



Ai-Kon July 2018

Advertising / Promotional Opportunities!

Our advertising options offer a variety of ways to connect with our attendees. Many opportunities are pre-scheduled and take place in the months leading up to the event, as well as on site. These avenues include print media, social media, event sponsorship, and e-application advertising.

2018 Opportunities Include:

- Print Edition Guidebook
- Guidebook Phone App
- Events, Tournaments or Screening Room Sponsorship
- The Great Ai-Kon Raffle
- Registration Bags (only open to sponsors or event partners)

July Convention Deadlines:

Please contact us at corporate@ai-kon.org to review opportunities, venue restrictions, and important deadlines so you can optimize exposure to our audience.

- May 1st, 2018 - Guidebook advertising deadline.
- June 1st, 2018 - Maximum social media pushes. Social media post and announcements will continue up to the event.
- June 1st, 2018 - Video ad/commercial deadline.
- July 9th, 2018 - Registration bag and prize drop-off deadline.
- July 15th, 2018 - Raffle Participation

For more information about specific opportunities please fill out the inquiry form at <http://ai-kon.org/information/sponsorship/> or email corporate@ai-kon.org



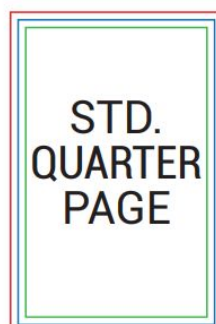
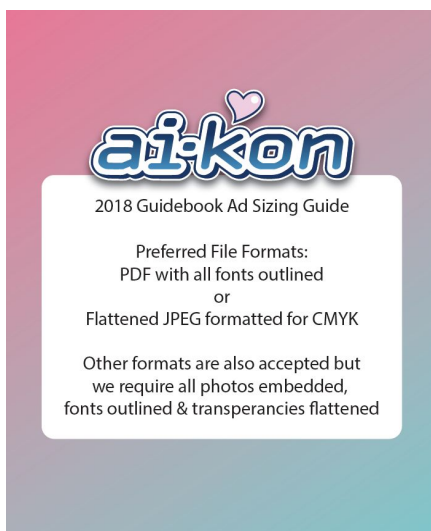
Print Edition Guidebook

With its sleek modern design these have grown from just a handy convention tool to a now coveted collector item. There are many advertising options available to suit your needs and price point.

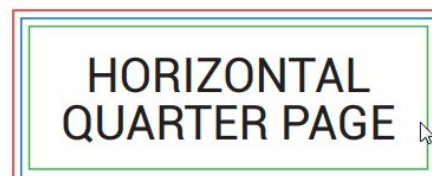
Spots are very limited, reservations are at a first-come first served basis and spaces do sell out early.

- Full colour
- Seen by thousands of attendees
- Drive traffic to your booth or store with special offers of discounts or promote products.
- A great chance to advertise your company to your target demographic

Guidebook Size	Price	Size	Notes
Full Page	\$500.00	Full Ad Size Including Bleed: 6.75 x 10.25" Main Image: 6.5 x 10"	Please keep important text & images within 6.25 x 9.75" safety margin
½ Page	\$350.00	Half Page Ad Size Including Bleed: 6.75 x 5.25" Main Image: 6.5 x 5" Half Page Ad Size Including Bleed: 3.5 x 10.25" Main Image: 3.25 x 10"	Please keep important text & images within 6.25 x 4.75" safety margin Please keep important text & images within 3 x 9.75" safety margin
¼ Page	\$250.00	Half Page Ad Size Including Bleed: 3.5 x 5.25" Main Image: 3.25 x 5" Half Page Ad Size Including Bleed: 6.75 x 2.75" Main Image: 6.5 x 2.5"	Please keep important text & images within 3 x 4.75" safety margin Please keep important text & images within 6.25 x 2.25" safety margin



Half Page Ad Size
Including Bleed:
3.5 x 5.25"
Main Image:
3.25 x 5"
Please keep important
text & images within
3 x 4.75"
safety margin



Half Page Ad Size Including Bleed:
6.75 x 2.75"
Main Image: 6.5 x 2.5"
Please keep important text & images within
6.25 x 2.25" safety margin

Guidebook Phone App

Ai-Kon is making the transition to a greener future with our upgraded 2018 Guidebook phone app.

When an attendee sees an ad in a printed program, they have no ability to get more information or to take action. With a sponsor banner in a mobile app, they can click to get more information about a business, follow a map to the booth, or even make a purchase.

- Easily browse interactive map, schedules, and more for our convention.
- Events apps are available and synced on mobile tablet and web.
- Guides work offline! No internet connection needed once the guide is downloaded.



Feature	What Is It?	What's Needed?	Cost
Sponsor Banner	This interactive sponsor banner is located at the bottom of the main menu screen. As users are browsing the app, this ad gets a lot of screen time! ¹	Banner advertisement image 600x110 pixels Image & description for sponsor page Sponsor website URL or sponsor details in PDF	\$150.00
Sponsored Event Sessions	Sponsorships to specific panels like game shows, events or tournaments. For targeted exposure, you can include a sponsor logo at the top of each session or track.	If you want to offer session sponsorships using Guidebook, we just need a logo with these dimensions: 640x240 pixels	\$100.00
Featured Listing	Become a star sponsor and be bumped up on our thank you page! Lead the ranking board.	Sponsorship or event, panel or tournament.	\$50.00
Sponsor Tweets	Built into the application can be a pre-filled handle or hashtag into the in-app Twitter tool. Users can delete it if they want, but if it's relevant, a large percent of them won't. There's a huge amount of possibility here!	A quick chat with our communications social media coordinator to get an approved hash tag all decked out!	\$250.00



¹ Clicking on the banner ad directs users to a sponsor page with a customizable image, name and description, and a "More Info" link to additional information

Events, Tournaments or Screening Room Sponsorship

Our partnership is normally done as an in-kind advertising exchange with a variety of ways to connect with our attendees. Our promotional opportunities are pre-scheduled and take place in the months leading up to the event, as well as on site.² As a community sponsor we can offer the following opportunities:

Event sponsorship starts as low as \$150.00, and depending on tier, can include:

- Related event print promotional materials acknowledgment.
- Company logo featured on Ai-Kon's website leading up to and following the event.³
- Shout out of partnership via Ai-Kon's Social media outlets including: Facebook, Twitter, Twitch, and Instagram.
- Pending relevancy identified as a tournament sponsor on-site, and logo included on live-stream graphics.
- Convention on-site space for pop-banners and promotional items from your business.
- Company sponsored "advertisement video" to play before and during related events.
- Exclusive naming rights to convention area space.



For sponsorship purposes, Ai-Kon would request parting businesses or organizations provide relevant products, gift certificates⁴ or merchandise that can be use for prizing at the event. Merchandise featuring your logo such as T-shirts, stickers, or hats is also a great way to gain additional exposure and recognition. Stipulations on gift certificate wording and conditions of use are at your discretion.

You are welcome to sponsor any number of our events, tournaments⁵, or screening rooms at Ai-Kon for maximum exposure. Access to Ai-Kon's tournaments is free to ensure that they capture the largest audience.

² As promotional advertising opportunities are pre-scheduled we cannot always accommodate materials received after set deadlines. Materials must be received and approved by the Ai-Kon communication's team prior to deadline cut off. Please allow extra time for review and request for edits.

³ Advertising in online advertising 2018 agreement.

⁴ Prize materials and gift certificates for prizes are the subject to the approval of Corporate Relations Department and must be pre-approved. If the sponsors business/organization is not directly compatible with Ai-Kon's mandate directly business can opt for monetary payment instead.

⁵ Tournaments planned for Ai-Kon 2018 are Super Smash Brothers, Dragon Ball FighterZ, and BlazBlue Cross Tag Battle.



The Great Ai-Kon Raffle

Back by popular demand The Great Ai-Kon Raffle will be returning to the convention in July. This is an opportunity for attendees familiar with locals business but also provides our organization value fundraising for convention events such as Cosplay Contest, Gaming Tournaments and game shows.

This is great on-site, and social media exposure; gift certificates and merchandise donations are suitable. All donations are acknowledged and appreciated!

Raffle prizes will be showcased on website on the week leading up the event with relevant donors acknowledge and linked to. The live draw will take place on location Sunday July 29th in the afternoon, this will also be live streamed. Ai-Kon raffle is authorized raffle with permit from Manitoba Liquor and Lotteries. The raffle table will be located next to the doors leading into the marketplace to maximize traffic.



Registration Bags *(only open to sponsors or event partners)*

Share your business with attendees at Ai-Kon 2018! Ai-Kon's attendee registration bags offer a wonderful opportunity to connect with our attendees and draw new customers to your business. These bags are highly popular and past participants have reported excellent returns.

Programming is the core of Ai-Kon's continued success, but often it's the personalized swag that make an event special for attendees. Ensure that your business is remembered and associated with the fun, exciting experiences of our convention.

- Printed materials, such as handbills, lanyard, posters, magnets and stickers are perfect for these highly anticipated registration bags.
 - Up to 2000 pieces (smaller quantities accepted)
- *Golden Ticket Items*: Unique small quantities of items are randomly distributed amongst the attendee bags. Previous popular items include: sample products, t-shirts, lip balms, gift certificates, small size merchandise with your sticker or business information included and/or other tangible marketing materials. "Lucky Bags" are highly popular in Japan and at anime conventions across North America; attendees hunt through the bags to become more familiar with your company and other offers that you have available to them.⁶

Tips for Success:

- Ai-Kon's office CAN accept vistaprint.ca orders. Place your order today and don't worry about the delivery.
- Physical items cause more excitement and engagement than paper. Last year's most popular items included: tea samples, logo dice, light-up balls, t-shirts, stickers, and candy with promotional branding on it.
- Going with paper? Full colour and heavier weight paper catches the attendee's attention. If full colour is too expensive, using coloured paper also works well.
- Coupons! Winnipeggers can't resist a great deal! Hard copy coupons or links to an online contest will ensure that our attendees get invested.



⁶ For Ai-Kon 2018, 50 gold ticket items are recommended, minimum quantity to participate in opportunity is 20 units. Companies that are participating in this opportunity will be listed in a special social media shout out. Materials must be in to Ai-Kon office by Friday July 9 2018.

We'd love to participate, what's next?

Please email us corporate@ai-kon.org with the following information:

- Contact Information
- Preferred URL for internet traffic to be directed, along with all social media handles.
- High resolution, vector logo in color, and black and white. Square layouts are preferred.

From there we can arrange a meeting to review opportunities, venue restrictions, and important deadlines (see below) so you can optimize exposure to our audience.

May 1st, 2018 - Guidebook advertising deadline.

June 1st, 2018 - Maximum social media pushes, and video ad deadline.

July 9th, 2018 - Registration bag and prizing drop-off deadline.

July 15th, 2018 - Raffle Participation

**Ai-Kon is proud to promote our local businesses and growth in our community!
Please allow us to share with our attendees all your business has to offer.**



Terms and Conditions

1. Ads that do not conform to the requirements will be enlarged, reduced, or floated at our discretion. We cannot be held responsible for quality of reproduction if an ad size needs to be changed.
2. Ai-Kon may, in its sole discretion, edit or reject any advertising materials by the advertiser. Ai-Kon does not guarantee the placement of any ad in a specific section or within a page, as placement is dependent upon publication requirements and availability.
3. Ads are to be supplied electronically; emailed directly to corporate@ai-kon.org
4. Any cancellation or correction must be in writing and must be received by the advertising department prior to the deadline. Orders cancellation or corrections communicated orally or after the deadlines are entirely at the advertiser's own risk and Ai-Kon assumes no responsibility thereafter.
5. The advertiser warrants and represents that they have the full right and authority to use all materials provided for publication, including all textual or graphic matter, and that its advertisements will not violate any person or entity's rights or violate any law.
6. For In-Kind exchanges merchandise must be received prior to printing deadlines and prior to online posting. It is important to be aware that Ai-Kon reserves the right to be selective in the materials that it accepts, and reserves the right to refuse any potential merchandise offered.

