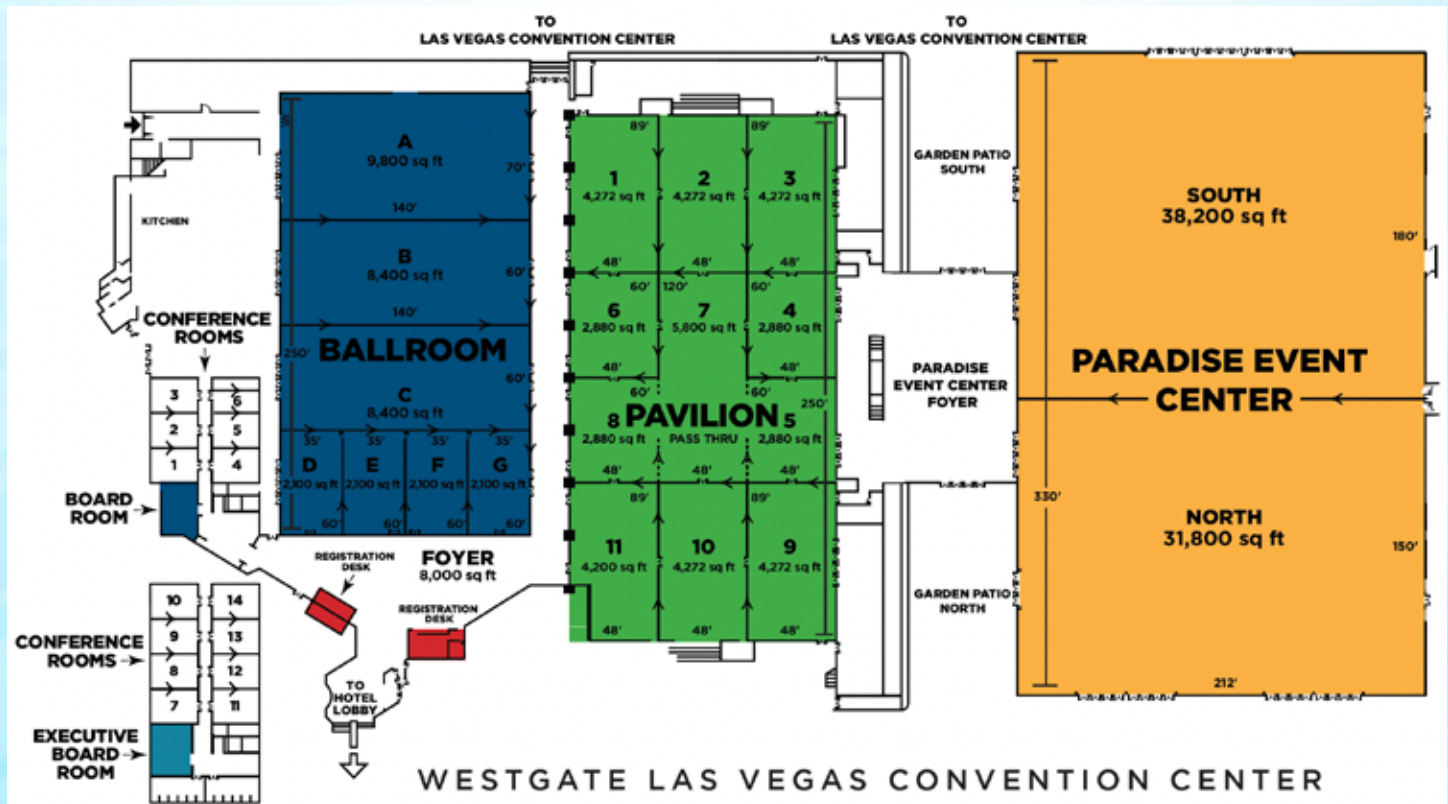
## POP-UP BANNERS

**\$300 TO \$500** PRICE DEPENDENT ON PLACEMENT  
IN THE CONVENTION SPACE

### YOU RECEIVE

- 30" x 81" POP UP BANNER placed in Convention Hall
- Includes art
- Prime spots at high traffic areas for \$500

*All placements to be determined by DTW*





# AREA SPONSORS

## DEMO ZONE SPONSOR

**\$2,000** *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*

## HOT GAMES SPONSOR

**\$2,000** *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*

## VIP (VIG) SPONSOR

Provide 150 games

Company to be responsible for shipping games to DTW

Logo on VIG page in program

1/4 page Game Advertorial in program featuring the game

1/2 page ad in program *(or \$250 credit towards program advertising)*



# AREA SPONSORS

## PLAY TO WIN SPONSOR

**\$2,000** (*1 available*)

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program (*or \$300 credit towards program advertising*)

## PLAY TO WIN / LIBRARY GAME INCLUSION

You provide a game to be included in the Play-to-Win lineup and a game for the DTW library

You receive:

Inclusion in the play-to-win section of the program

Inclusion in promotional materials for the play-to-win promotion

Immediate placement on the library shelf and inclusion in the library list

***Games MUST arrive by February 1 to be included in this year's show***



# AREA SPONSORS

## LIBRARY SPONSOR

**\$2,000** *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*

## SHOWS & PANELS ROOM SPONSOR

**\$2,000** *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*





# AREA SPONSORS

## EVENT CENTER SPONSOR

**\$3,000** *(1 available)*

Includes full color 8' x 10' sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

Full page ad in program *(or \$500 credit towards program advertising)*

## FLEA MARKET SPONSOR

**\$2,500** *(1 available)*

Includes full color sponsor banner at area

Ability to set up a table and sell product outside of flea market

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*



# AREA SPONSORS

## PAINT & TAKE SPONSOR

You provide: Supplies for the Paint & Take room and staffing of the room

Sponsorship includes:

A full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

Logo included in the Paint & Take section of the program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or \$300 credit towards program advertising)*



# AREA SPONSORS

## PROTOTYPE CON SPONSOR

**\$2,000** (*1 available*)

You also provide: items for the daily drawings in the PrototypeCon Room, for example generic game pieces, blank playing cards, dice, etc.

Sponsorship includes:

A full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

Company name included on the cover of the PrototypeCon Schedule

2 tickets to special DTW sponsor event

1/2 page ad in program (*or \$300 credit towards program advertising*)

A panel/lecture during the convention that is headed by your company with game designers that is promoted directly to the designers

6-foot table and 2 chairs in the PrototypeCon Room to promote your business directly to the designers (*an average of 65 game designers attend the PrototypeCon Convention. Table is available during exhibition hours. Retail sales at the table are not permitted.*)

Inclusion in emails sent directly to the designers who have attended the convention in the past (*a list of over 300 game designers*)





# BOOTHS

## 20x20 STANDARD BOOTH

**\$2,600**

20x20 booth

8 exhibitor badges

8 six-foot tables

16 chairs

*Hours of operation for the exhibitor hall will be 10am-6pm Thursday through Saturday and 10am-2pm on Sunday.*

## 10x20 STANDARD BOOTH

**\$1,300**

10x20 booth

4 exhibitor badges

4 six-foot tables

8 chairs

## 10x10 STANDARD BOOTH

**\$650**

10x10 booth

2 exhibitor badges

2 six-foot tables

4 chairs

## DRAYAGE SERVICES

**\$400 per pallet (2-way), \$250 per pallet (1-way)**

Receive freight at warehouse, deliver to booth, deliver back to warehouse

Freight charges to and from the warehouse is the exhibitor's responsibility

[dicetowerwest.com](http://dicetowerwest.com)



# TABLES & ROOMS

## DEMO ZONE TABLE

**\$320**

1 demo badge

1 six-foot or eight-foot table

4 chairs

*No product sales are allowed in the demo zone. Exhibitors selling products must purchase an exhibitor booth. Hours of operation for the demo zone will be 10am-10pm Thursday through Saturday and 10am-2pm on Sunday.*

## PRIVATE AREA / ROOM

**\$100-\$800 per 2-hour block**

500 to 4,200 sq ft private area

All necessary six-foot or eight-foot tables

All necessary chairs

Ability to have tickets sold through Cardboard Events

Minimum 2-hour block

**CREATE A  
PRIVATE PARTY OR  
HOST YOUR OWN  
EVENT**

## SPECIAL EVENT SPONSOR

**negotiated pricing dependant on event requirements**

Area to run or host a special event

All necessary six-foot or eight-foot tables

All necessary chairs

Ability to have tickets sold through Cardboard Events

Minimum 2-hour block



# WEBSITE

## ITINERARY BUILDER

**\$100** to include the name of your business in the Itinerary Builder section of **DICETOWERWEST.COM** for the days before and after the convention

80% of our attendees travel from out-of-state and plan extra days to spend in Las Vegas

### YOU RECEIVE

- Your business name in the Itinerary Builder on our website September 2024 through July 2025
- A brief description of your business
- A link to your website
- An e-blast will be sent to our out-of-state attendees to encourage them to visit the Itinerary Builder section of the website





# Dice Tower West PROGRAM PRINT AD INSERTION

8.5 x 11, FULL COLOR, FULL BLEED PUBLICATION • 4,000 COPIES

**SPACE RESERVATION IS DUE JANUARY 10, 2025**

**PAYMENT AND FINAL ART ARE DUE FEBRUARY 1, 2025**

ART FILES ACCEPTED: PDF, JPEG, TIF (CMYK, 300 DPI)

**Send final art to [Darlene@DiceTowerWest.com](mailto:Darlene@DiceTowerWest.com)**

Invoices will be sent once space reservation is received.

*Please fill out a separate request form for each ad you want to place.*

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

## All Full Page Ads:

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

## Double Truck:

two full pages positioned across from each other in the book

specs for each page

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

Please select your ad size:

- |  |                                  |
|--|----------------------------------|
| <input type="checkbox"/> FULL PAGE, INSIDE FRONT COVER   | <input type="checkbox"/> \$2,000 |
| <input type="checkbox"/> FULL PAGE, INSIDE BACK COVER  | <input type="checkbox"/> \$1,500 |
| <input type="checkbox"/> FULL PAGE, PREMIUM, FIRST 10 RIGHT READ PAGES   | <input type="checkbox"/> \$800   |
| <input type="checkbox"/> FULL PAGE   | <input type="checkbox"/> \$500   |
| <input type="checkbox"/> DOUBLE TRUCK, 2 FULL PAGES ACROSS   | <input type="checkbox"/> \$1,200 |
| <input type="checkbox"/> HALF PAGE, 7.5 x 4.875  | <input type="checkbox"/> \$300   |
| <input type="checkbox"/> QUARTER PAGE, 3.625 x 4.875   | <input type="checkbox"/> \$200   |
| <input type="checkbox"/> QUARTER PAGE GAME ADVERTORIAL<br><i>Please fill out the Game Advertorial ad request form.</i> | <input type="checkbox"/> \$150   |

- My ad placement is included with a sponsorship package.
- I am opting to use my sponsorship ad credit of \$ \_\_\_\_\_ towards this ad placement
- I understand that all art submitted must be free of copyright or trademark infringement. I confirm I have permission from the owner of the assets to utilize the art and/or logos used to create my ad.

Signed \_\_\_\_\_ Date \_\_\_\_\_

[dicetowerwest.com](http://dicetowerwest.com)

