



GAMA EXPO



GAMA Expo 2026

Exhibitor & Sponsorship Guide

March 1-5, 2026

**Kentucky International
Convention Center
Louisville, KY**

Buy Sponsorships
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Table of Contents

Kentucky International Convention Center Map (KICC)

page 3

What is GAMA Expo?

page 4

Exhibitor Booth Pricing

page 5

Sponsorship Level Packages

pages 6 & 7

Presentations (Premier & Speed)

page 8

Retail Appreciation Box

page 9

Digital Ads

page 10

Physical Ads

pages 11 & 12

Game Nights

page 13

Event Sponsorships

page 14 & 15

Page 2

KICC Room Rentals

pages 16

Window Signs

page 17

Wall Signs

page 18

Important Dates & Contact Information

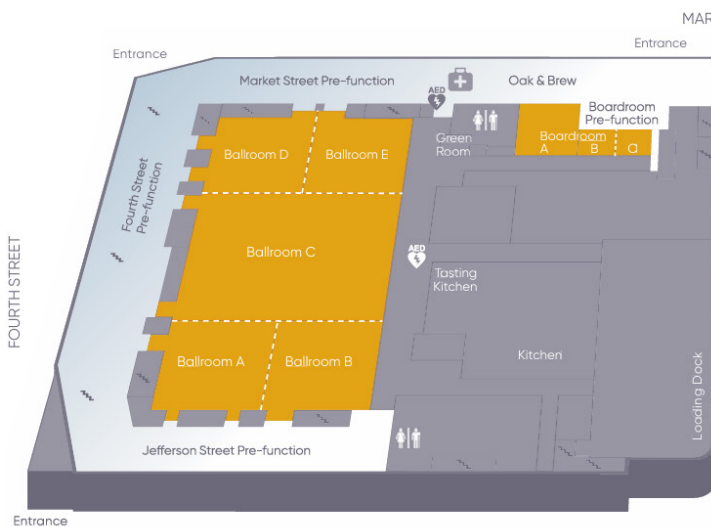
page 19



GAMA EXPO

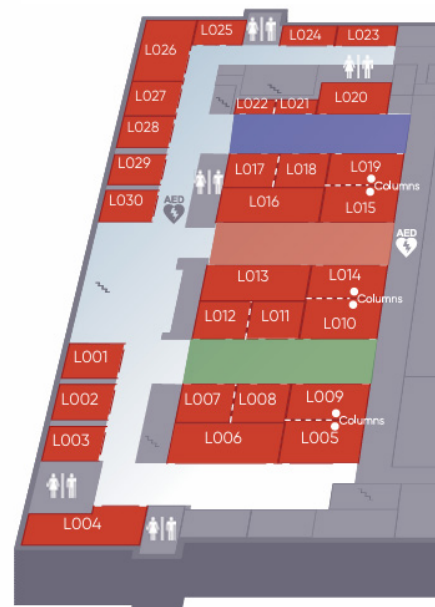


MAIN CONCOURSE



JEFFERSON STREET

LOWER CONCOURSE



**Kentucky International
Convention Center (KICC)**
Exhibit Hall (Upper Concourse)
Game Nights & Seminar Rooms
(Main Concourse)
Meeting Rooms (Lower Concourse)

What is GAMA EXPO ?

GAMA Expo is the largest professional trade show event for tabletop games in the United States. Attend seminars and panel discussions, review and demo new products, and network and build your business in a welcoming environment with individuals from all facets of our industry.

Educational Seminars

In an effort to support collaboration and connection between all member types, GAMA Expo provides members with the opportunity to give seminars and presentations to their peers

Media Engagement Events

These provide media members with opportunities to meet with publishers, produce content more efficiently, and get an inside look at important developments in our industry.

The GAMA Horizons Fellowship

This is an eight-month accelerator for prospective and newly established tabletop game publishers and retail store owners. It was created by GAMA's Diversity, Equity, and Inclusion (DEI) Committee to help address the needs of communities that have been historically underrepresented in the tabletop industry.

The Fellowship connects participants with industry professionals who will serve as mentors and peer coaches and will provide access to resources essential to developing and sustaining successful business relationships.

Power Retail Awards

GAMA and its Retail Division take great pride in honoring the best in retail innovation and creativity with the Power Retail Awards. Each year, these awards recognize the most innovative retailers in a variety of categories.

GAMA's Mission

The essential nexus for new and experienced game industry professionals, GAMA serves to promote its members' common interest - increasing the adoption of and engagement with hobby games. GAMA fosters networking, sharing of best practices and innovations, and the pooling of resources toward common goals. GAMA achieves this through hosting trade and consumer shows, industry events, providing an information and resource hub, marketing activities, and interfacing with other trade organizations in adjoining industries.



Exhibitor Booth Pricing

Application Deadline: October 31, 2025

Payment Deadline: November 7, 2025

Booth Size	Base Price Sept 1 - Oct 31 50% due at booking	Early Pay March 16 - Aug 31 50% due at booking	Onsite March 11, 2025 50% due at booking
10' x 10' - Inline	\$1,640	\$1,495	\$1,370
10' x 10' - Corner	\$1,740	\$1,595	\$1,470
10' x 10' - 1st Time Exhibitor:	\$820	\$750	n/a
Inline <i>SOLD OUT</i>			
10' x 10' - 1st Time Exhibitor:	\$920	\$850	n/a
Corner <i>SOLD OUT</i>			
10' x 20' - Inline	\$3,080	\$2,790	\$2,540
10' x 20' - One Corner	\$3,180	\$2,890	\$2,640
10' x 20' - Endcap*	\$3,280	\$2,990	\$2,740
10' x 30' - Inline	\$4,620	\$4,185	\$3,810
10' x 30' - One Corner	\$4,720	\$4,285	\$3,910
10' x 40' - Inline	\$6,135	\$5,580	\$5,080
10' x 40' - One Corner	\$6,235	\$5,680	\$5,180
20' x 20' - Endcap*	\$6,335	\$5,780	\$5,280
20' x 20' - Island**	\$6,535	\$5,980	\$5,480

* Endcap booths feature 2 corners.

** Anything larger than a 20' x 20' is reserved for sponsors.

Please contact the Exhibitor Manager if interested.

Terms & Conditions

By signing the booth application, we agree to comply with GAMA's Rules and Regulations. Booth is not guaranteed until paid in full and the exhibiting year GAMA Membership Dues have been paid. Exhibitors are required to carry both worker's compensation and liability insurance and provide a copy to GAMA to exhibit at the event.

Cancellation/Refund Policy

(Applies to Booth, Sponsorship, and Marketing Asset purchases)

- Cancellations **prior to 100 days** (Nov 21, 2025) from the first official day of GAMA Expo shall incur no penalty.
- Cancellations **99-66 days** (Nov 22-Dec 31, 2025) from the first official day of GAMA Expo are subject to a 50% cancellation fee.
- **No refunds** for cancellations or missed deadlines **within 60 days** (Jan 1, 2026) of the first official day of GAMA Expo due to committed funds and space.

Benefits of Exhibiting at GAMA Expo

- 16 hours of uninterrupted exhibit hall hours over three days.
- Recognition in the site book and online.
- Build relationships with new and existing customers.
- More business-building opportunities.



Sponsorship Level Packages

Sponsorship levels are based on total spend, regardless of whether you purchase a Level Package (below) or a la carte sponsorships. Sponsorship Level Packages offer discounts on total buy and (at higher levels) unique sponsorship opportunities only available through a package purchase.



Bronze Level **\$5,000**

Limited Availability

- 10' x 10' corner booth
- Priority booth placement Group 4
- One social media blast
- One rotating digital image on the digital display at the convention center foyer
- One coupon book page
- One full page Site book ad
- Logo on GAMA.org sponsor page
- Logo on site book sponsor page

Silver Level **\$10,000**

Limited availability

- 10' x 20' endcap booth
- Priority booth placement Group 3
- One Premier Presentation: 45 minute presentation directly to retailers
- Inclusion of one item in the Retailer Appreciation Box
- One social media blast
- One rotating digital image on the digital display in the convention center foyer
- One table on Game Night - Mon, Tues, OR Wed
- One coupon book page
- One full page Site book ad
- Logo on GAMA.org sponsor page
- Logo on site book sponsor page





Sponsorship Level Packages

Sponsorship levels are based on total spend, regardless of whether you purchase a Level Package or a la carte sponsorship items.



Gold Level

\$15,000

Limited availability

- 20' x 20' endcap booth
- Priority booth placement Group 2
- One Premier Presentation: 45 minute presentation directly to retailers
- Inclusion of one item in the Retailer Appreciation Box
- One social media blast
- One rotating digital image on the digital display in the convention center foyer
- Two total Game Night tables - Mon, Tues, OR Wed
- One coupon book page
- One full page site book ad
- Logo on GAMA.org sponsor page
- Logo on site book sponsor page

Platinum Level - 8 available (SOLD OUT)

\$25,000

Limited availability

- 20' x 40' island booth
- Priority booth placement Group 1
- Two Premier Presentations: two 45 minute presentations directly to retailers
- Inclusion of one item in the Retailer Appreciation Box
- One social media blast
- One rotating digital image on the digital display in the convention center foyer
- Three total Game Night tables (priority placement) - Mon, Tues, or Wed
- One coupon book page
- One full page site book ad
- Logo on GAMA.org sponsor page
- Logo on site book sponsor page
- Choice of one of the following: Site Book Cover, Site Book Back Cover, Lanyards*, Expo App Landing Page Ad, Coupon Book Front Cover, or Attendee Badge Holders*, Cafe Wall Banner (96" x 96"), Third Street Escalators (12" x 29")

**Lanyards & Badge Holders are provided by the Sponsor and must be approved by GAMA*

Note: Meeting Rooms L001, L002, L003, L025, L027, L028, L029, and L030 are reserved for Platinum Sponsors



Presentations

Premier & Speed

Showcase your company and make connections with retailers, distributors, designers, and other industry professionals. **Six Premier Presentations** are mandatory for retailers that wish to receive the Retailer Appreciation Box and consequently some of the best marketing opportunities at Expo.

You are encouraged to tailor your presentation to align with the products included in the Retail Appreciation Box and any new products available in the upcoming year.

Premier Presentation Package

(Limited availability)

\$5,000 *(280 capacity)*

\$4,000 *(90 capacity)*

- One 45-minute presentation timeslot. Share information directly with retailers who must attend Premier Presentations to qualify for the Retail Appreciation Box.
- One Game Night table - Mon, Tues, OR Wed
- One email blast
- Inclusion in the Retail Appreciation Box

Additional Premier Presentation

(Only available with purchase of a Premier Presentation Package)

\$3,000 *(280 capacity)*

\$2,000 *(90 capacity)*

- One additional 45-minute Premier Presentation slot.
Limit ONE additional timeslot per company.*
*Level 4 sponsors not subject to this limit.

Note: Premier Presentations will be scheduled on Tuesday (9am - 1pm), Wednesday & Thursday (9am - 10am)

Speed Presentations are another way to get your messaging out to retailers at GAMA Expo. You can get your most important announcements out quickly and concisely at a great price! It is important to note that although the Speed Presentation Package **does** include participation in the Retailer Appreciation Box program, retailers are not required to attend these presentations to receive the box like they are with Premier Presentations.

Speed Presentation Package

(16 Available)

\$1,000

- One 20-Minute presentation timeslot on Monday to pitch new product to retailers.
- Inclusion in the Retail Appreciation Box.



Retailer Appreciation Box

Retailer Appreciation Box Inclusion \$500

(Limited availability)

Get your product in the hands of retailers eager to promote it to their customers.

Eligible retailers who attend at least six Premier Presentations (one hour each) will receive a copy of all products recieved by the shipping deadline.



Publisher Expectations

- Provide 400 copies of a sealed product with an MSRP of at least \$30.
- New release (less than 6 months before Expo) or evergreen products.
- Titles must be submitted to GAMA for approval by January 9, 2026.
- Product must be shipped to final location (after approval) by January 16, 2026.

Boxes are shipped to qualifying stores within 30 days of show completion, allowing stores to make use of the lessons learned from their interactions with you. **Premier Presentation publishers are encouraged to tailor their prestation to align with the products included in the Retailer Appreciation Box.**



Digital Ads

Pre-Show

Email Blast **\$350**

(Limited Availability)

A 200-word promotional story with one supporting 1080x1080 image in the GAMA newsletter. The GAMA newsletter is sent to GAMA members to promote the games, programs, and presentations that you'll be highlighting during the show. Your promotion will be in both the weekly (Monday) and Expo attendee (Wednesday) newsletters.

Dates available start the week of Nov 17, 2025, and end the week of Feb 23, 2026.

Social Blast **\$250**

(Limited Availability)

Announce your products and events to build hype before Expo. Provide 280 characters and one 1080x1080 image to post on the official GAMA Facebook, X, Threads, Bluesky, and Instagram accounts.

Dates are available every Tuesday and Thursday from Nov 18, 2025, to Feb 26, 2026.

Onsite

Game Night Ads **\$500**

(10 Available)

Promote your brands on the map display at game nights. The display will rotate through submitted ads and will be positioned prominently. 192x640 resolution image to be submitted by sponsor.

KICC Video Wall **\$1,000**

(5 Available)

Place a 30-second video on a 92" x 76" display at the entrance to the exhibit hall. Your video will play on a loop with the other sponsor ads and a welcome video from GAMA. One MP4 video, 768x640 resolution, to be submitted by sponsor.

Seminar Ads **\$500**

(15 Available)

Promote your brand in the seminar space with a rotating digital ad. Ad wills will be placed at three seminar room hall locations for easy viewing by attendees coming and going from events. 192x640 resolution image submitted by sponsor.

GAMA Expo App **\$550**

(6 Available)

Your promotion lives in the palm of attendee's hands! Your add will rotate in the menu of the GAMA Expo App, used heavily by attendees throughout the show. 600x110 resolution image submitted by sponsor.



Physical Ads

Galt House

Privacy Signs

\$1,500

(1 Available)

Advertise your games on a privacy door sign. Provided to all rooms in the show room blocks at The Galt House and Embassy Suites, so everyone who reserved a room in the block will see your promotion even when in their room. **Signs printed by GAMA.**

Floor Clings

\$175/cling

(25 Available)

Place your ads right next to the heavily used directional floor clings that guide attendees between the exhibit hall, seminar rooms, and game night events. Clings are 24" x 24".

Table Tents

\$300

(2 Available)

Brand the lobby of The Galt House Hotel with promotions placed on tables in the seating area near check-in and the lobby bar. Art provided by sponsor. Table tents printed by GAMA.

Table Clings

36" Square Tables

(19 available) **\$175**

36" Round Tables

(8 available) **\$150**

24" Round Tables

(6 available) **\$125**

44"x16" Coffee Table

(9 available) **\$125**

Brand the tables at the Conservatory, a hot spot for meetings and hangouts throughout the convention. Table clings are purchased by table. Sponsor provides 300 dpi PDF images with 1/8" bleed.

All artwork must be approved by both GAMA and The Galt House.

Room Keys

The Galt House

\$1,000

Direct attendees to your booth with room key advertising. Given out to all reservations made in the show room block. **Keys printed by GAMA.**

Wayfinding Signs

\$300

(8 Available)

Add your logo at the bottom of a wayfinding sign set up on the skywalk between The Galt House and the KICC. Signs are 24" x 36". Branded space is 24" x 12". 300dpi PDF image provided by sponsor.

Themed Menu

\$1,200

(1 Available)

Brand the bar menu for The Galt House Conservatory with your company's art*, logo, and products. 8.5" x 11" PDF menu design provided by sponsor. GAMA will provide copies to the hotel upon final approval from GAMA and The Galt House.

Coasters

\$800/location

Create custom coasters for use in one of The Galt House restaurants. PDF art* for single-sided, full color coasters provided by sponsor. GAMA will print and provide the coasters to the hotel.

Available locations: The Conservatory, Jockey Silks, Walker's Exchange, and Down One.



Physical Ads

Assorted

Site Book Ads

Inside Front Cover	8.5"x11"	\$1,500
Full Page	8.5"x11"	\$1,200
Half Page	8.5"x5.5"	\$800
Quarter Page	4.25"x5.5"	\$450

Promote your products, presentations, booth, and more with a page in the site book, distributed digitally prior to the show and physically onsite to all attendees. Submit PDF pages with a 1/8" bleed.

Coupon Book Page

Back Cover Page	\$500
Interior Page	\$200

Incentivize retailers to visit your booth with a coupon offering a discount, freebie, or survey. Distributed onsite to all retailers. Please submit an 8.5"x3.5" 300dpi PDF with 1/8" bleed.

Retailer Tote Bags \$750

(1 Available)

1,200 bags provided by the sponsor with their company logo on one side and the GAMA Expo logo on the other. Final design must be approved by GAMA.

Water Bottles \$750

(1 Available)

1,200 water bottles provided by the sponsor with their company logo on one side and the GAMA Expo logo on the other. Bottles will be given out to retailers at materials pickup. Final design must be approved by GAMA.



allplay

BEST SELLERS DEMO BUNDLE

*with a minimum purchase of \$500 of Allplay product

Visit our wholesale portal at www.allplay.com/wholesale, or contact sales at mark@allplay.com



Exhibit Hall Aisle Sponsors \$500

Place your company logo and booth number in the exhibit hall! Hanging directly from the aisle numbers, attendees will see your company every time they navigate the exhibit hall! Logo submitted by sponsor.



Game Night Tables

A top attended event, Game Nights are an amazing way to get your games in front of retailers so they can get the full play experience. Teach retailers the best way to sell your game to potential players and entice them to increase their orders.

Reminder: Games should be finished products available for retailers to order.

One 8' rectangular table and eight chairs are provided, but we encourage bringing a small banner and table coverings to enhance the demonstration experience. RPG tables will be rounds.

Game Night Schedule

Monday - Tuesday - Wednesday

KICC: Ballrooms 8pm - 11pm

Table Options \$400/table

Your table(s) will be assigned randomly. If you purchase multiple tables for the same night your tables will be adjacent to one another.

Monday 70 Available

Tuesday 70 Available

Wednesday 63 Available

RPG Tables \$400/table

Back by popular demand! We will be offering dedicated space for RPGs each night.

Monday 10 Available

Tuesday 10 Available

Wednesday 10 Available





Event Sponsorships

GAMA Expo offers a wide variety of special events supporting our industry. The events listed below are available for sponsorship.

These programs are an integral part of growing and enhancing GAMA Expo. Events such as the Horizon Fellowship Program support our industry in ways beyond networking, continuing education, and even sales. Your help is needed and appreciated in maintaining these efforts.

Women & Non-Binary Networking Breakfast

(12 Available)

Help sponsor the Women & Non-Binary Networking Breakfast. This is a great informal opportunity for networking. Sponsors will receive recognition at the event, logo on event signage, and in the site book.

\$500



Horizons Fellowship Reception

Help sponsor the Horizons Fellowship Reception and dinner while supporting diversity and inclusion in our industry.

\$500 *(4 available)*

\$1,000 *(2 available)*

Horizons Fellowship Program

(unlimited availability)

Support the Horizons Fellowship Program for 2025 - 2026 and get recognition during GAMA Expo and the rest of the year on the GAMA website and in Horizons promotions.

\$500



Event Sponsorships

Power Retail Awards *(4 Available)*

Help support the Power Retail Awards! GAMA & the Retail Division take great pride in honoring the best in retail innovation and creativity. These awards recognize the most innovative retailers in four categories*. Sponsorship helps cover the awards and the annual GAMA Membership for winning stores. Sponsors are recognized on event signage and in the site book at Expo, along with recognition as sponsors in winner announcements throughout the year.

*Retailer of the Year || Innovation in Games ||
Outstanding Contribution to Games Industry ||
Outstanding Store Design

Hosted Media Program \$500

The Hosted Media Program brings over a dozen game media companies to the GAMA Expo to report on new and hot games, interview publishers, and report from the premier B2B show in our industry. Sponsors are acknowledged in the site book, guaranteed a table to promote one (1) game during the popular Media First Look event, and provided a list of attending media to contact before the show and arrange coverage of your games!

\$500

Creator Pavillion \$1,600 *(4 Available)*

This sponsorship is a great opportunity for companies who support the first time creator/ game designer and care about the process and trajectory of those individuals in the industry. This sponsorship will help you gain exposure for the services & knowledge you provide. You are not required to man the booth - you can choose to leave brochures and giveaway items.

Sponsorship includes:

- One 5' x 10' space inside the creator pavillion (Ballroom E) - this is dedicated space for creator playtesting with some programming.
- One six-foot table with two chairs (provided).
 - You may bring your own table cover and one backdrop (10' x 10' max).
 - There is no pipe & drape provided in this space.
- Your logo will be placed on the Creator Pavillion signage and in the site book.
- Room access includes the ability to have a representative present during playtesting hours of 6-11pm, Mon, Tues, & Wed





**GAMA
EXPO**

Room Rentals

KICC

Lower Concourse

Host meetings or special events in the Kentucky International Convention Center (KICC) Lower Concourse. All capacities based on room set with 60" round tables. Other seating configurations may include additional fees

KICC room rentals are 8am - 7pm each day. After-hour events may incur an extra fee charged by the KICC for additional security.

KICC Meeting Rooms

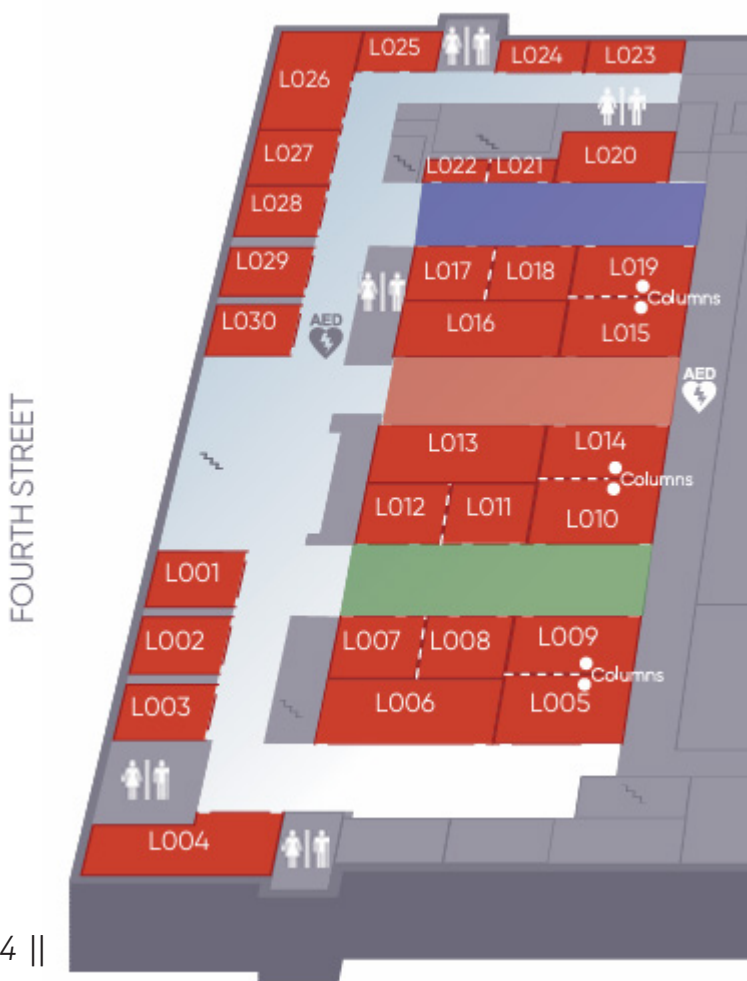
Rooms available M, T, W, Th

Room Number	Sq ft	Price/day	Capacity 60" rounds
L004	1244	\$1,875	80
L005*	1260	\$1,875	64
L009*	1066	\$1,600	64
L006	1682	\$2,525	80
L007*	783	\$1,175	32
L008*	783	\$1,175	32
L010*	1189	\$1,800	80
L014*	1092	\$1,650	64
L011*	783	\$1,175	32
L012*	840	\$1,175	32
L013	1456	\$2,200	80
L015*	1189	\$1,800	64
L019*	754	\$1,150	64
L016	1540	\$2,310	80
L017*	784	\$1,175	32
L018*	784	\$1,175	32
L020	1107	\$1,650	64
L023	595	\$900	24
L024	595	\$900	24
L026	1300	\$1,950	80

*Rooms that can be combined

L005 + L009 || L007 + L008 || L010 + L014 ||
L011 + L012 || L015 + L019 || L017 + L018

Note: L001, L002, L003, L025, L027, L028, L029, L030 are reserved for Platinum Level Sponsors





Window Signs

KICC

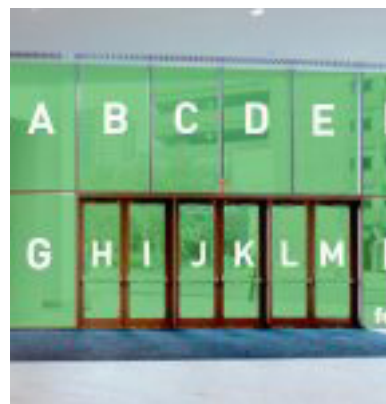
Choose from a wide selection of locations throughout the KICC in highly trafficked areas between seminars, the exhibit hall, and from the KICC to The Galt House.
All images should be 300 dpi PDFs.

Ground Level

\$1,150 per panel (no minimum)

Dimensions

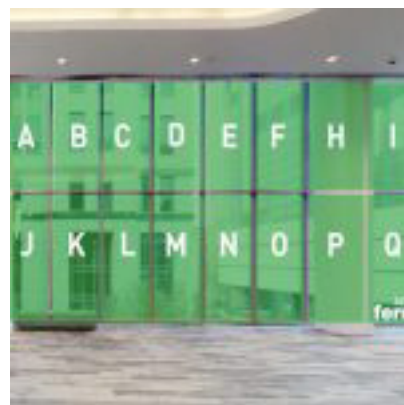
Escalators A (1340)	11 Available	57.7" x 107"
Escalators B (1400)	12 Available	57.7" x 107"
Main Entrance A (1410)	12 Available	57.7" x 107"
Main Entrance B (1440)	9 Available	57.7" x 107"
Main Entrance C (1450)	8 Available	57.7" x 107"
Main Entrance D (1460)	8 Available	57.7" x 107"
Cafe Seating A (1490)	10 Available	57.7" x 107"
Cafe Seating B (1500)	8 Available	57.7" x 107"
Cafe Seating C (1510)	8 Available	57.7" x 107"



Upper Floor

\$1,150 per panel (no minimum)

Escalators A (2630)	18 Available	57" x 107"
Escalators A (2650)	12 Available	57" x 107"
Escalators A (2660)	12 Available	57" x 107"
Registration A (2670)	16 Available	57" x 107"
Registration B (2690)	12 Available	56" x 107"
Registration C (2700)	10 Available	56" x 107"
Registration D (2710)	14 Available	56" x 107"
Registration E (2720)	6 Available	56" x 107"
Registration F (2740)	4 Available	56" x 107"
Registration G (2750)	4 Available	56" x 107"



Exterior Windows

\$1,900 per panel (12 panel minimum)

Main Entry Windows (Exterior 1)	40 Available	Variable
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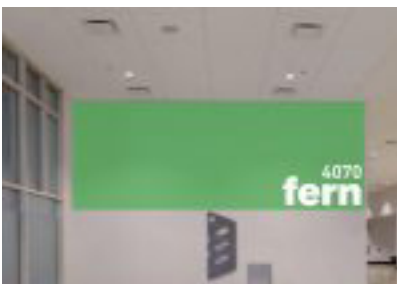
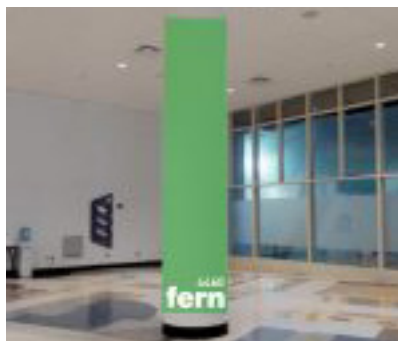
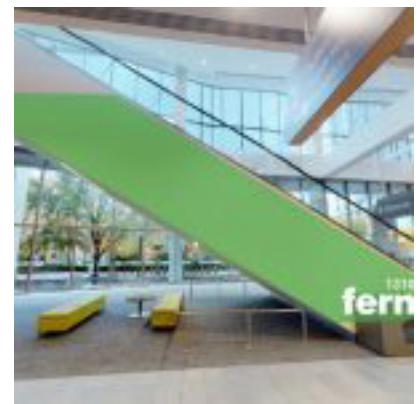
Follow this link to review exact placement of window signs!



Wall Signs KICC

Choose from a wide selection of locations throughout the KICC in highly trafficked areas between seminars, the exhibit hall, and from the KICC to The Galt House.
All images should be 300 dpi PDFs.

Location		Dimensions	Price
Elevator Doors	12 Available	42" x 96" (split in the middle)	\$525
Meeting Area (5010 & 5020)	2 Available	270" x 100"	\$3,500
Meeting Area Column (5030 & 5080)	2 Available	72" x 108"	\$2,000
Elevator Banner (1230)	1 Available	180" x 101"	\$2,400
Escalators C (1380)	1 Available	12" x 52.5"	\$800
Staircase (1310)	1 Available	65.5" x 347.5"	\$2,800
Walkway Crossbar (1770)	1 Available	325.5" x 51.1"	v
Seminar Space (4070)	1 Available	250" x 117"	\$3,500
Seminar Space (4080)	1 Available	175" x 175"	\$3,500
M116 (4330)	1 Available	145" x 145"	\$2,500
M113 (4170)	1 Available	145" x 145"	\$2,500
M102 (4450)	1 Available	140" x 140"	\$2,500



Follow this link to review exact placement of window and wall signs!





Important Dates & Contacts

Deadlines

Booth Application Deadline: October 31, 2025

Booth Placement Deadline: November 7, 2025

Marketing Asset Payment Deadline: November 7, 2025

Booth Placement: December 8 - 12, 2025

NOTE: Exhibitors with unpaid invoices will NOT be included in booth placement.

Assets & Deliverables Deadline: December 19, 2025

Certificates of Insurance Deadline: January 31, 2026

GAMA Membership Renewal Deadline: January 31, 2026



**GAMA Expo Exhibitor
Info & FAQ**

Exhibit Hall Schedule

Sunday, March 1, 2026

8am - 2pm Exhibit Hall Set-up (Sponsors ONLY)

2pm - 8pm Exhibit Hall Set-up (All Exhibitors)

Monday, March 2, 2026

8am - 8pm Exhibit Hall Set-up (All Exhibitors)

Tuesday, March 3, 2026

12pm Exhibit Hall Access (Exhibitors ONLY)

1pm Exhibit Hall Access (Media Badge Holders)

2pm - 6pm Exhibit Hall Open (All)

Wednesday, March 4, 2026

9am Exhibit Hall Access (Exhibitors ONLY)

9:30am Exhibit Hall Access (Media Badge Holders)

10am - 6pm Exhibit Hall Open (All)

Thursday, March 5, 2026

9am Exhibit Hall Access (Exhibitors ONLY)

10am - 2pm Exhibit Hall Open (All)

2pm - 11pm Exhibit Hall Tear-Down

Questions?

258 E. Campus View Blvd. Columbus, OH 43235 Office: 614-255-4500 Monday-Friday 9am - 5pm ET

Exhibiting & Sponsorships
Assets & Deliverables
Seminars & Peer Education
Registration & Hotels
Volunteer Ops
Membership Information

Doug Shute - doug.shute@gama.org
Grace Willson - grace.willson@gama.org
David Abelson - david.abelson@gama.org
Paul McGraw - paul.mcgraw@gama.org
Sam Lehman - volunteers@gama.org
Bryan Borgman - bryan.borgman@gama.org

Exhibitor Manager
Production & Tech Coordinator
Professional Development Manager
Hospitality Manager
Volunteer Coordinator
Member Services Manager