



Fest 2019 Exhibitor Information

Questions? Contact your sales or curation staff member.

TL;DR SUMMARY

1. The Fest is on **Saturday, September 14, 2019** from 9am - 5:30/6pm, with our awesome awards show following (time done: 8pm). The exhibit halls are at the [Harvard Athletic Complex](#) on Harvard Street in Allston. We expect between 3500 and 5000 attendees!
2. You must **REGISTER YOUR PASSES!**
3. Load-in is on **Friday, September 13** starting at **3pm and going till 8:30pm**. You must [sign up for an arrival window!](#)
4. **Parking is available** on site for the festival, for a cost of \$10/day, payable day-of via cash or card.
5. We encourage you to build a booth that is **more than tables & chairs** and exemplifies the quirkiness of the **indie spirit!** Think outside the box (but stay in your 10'x10' space)! You may also have **free-standing signage** that fits in your booth, or signs attached to your booth drape if **available**.
6. All materials **must be removed** from the exhibit halls by 12:30pm on **Sunday**.
7. You are **responsible for your own equipment**.
8. The main **Production Office** is in the Murr Center of the Harvard Athletic Complex, accessible via stairs by the front entrance to the Digital Hall. Come by if you need help!
9. The WiFi is **Harvard Guest Wifi**. It's open! Yes, this means attendees will also be using it. If you absolutely require other networking, you must register your device MAC address with us: networking@bostonfig.com
10. **No "booth babes" or "booth bros" will be allowed.** We encourage you to bring your own teams to talk with attendees about your games and their development. This is a **FAMILY FRIENDLY EVENT**. Don't ruin it. Please also make sure your signage is as family-friendly as possible, we get lots of kids and families!
11. **YOU ARE RESPONSIBLE FOR YOUR BEHAVIOR. IF YOU HARASS, THREATEN, OR ACT LIKE A JERK TOWARD AN ATTENDEE, A FELLOW EXHIBITOR, A VOLUNTEER, OR THE STAFF WE WILL KICK YOU OUT AND KEEP ALL YOUR DELICIOUS DOLLARS. GOT IT?!**
Good.

We highly encourage you to read over the rest of this kit for more in-depth information on how to have a successful **BostonFIG Fest**. Seriously, please read it. It's for you.

All Exhibitors are welcome at our after-party, which will be onsite in the Digital Hall lounge areas from 8pm until midnight. This should give you the opportunity to play games with your fellow exhibitors! Some food will be provided and there will be a cash bar.

Registration

Exhibitor passes will be handed out when you **CHECK IN** at load-in on Friday. If you somehow fail to get your wristband then, there will be a registration area that includes all exhibitors in front of the Murr Center on Saturday.

Exhibitors get 2 (two) free passes (at least, sponsors have more) and can register additional passes for \$10. If you have not registered your badges you can do so via the links below. We are trusting you to use the honor system with these codes and not abuse or distribute them:

2 Included Passes: <https://bostonfigfest2019.eventbrite.com?discount=RegisteredExhibitor2019>
Additional \$10 Passes: <https://bostonfigfest2019.eventbrite.com?discount=AdditionalExhibitorBadges>

If you need more, use the link/codes again. You will also have the ability to purchase additional passes during Friday check-in, or on the day of the Fest. If you would like to double-check your registration status or purchase bulk passes, please contact sales@bostonfig.com.

Print and Digital Programs

The Print Program will be available at or near the registration/merch tables outside the Harvard Athletic Complex. Print program includes:

- Festival Info
- Showcase Games info and descriptions
- Sponsored Content: Exhibitor and Sponsor Info and ads that made the print cutoff deadline
- Schedule Info

We print out separate **maps** with all Exhibitors and booth numbers on them, since these are the most sought-after information. This info will also be available on the website.

This year our digital program will again be available online. Details on how to access the digital program will become available closer to the show and will include a full copy of the material that exists in our printed program, plus any sponsored content that did not make the print cutoff date.

#FamilyFriendly and #IndieInclusion

In the Showcase survey, we asked you if your game was Family Friendly or represents one of our key values: Diversity and Inclusion. If you've already provided us with this information in the survey, the program will indicate your game has one or both of these features. If you didn't include this information, you can still do so by **AUGUST 30th** at the latest.

#FamilyFriendly: <https://airtable.com/shrlqNgLSrIEjNkRh>

#IndieInclusion: <https://airtable.com/shrI02E4ioE3IOuLV>

Don't forget to use these hashtags (and #BostonFIGFest2019) in your social media posts!

Venue Information

Harvard Athletic Complex

Murr Center (Digital)

Open to the Public Saturday, 9/14 9am - 6pm

65 N Harvard St, Boston, gocrimson.com/directions/home

Houses the Digital Competitive Showcase, Digital Sponsors/Exhibitors, Artists' Alley, and Vendor Area. Attendees enter via North Harvard St or Dillon Quad.

Staff Production Office

The main festival production office is located inside the Murr Center, on the second floor. We also have Info Booths in both halls and outside on the quad. If you have a question, request, or issue, please speak to our volunteers at any Info Booth or on the showfloor. If they can't resolve or handle the question for you quickly, they will walkie-talkie our production office.

Gordon Indoor Track (Tabletop)

Open to the Public Saturday, 9/14 9am - 5:30pm

69 N Harvard St, Boston, gocrimson.com/directions/home

Houses the Tabletop Competitive Showcase, Tabletop Sponsors/Exhibitors, Tabletop Freeplay, and the Family Zone. Attendees enter via Dillon Quad.

Figgies

We convert the space into our awards ceremony area starting at 5:30pm, and open to the public 6:15pm - 7:30pm for the show. Attendees enter via front lobby, on the left.

After Party

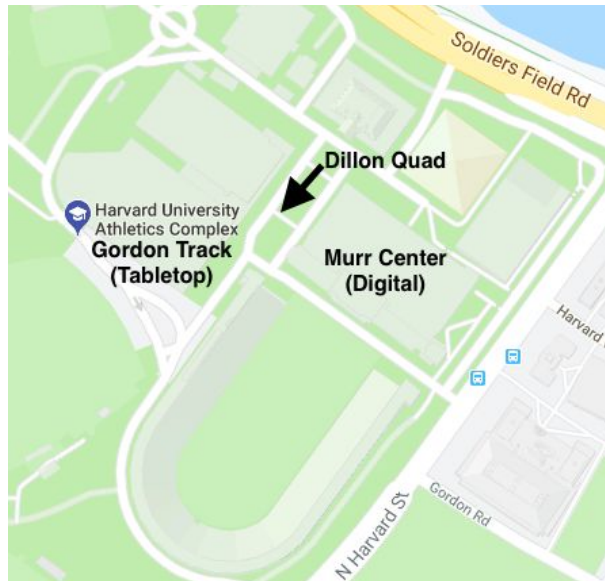
We will make use of the Lounge Areas in the Murr Center to host our afterparty, starting officially at 8pm. This way you can stay and play games that other creators have made! We'll have catered food, and a cash bar for drinks.

Load-In/Out Times and Procedures

Loading dock is available at 65 N Harvard St, Boston, through the Dillon Quad.

YOU MUST SIGN UP FOR AN ARRIVAL TIME-SLOT SO WE DON'T OVERFLOW:

<https://forms.gle/4pdTNTVnVTjrj94sBA>



Hours

Friday:

- **Check-in will be at the registration tables outside of each hall.** We will have staff onsite to help you throughout the process.
- Load-in anytime between 3pm and 8:30 pm; assisting volunteers will be there 5:30pm.
- The building will be locked overnight so you may leave electronics and other items of value on Friday night. We particularly recommend testing out your computers and screens before Saturday's chaos.
- You shouldn't need to park for load-in, but if you wish to keep your car there, there is onsite parking available for \$10/day. See below.

Saturday:

- **NO LOAD-IN!**
- You may arrive at 8am.
- Halls are open from 9am - 6pm, Tabletop closes 30 minutes earlier to accommodate Figgies setup.
- Figgie awards start at 6:15pm and run until 7:30pm
- Party to follow immediately in the Tabletop Hall. Exhibitors, Sponsors, Press, VIPs, Staff and Volunteers are welcome at the afterparty.
- You can load out that evening, or the next morning. Volunteers can help you Saturday, but not Sunday.

Sunday:

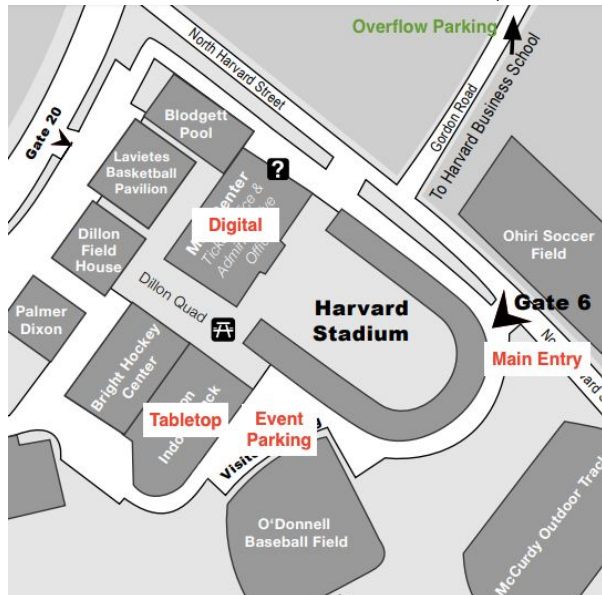
- Load out! Please be out by noon. We will only have staff on-hand, no volunteers.

Parking Information

Friday: Load-in on-site in front of the Dillon Quad. You can purchase a Saturday parking pass at check-in/registration.

Saturday: On-site parking lot for a \$10 fee. Get your Parking Pass on Friday during check-in, or Saturday on arrival, via cash or card payment. You must present the pass on Saturday. Refunds will not be provided if you forget your pass.

Overflow lot at [Harvard Business School](#) (also \$10/day).



Public Transportation Info available on our web site at:
<https://www.bostonfig.com/festival/location-parking/>

Shipping Information

If you wish to mail materials, please send these to arrive no earlier than Saturday, September 7 and before September 14 (please see additional below shipping details).

Shipping Signage, Promo Materials

Please send the materials to arrive no earlier than Saturday, September 7 and before September 14.

SHIP TO:
Harvard Athletics Murr Center
Attn: Nick Majocha
65 North Harvard Street
Boston, MA 02163

Shipping Freight

If you are shipping anything freight (pallet or larger than normal FedEx or UPS shipping), you must contact Nick Majocha and cc logistics@bostonfig.com

Networking

Harvard has guest WiFi available that we will be using for all attendees and most of our networking. If you ABSOLUTELY MUST have other networking due to game requirements, you must email us with the MAC address of the device that you are going to register on the private network. Please email networking@bostonfig.com.

Food

Food is heavily discouraged in the Exhibition Halls. Food Trucks will be present in the outdoor space between the Murr Center and Gordon Track. More info on Food Trucks coming soon.

You make a mess, you clean or get charged! You will be charged for cleanup if you spill food, coffee, soda, etc on the showfloor, so we suggest you caffeinate away from your booth.

Table Display Guidelines

Placement/Booth Numbers

Please be on the lookout for an email from us with booth numbers and layout diagrams! We expect to have this to you by September 1st.

Digital Showcase - Note: Competitive Showcase Only

- 10' x 10' space provided (except in cases of VR). 6' x 2½' table, 2 chairs, 2 power ports. We recommend bringing some folding chairs or other seating if you need more!
- No tablecloth provided, you are required to bring your own table cover. **Please do not leave table bare.**
- Power strip is provided.
- Free-standing signage is allowed behind your table.

Tabletop Showcase- Note: Competitive Showcase Only

- 6' round table OR 8' long table (your choice), 6 chairs, pipe and drape.
- No tablecloth provided, you are required to bring your own table cover. **Do not leave your table bare.**
- No power will be available at tabletop booths. Power station for charging your items can be found at the Info Booth directly outside the Tabletop Games Showcase room (JAC Ice Rink lobby), or you may ask a volunteer for assistance.
- You'll have a 10x10 booth with pipes and drapes along 2 sides. Banners can be hung from them, but make sure to bring rope/hooks/bungees to hang them. You may also use freestanding signs, but please keep all signage within your designated 10x10 area.

Exhibitors

If you are not a competitive showcase game creator, but a sponsor, indie game exhibitor, or vendor, you have been provided with a 10' x 10' or larger space, also including 6' x 2½' table, 2 chairs for digital, 2 or 4 chairs for tabletop, pipe and drape, and 2 power ports.

Artists' Alley

In the Artists' Alley, each booth receives a 10' x 10' space, 6' x 2.5' table, and 2 chairs. There is no pipe and drape or power ports in the Artists' Alley. Plan accordingly!

Decoration

BUILD A UNIQUE BOOTH!!!

We want the indie spirit to be on display. You could build a pillow fort, a space station, a zombie

apocalypse shelter, light-up seats ... if it fits your game, we want you to build it. Obviously we also don't want you to break the bank, but we do want you to think outside the box.

If you have limited available budget, we encourage you to dress up your space! If you have exhibit needs beyond what we are already providing, please feel free to get in touch with any of these approved 3rd-party decoration vendors:

Peak Event Services- does linens!

- <https://www.peakeventservices.com/>
- Linens: <https://www.peakeventservices.com/product-category/linens/>

Christian Party Rentals

- <http://www.intents.com>
- Linens <http://www.intents.com/index.php?page=products-linens>

Ambit Creative Group

- <http://www.ambitcreativegroup.com/services/event-trade-show-exhibits>
- Banner stands, branded tablecloths, table displays

Exhibit Source

- <http://theexhibitsource.com/table-tops-2.htm>
- Tabletop displays

Signage

Each sponsor will have at least one section of pipe and drape, but may be limited to 10'. Plan your signage accordingly! All exhibitors will have 10' square worth of space to call their own.

You can also bring your own banners and hang them along the front of your table, but these are less visible in a crowd. If your booth has drape, you may hang banners behind your table!

Artist vendors: Please note. You will not be receiving pipe and drape with your table space. Please plan accordingly.

Audio/Visual Info

You are responsible for bringing in your own hardware and cabling for your exhibit space. This includes PCs, monitors, laptops, tablets, headphones, controllers, etc. Please do not bring projectors, they use a lot of energy and we'll need to be providing a generator to meet the power demands as-is. If you are amplifying sound, please do so within reason so that your neighbors booths are not experiencing the noise bleed from your booth! Be courteous and if sound is super important to your experience, consider getting headphones!

If you need to rent A/V or computer equipment, please feel free to get in touch with any of these approved vendors:

Headlight A/V | <http://www.headlightav.com/rentals/ps.asp>

Meeting Tomorrow | <http://www.meetingtomorrow.com/cms-category/boston-audio-visual-rentals> (A/V equipment rentals)

SLC Rentals | <http://www.slcrentals.com> (A/V equipment rentals)

BostonFIG reserves the right to deny use of any piece of equipment we or Harvard deem harmful to the festival, fellow exhibitors, or attendees. No powered amplifiers or speakers larger than basic desktop speakers are allowed. TVs, keyboards, mice, monitors, laptops, towers, consoles, mobile devices, etc ... are all okay.

Distribution and Selling of Goods

You are allowed to distribute swag (even stickers!) or sell your goods on-site at no additional charge; you do not owe BostonFIG any share of your profits. We want you to have a successful day! You are responsible for MA sales tax so please do your due diligence!

Notes on swag:

- Please refrain from handing out swag items such as projectiles, helium balloons, noisemakers, and gum.
- Items that present a hazard to attendees (e.g. knives, guns, weapons, etc.) are not permitted, nor are any flammable, explosive, or toxic materials.

Notes on sales:

- The festival will not be holding onto cash to make change, so if you expect to be selling products, please plan appropriately.
- Given the limited network capabilities, please be prepared for difficulties if you are attempting to use wi-fi for sales with Square or other digital payment methods.

Promotional Models

No promotional models (“Booth Babes” or “Booth Bros”) are permitted at BostonFIG. Due to the limited space, please only have members of your development team to promote your games, and remember, **THIS IS A FAMILY EVENT!**

Contracted Work

You are responsible for setting up your own table. No contractors or unions should be involved. Bring some elbow grease. Volunteers will be there to help you Friday evening and Saturday evening, but no other time.

Distribution of Food

You are allowed to distribute food/candy as swag, but please keep it pre-wrapped.

Key Contact Info

Both before and at the festival, we want you to be able to reach us! Please reach out first to the staff contact who shared this document with you. Contact info for the festival's executive board is also shared here if needed.

Caroline Murphy, CEO
caroline@bostonfig.com

Ashley Breazeale, Fest Chair
ashley@bostonfig.com

Mark Nolan, Chief Marketing Officer
mark@bostonfig.com

Tim Blank, VP of Tabletop Curation
timothy@bostonfig.com

Shae Rossi, VP of Digital Curation
shae@bostonfig.com

Brendan Butts, VP of Technology
brendan@bostonfig.com

Tiffany Wilhelm, VP of Operations
tiffany@bostonfig.com

We look forward immensely to seeing you at our eighth annual BostonFIG Fest! Thank you, as always, for your support and we hope to make your experience a great one!