

50th ORIGINS

CELEBRATING 50 YEARS OF GAMING

Reach thousands of
consumers & players



Build relationships
with customers

Gain recognition
in the industry



JUNE 18-22, 2025

COLUMBUS, OH

2025 EXHIBITOR & SPONSORSHIP GUIDE

EXHIBIT ● SPONSOR ● ADVERTISE

What is Origins?

Origins Game Fair is an annual tabletop gaming convention hosted by the Game Manufacturers Association (GAMA) and held in Columbus, OH. With 20,000+ attendees and 7,000+ gaming events scheduled throughout the week, it is one of the largest tabletop gaming events in the US. We also offer a Trade Day with peer to peer education as well as free marketing and networking benefits for GAMA members.

Origins started as the National Wargaming Convention, July 1975 in Baltimore, MD. The convention has grown over the years to now feature games of every variety: miniatures, roleplaying, LARPs, board & card games, collectible card games, traditional games, and anything else you think of when we say tabletop gaming!

Who is GAMA?

The Game Manufacturers Association (GAMA) is the non-profit trade organization dedicated to serving the hobby games industry. GAMA strengthens and supports all industry professionals by advancing their interests, providing educational programs and opportunities, and promoting our unique form of quality social entertainment.

When is Origins Game Fair?

Wednesday, June 18 - Sunday, June 22, 2025

Where is Origins Game Fair?

Greater Columbus Convention Center
400 N. High St., Columbus, OH 43215

Why Exhibit?

- Showcase your products!
- Make connections with players, retailers, publishers, distributors, artists, designers, influencers, and more!
- Engage directly with your fans/customers!
- Test new designs, launch new games, and sell existing products!

Features of Origins Game Fair

- 20,000+ attendees coming together to play games and shop!
- 200,000 sq.ft. of exhibitor and supported play space highlighting game publishers, retailers, manufacturers, designers, artists, authors, and more.
- B2B Trade Day Event
- Educator Symposium
- Pin Bazaar Program
- Artist Alley
- Author Alcove
- Board Game Library of 2,000+ titles
- Family Room
- Cosplay Contests
- Film Festival
- Paint-n-Take
- Anime
- Media Room
- Blood Drive

Showcase your company at Origins Game Fair by becoming an exhibitor or show sponsor! We offer four different Sponsor Levels which can be attained through your overall spend at the show (booth costs plus sponsorship & marketing extras).

Booth placement groups are determined by Sponsor Level and then Priority Points. See page 4 for more information about how Priority Points are earned. Booth placement will be held during the week of March 24-28. Exhibitors will be contacted through the Exhibitor Newsletter with the schedule.

PURCHASE SPONSORSHIPS HERE

Bronze - \$5,000:	Booth Placement Group 4 + two (2) additional exhibitor badges
Silver - \$10,000:	Booth Placement Group 3 + four (4) additional exhibitor badges
Gold - \$15,000:	Booth Placement Group 2 + six (6) additional exhibitor badges + Logo on volunteers shirts
Platinum - \$20,000:	Booth Placement Group 1 + eight (8) additional exhibitor badges + Logo on volunteer shirts

All Level Sponsors Receive the following:

- Early Booth Set-Up (Tuesday, June 18th)
- Logo on Exhibit Hall Entrance Floor Cling
- Logo on Registration Area Glass Cling
- Logo on the Sponsor Page of the Origins Game Fair App
- Logo on the front page of the Origins Website
- Logo on the Origins Swoogo badge sale page
- Logo on the Sponsor page of the Site Book

Sponsorship Deadline: February 7, 2025

How is Priority Set?

Booth Placement order is decided by Sponsorship Level and Priority Points. Sponsorship Levels set which group you are in for selecting booth space, while Priority Points determine your order within the group. For information on Sponsorship levels, see page 3. Below is a list of the ways you earn Priority Points which will move you up in the Booth Placement process for both Origins Game Fair and GAMA EXPO.

GAMA Expo – Max 3/Year

- +1 - Attend as an active GAMA voting member
- +1 – Exhibit with at least 100 sq.ft. of booth/room space
- +1 – Be a sponsor at any level



Origins Game Fair – No max/year (Exhibitor/Sponsor)

- +2 – Continuing exhibitor from the previous year.
- +5 – Each 100 sq.ft. of booth/room space purchased at early-bird or pre-registration price.
- +2 – Each 100 sq.ft. of booth/room space purchased at base price.
- +1 – Every \$500 spent on advertising (No Partial Points)
- +1 – Each 100 sq.ft. of demo space purchased as booth add-on
- +1-40 – Exhibitors who submit events on time can earn up to 40 points for players who attended
- +10 – Each new game release debuted at Origins

GAMA Membership

- +10 – Be an active GAMA voting member
- +10 – Exhibit at GAMA Expo in the same year.



What Exhibitors Need to Know

The following rooms are available for rental for Origins Game Fair. Below you will find the size and cost ranges for each area of rooms that are available.

Additionally, with a room rental, you are able to set your own hours – creating a flexible demo, event, and sales space.

With the room cost you will also receive a one (1) Full Page Ad in the Site Book and a 2'x4' floor cling with company name & room hours, that will be placed outside your room space to help drive traffic to your room.

A Pod Rooms

Sizes ranging from 840-1136 sq. ft.
GAMA Member rate: \$2410-\$2710

Non-GAMA-member rate: \$2710-\$3010

B Pod Rooms

Sizes ranging from 395-1155 sq. ft.
GAMA Member rate: \$1970-\$2730

Non-GAMA-member rate: \$2270-\$3030

D Pod Rooms

Sizes ranging from 945-1389 sq. ft.
GAMA Member rate: \$2520-\$2960

Non-GAMA-member rate: \$2820-\$3260

Hyatt Rooms

Sizes ranging from 810-2640 sq. ft.
GAMA Member rate: \$2380-\$4210

Non-GAMA-member rate: \$2680-\$4510

Hyatt rooms are traditionally the home of RPG events. It is recommended you select a Hyatt Room for your exhibitor room only if you are looking to engage and attract RPG players.



Supported Play Space Purchase

An additional or alternative way of exhibiting at Origins Game Fair is our Supported Play Program!

These spaces can be as small as a 20'x40' but can be expanded based on event needs. These spaces are designed to be dedicated areas for your company to run **scheduled events** with the added benefit of being able to sell product alongside them. The added ticketed play space is free, so the cost for this space is determined by how many standard sales and demo booths you wish to purchase for that space. If you are thinking of running events and having a booth but prefer not to split your staff between two areas, this is a great option for you!

NOTE: This space is NOT in the Exhibit Hall – it is the neighboring Gaming Hall, which is the front of Hall C. This is a great high traffic area for scheduled events and sales.

The Gaming Halls are open earlier and later than the exhibit hall, but the requirements for the supported play spaces are separate from those times. You may run earlier or later than the supported play area hours, but you are not required to do so. This also means you can sell a day earlier and for longer hours than the Exhibit Hall allows.

To take advantage of the Supported Play Event Space you must commit to running scheduled events for the required Supported Play Area hours listed below.

Supported Play Hours:

Wednesday: 12pm-8pm

Thursday: Saturday: 8am-8pm

Sunday: 10am-4pm

Gaming Hall Hours:

Wednesday: 12pm-1am

Thursday: Saturday: 8am-1am

Sunday: 8am-4pm



Supported Play exhibitors are granted early set-up hours beginning Tuesday, June 17th. Exhibitors must be set up and ready by Wednesday, June 18th at 11am.

Price based on booth space purchased.

- The minimum cost for a Supported Play Space is the cost of a 10x20
 - Two standard sales booths (\$2900 GAMA member/\$3470 non-member).
 - One standard sales booth and a demo booth (\$2175 GAMA member/\$2565 non-member).

NOTE: While we will have roaming security guards and the convention center's 24hr camera surveillance in the exhibit hall and the supported play area, you are still responsible to secure or cover your products while you are away from your booth. GAMA is not responsible for theft or damage to your products in either location.

Coupon Book Page

Incentivize attendees to visit your booth with a coupon offering a discount or freebie. Coupon book images should be submitted as an 8.5"x3.5" pdf with 1/8" bleed (black and white for pages, color for covers.).

~~Front Cover (1 available) \$1040~~ **SOLD OUT**

Back Cover (1 available) \$730

Full Page \$365



Print & Digital Site Book

Promote your scheduled events, special booth events (demos with the designer, signing events, sneak peak releases, etc), special guests, and more in the physical and digital site book. Attendees will receive a print copy and a PDF will be distributed digitally online before the show. Sponsor submits an 8.5"x11" (full page) or 8.5"x5.5" (half page) pdf with 1/8" bleed.

Inside Front Cover (1 available) \$2,100

Back Cover (1 available) \$1,900

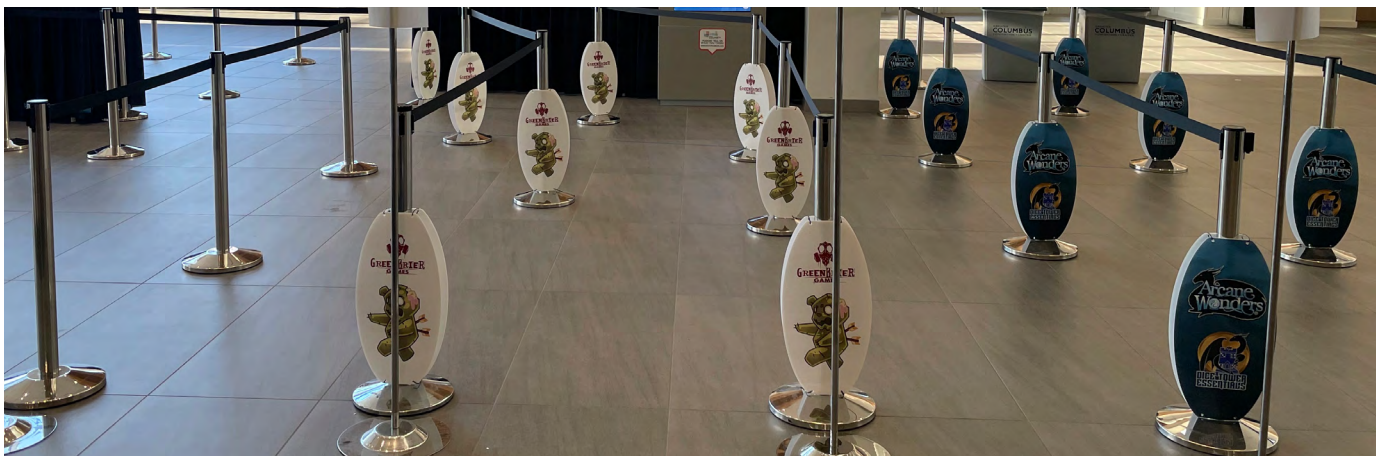
Full Page \$1,250

Half Page \$850

Registration Line Stanchion Ads

Promote your brand and help guests stay safe. Stanchions will be used in the main registration area. 8 double-sided stanchions per order. 11.5"x23.5" image provided by sponsor.

\$400 (5 Available)



Hotel Room Keys

Direct Attendees to your booth or new release with room keys advertising. Special room keys are given out to all reservations made in the show room block. Keycard template will be provided to sponsor.

Drury \$400 (200 keycards)

Hilton \$1,600 (800 keycards)

Hyatt \$1,600 (800 keycards)



Lanyards

Have attendees wear your advertising all show long. Sponsor provides 20,000 double-bulldog-style lanyards to be distributed to attendees at the show with their badges.

\$2,500



NEW Mini Map Sponsor

Back by popular demand, the foldable map will be a great way for attendees to find their way around the convention. Get exclusive advertising space on the back panel of the map that we expect will be used continually by many attendees.

\$2,500

Big Bar on 2 (Coasters)

Use coasters in the highly frequented Hyatt bar to promote your booth location and games!

Note: Sponsor provides 3.7" circular artwork. GAMA/Origins provides coasters.

\$1,200

Floor Clings

Lead attendees throughout the convention center with floor clings! Highlight your brand and direct attendees to your booth with these cost-effective ads!

\$180 (4 sq. ft.)

+ \$45 per additional sq. ft.

Hall Entrance Banners

Place your logo on the welcome banners positioned above the entrances to the Halls. These are some of the most high impact areas at the convention. Hi-Res company logo with booth number (vector preferred) provided by sponsor.

- A Hall - \$500 per logo (8 available)**
- B Hall - \$500 per logo (4 available)**
- C Hall - \$500 per logo (4 available)**



Hall Entrance Wall Graphics

Make a statement on the walls flanking the entrances to the Exhibit Hall. These large surface areas are the perfect place to promote your new releases and booth location in front of endless foot traffic. There are only one of each option available. All are 100"x100".

(5 Available) \$2,100

- *Hall A North - Right*
- *Hall A North - Left*
- *Hall A South - Right*
- *Hall A South - Left*
- *Hall B - Left*





Registration Bench Wall

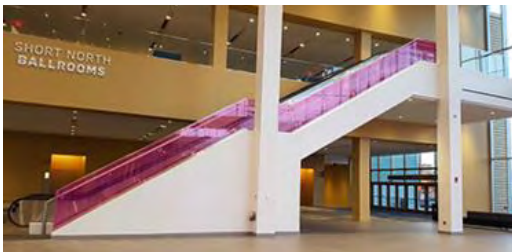
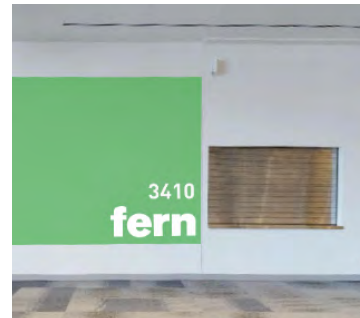
This ad placement puts your promotion right between registration and the event halls. Any attendee who picks up their badge or goes to materials pickup will walk past this space on their way to the show. Template provided to sponsor from GAMA.

\$1,500

Info Booth Wall

Positioned next to the Origins Information Booth and across from registration, this 100"x100" ad space offers maximum exposure to attendees as they first enter the show and throughout the week as they return for customer support and information.

\$1,500



Glass Railing - Escalator North Atrium

Market where everyone starts their Origins! Promote your brand on the railing space located on the upward slanting side by the escalators in the main registration area. Template provided to sponsor from GAMA.

\$1,250



North Atrium Registration Glass Railing

Promote your brand on the glass railing in the Upper North Atrium. These 48"x36" clings are visible from the ground floor at registration.

\$300 per panel (10 available)



Stairs to 2nd Level

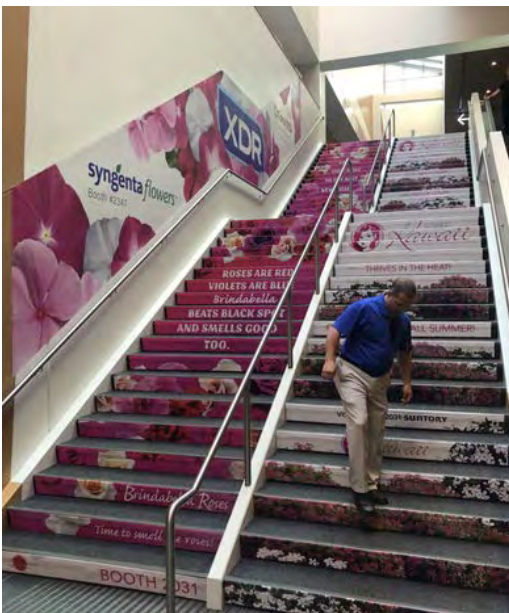
Run your advertisements on the staircase in the main registration area (North Atrium) to the Short North Ballrooms and Upper D Pod. Template provided to sponsor from GAMA.

\$1,050

South Marketplace Escalator

South Marketplace is a major stop for attendees getting lunch and dinner. This ad placement is perfect to catch customers as they grab food between activities. 48”x36” panel pdf image provided by sponsors.

\$300 per panel (8 available)



Zig-Zag Wall Segment

Provide a dynamic advertisement for your games along the handrail on either side of the pathway connector. This high traffic location is a great way to offer something creative and unique. Template provided to sponsor from GAMA/Origins.

\$1,200 per segment (4 available)

Stairs to Connector

Your larger-than-life advertisement is located on the staircase leading from the GCCC to the Hyatt Connector. This ad space dominates views as crowds head to meals or back to hotel rooms. Template provided to sponsor from GAMA/Origins.

\$2,100 (4 available)

Escalator Handrails

Attendees staying in the attached hotels and attendees coming to and from the RPG rooms will be using the escalators everyday. Most attendees use them at least a couple times during the show. 580”x10” image provided by sponsor.

\$700 (3 available)





Entrance Door Decals

The lower-half of each door (24"x24" image) leading to and from High Street is a unique way to promote your company.

\$160 per panel (20 available)



Main Concourse Pillars

Advertise on the square pillars through the Main Concourse of the GCCC. Promote your products throughout the show! 25"x100" pdf image provided by sponsor. Your image will be placed on one side of the rectangular pillars.

\$400 (12 available)



Hyatt Columns

Advertise on the columns in the Hyatt. This area is where we host a majority of our RPG events, so it is especially valuable for organizations looking to promote their products to roleplayers. 96"x48" pdf image provided by sponsor.

\$800 (11 available)



Breezeway Columns

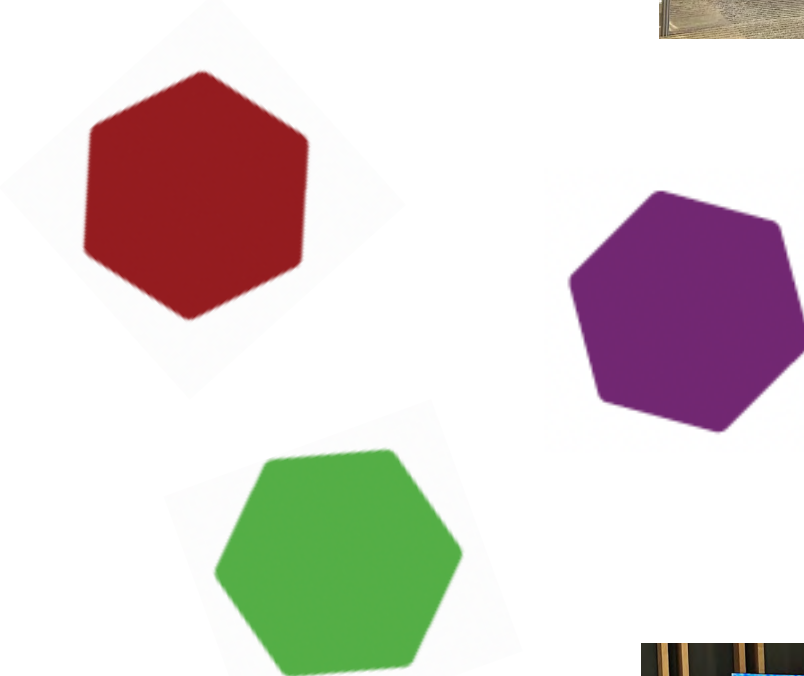
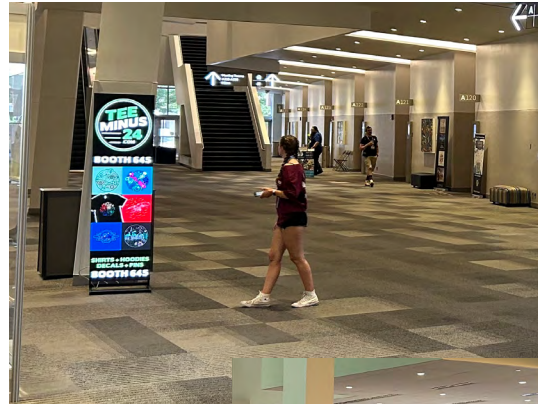
Advertise on the columns in the connector between the Hyatt and the Convention Center. Attendees heading to the food court will also pass through this high traffic zone. 76"x48" pdf image provided by sponsor.

\$600 (11 available)

Concourse Vertical Digital Screens

Promote your brand along the main convention concourse. Six (6) rotating ad walls will be placed in intervals throughout the convention center. One 192x640 pixel image (png or jpg) submitted by sponsor.

\$750 (15 available)



Video Wall

Display a 30 second video ad outside the main entrance to the Exhibit Hall. One 1152x640 pixel MP4 (h.264 codec) video provided by sponsor.

\$1,000 (4 available)



Social Media Blast

Provide 280 characters and one image that will be posted to the official Origins Facebook, and Instagram pages. We encourage sponsors to engage and share these blasts. Dates available every Monday, Wednesday, and Friday, starting April 7 and running through June 13. 500 characters for Facebook and Instagram, and 1 image (PNG or JPG, 1080x1080) provided by sponsor. Encouraged: use of the official show hashtag #GAMAEXPO

\$300 (2 available each Mon., Wed., & Fri.)



Email Blast

Promote your games, programs, and presentations! Get your messaging in the weekly newsletter sent to 26k+ subscribers. 200-word text copy and one image required. Dates available every Friday. Email announcements run from April 4 to June 13. 200-word blurb (include any contact info, URLs, social media info, etc.) and 1 image (PNG or JPG, 1080x1080) provided by sponsor.

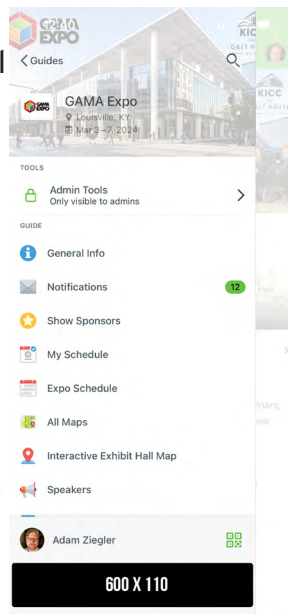
\$400 (3 available per week)



App Sponsorship

Your promotion can live in the palm of attendee's hands! We'll place a rotating 600x110 ad in the menu of the Origins Game Fair app.

\$550 (6 available)



Social/Online Stats

Over the years, Origins has built a loyal audience of enthusiastic, engaged, and active followers.

Facebook: 12,800+ followers
Instagram: 4,200+ followers
Opted in Email Subscribers: 26,500+

These represent an ideal target audience for exhibitors

ORIGINS EVENT SPONSORSHIPS

GAME FAIR

Paint-N-Take Sponsor

Support this popular area of the show that our attendees look forward to every year! Sponsor logos will be displayed on the website, site book, and Paint-N-Take area signage. Contact us at Events@gama.org to learn about specific supply needs.

200 Miniatures (4 available)

\$200 in Paints & Supplies (4 Available)

Sponsorship paid in product donation

Painting Contest Sponsor

Promote your brand and support miniature painting with this contest sponsorship. There is one sponsorship for each category to help cover the cost of awards and prizes.

\$500 per category

- **Single Model**
- **Unit**
- **Diorama**
- **Bust**
- **Large Model/Vehicle**



Cosplay Sponsor

Help support the Origins Cosplay program including the ever-popular cosplay contest. As a sponsor your logo will be displayed on the website, in the site book, in the cosplay space in the exhibit hall, and during the popular cosplay contest held Saturday at 6:00pm.

\$325 (5 available)



Trade Day Sponsor

Promote your products to retailers during the Origins Trade Day as a sponsor! Origins Trade Day is a B2B event with the focus on GAMA Member Retail Stores. This sponsorship includes a 20-minute Speed Presentation opportunity to spark sales and include product and marketing tools in the Retailer Appreciation Box. Sponsors and products will be featured through the GAMA Retailer Facebook Group (with 300+ members), through the GAMA website, and weekly member newsletter to interested members before the show. You will also receive the retailer attendee list and your logo on the Origins Trade Day webpage, in the site book and Trade Day program, and on the retailer's exhibit hall map.

Plus, we'll be holding the popular Wednesday Retailer & Media Game Night from 7-9pm!

Wednesday, June 18

Speed Presentations at 10:30am, 2:30pm, or 4pm (3 per time slot)

Retailer & Media Game Night with retailer box pickup: 7-9pm

Thursday, June 19

Early Exhibit Hall Access: 9-10am

GAMA Networking Reception 7:30-9pm

\$525 + 100 products (\$30+ MSRP)
(9 available)

Tournament of Pieces Sponsorships!

The Tournament of Pieces, a competitive puzzling program, is returning to Origins 2025! This hot feature area caused a lot of buzz the last two years, including ESPN coverage, and generated many requests that it returns this year. As such we contracted with a tournament organizer to coordinate the competition and fun side events to enhance the experience for attendees - we expect it to sell out this year.

There will be three primary competitions: a singles, doubles and team championship, as well as dozens of other puzzling events. Other planned events include 100 & 200-piece solo sprint events, a wooden puzzle sprint, puzzle chess, seminars on speed puzzling and much more. This year we are offering six sponsorship opportunities to support these efforts.

The sponsoring companies will provide puzzles of varying piece counts. This will need to be coordinated with the event organizer to ensure we meet the needs for each of the scheduled events.

As a Tournament of Pieces Sponsor, you will receive the following:

- Your company/logo will be listed as an event sponsor with your logo on promotional information and signage for the event.
- One (1) Email OR Social Blast
- One Coupon Book Page
- Option to include an additional 100 puzzles to be added into the Origins Trade Day Retailer Box to promote your company to attending retailers.
- Logo included on the puzzle bags
- Bags are a key component to a successful puzzle tournament to ensure the puzzles for each event are a surprise to the participants. 300 bags (standard 17" x 20" opaque drawstring bags) will be printed with sponsor logos on one side and the Origins Tournament of Piece logo on the other. Bags will be provided for each event team/participant.
- Sponsors will be provided an exclusive license to create an Origins 2025 collectible puzzle that you may create to sell at your booth (100% of net proceeds goes to the sponsor) If produced, GAMA will require 30 copies for volunteers.
- Sponsors will also be part of Booth Placement Group 4 with preferred booth placement near the Tournament of Pieces area.

GAMA Approval required for all art assets. Origins logo and mascot available upon request.

Sponsorship \$5,000

Sponsor provides 100 puzzles for each of the event categories: Solo, Team, Duo, Chess, Speed, Wooden.



Origins Awards & Hall of Fame Sponsors

~~Title Sponsor (SOLD)~~

Support the Origins Awards and promote your brand at this major Origins event. The title sponsor's logo will appear on screen as part of the awards presentation. Sponsorship includes social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage. Title sponsor also receives a reserved front-row table and logo on social media and physical winner announcements following the event. The ceremony will be recorded and available for streaming after the convention for those unable to attend live. Your logo will be included in the streaming program.

\$1,000 (1 available)

Origins Awards Sponsors

Sponsorship includes social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

\$500 (4 available)

Hall of Fame Sponsor

Sponsorship includes logo on Hall of Fame promotional material that will appear in the GCCC main concourse, social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

\$500 (1 available)

Saturday Night Concert Title Sponsor

Heywood Banks headlining (Sat. @ 10pm)

Connect your brand to the headliner musical guest of Origins Game Fair 2024: Heywood Banks. Your sponsorship of this event will include social media postings for the event, logo on the Origins website, in the site book promotion, and onsite event signage.

In addition, you will get a Meet-n-Greet and Photo Op with Mr. Banks, a reserved front row table with 8 seats & drink tickets for the event.

\$1,200

Saturday Night Concert Table Sponsor

Table sponsors receive onsite signage at the show, a reserved table with 8 seats, & drink tickets for the event.

\$350 (9 available)



Heywood Banks is simply one-of-a-kind, almost impossible to describe, with a style his very own. Equal parts genius and buffoon, this songwriter-comic-singer-poet-musician has become a cult hero and a pop icon, with a show that appeals to college students, stoners, businessmen, yuppies, rednecks, punks, kids, or your grandmother.

GAMA Member Lounge

Promoted to GAMA members with sponsored signage in the lounge used for meetings, networking, and socializing exclusively for members of the Game Manufacturers Association. Sponsorship will be used to provide coffee/water throughout the show on Thursday, Friday and Saturday. Sponsor will be recognized in invite email to GAMA members, on signage in the room, and they will be able to set up a promotional table and one (1) roll-up banner in the room.

\$650 (4 available)



Authors Alcove

Support the popular authors program at Origins by sponsoring this highly visible space inside the exhibit hall. Sponsor will be noted in the program and with signage in both the Authors Alcove and the authors seminar room.

\$650 (4 available)



Artist Alley

Get your brand on signage in the Artist Alley. Now set along the path between Halls A and C, This is sure to be a high traffic area.

\$650 (4 available)

Film Festival

Sponsor this long-standing staple of Origins Game Fair. Sponsors will be noted in the program and with signage at the festival. This sponsorship includes a complimentary Meet-n-Greet Photo Op with the Film/TV guest of your choice (max 2 people).

\$650 (4 available)

Educator Track

Support educators who champion the tabletop gaming industry! We are hosting a series of seminars specifically for teachers looking to integrate tabletop games in their classrooms. Be identified in the site book, on seminar signage, and during the events with this new sponsorship.

\$650 (4 available)

Quiet & Sensory Break Room

As a sponsor, you are helping to support a safe place to take a break from the noise and excitement of the convention. This space is designed to provide a peaceful, quiet space for Origins Game Fair attendees experiencing anxiety or sensory overload to calm down, rest, and regroup. Sponsor logo will appear in the site book, on the website, on signage for the room, and one pop-up banner in the room is permitted per sponsor.

\$650 (4 available)

Game Library Sponsor

Sponsor the ever-popular Board Game Library at Origins! Your company will be promoted on multiple tables and your logo will be listed on the Game Library volunteer shirts. We ask all sponsors to provide 6+ copies of a game to raffle off to attendees.

\$650 + 6 or more games for library (4 available)



Family Room

Connect with parents and their kids in this family-friendly space designed to create a calmer area for families to play together or try out age-appropriate games and scheduled programs. Sponsors are invited to provide copies of their family and kid games to promote their offerings. Sponsor logo will appear on signage and one rollup banner in the room is permitted per sponsor.

\$650 + 6 games for room library (4 available)



Family Pavilion

Showcase family-friendly games on the floor of the Exhibit Hall. This exciting gaming area will offer space for families to try out new games in an inviting location at a major center of activity. Sponsor logo will appear in the site book, website, and online promotions for the pavilion and on event signage. Sponsorship also includes a 20x20 space in the pavilion to demo your games, and one Email OR Social Blast (p. 14). We ask each sponsor provide one person in the pavilion to provide support and knowledge for your product line. Sponsors will be part of Booth Placement group 4 with preferred booth placement adjacent to the Family Pavilion.

\$1,500 + 6 games for pavilion library (4 available)

Volunteer Product Donations

Origins wouldn't exist without our team of amazing volunteers. To thank them for their hard work and dedication throughout the show, we close the show with a Volunteer Appreciation Party. Promote to our volunteers by sponsoring this event. We ask that you donate evergreen or newly released product that we will distribute to the volunteers. The product must be delivered to the designated on-site area by June 22, 2025.

One or more cases of products.

New Release Showcase!

Ensure attendees know about your latest offerings with this new program. You will be able to display new products at no additional cost to you in the concourse and get special mentions in other event media.

To be eligible for this program, you must be a GAMA Member offering a **new product being released and sold for the first time** at Origins Game Fair 2025.

Limit to 50 Members Companies

New Release Showcase Benefits



Free display case promotion on the main convention center concourse (10 cases with five levels)



New Release product highlighted in the site book with a product image and booth number.



New Release listing on Origins Website



New Release email blast directing attendees to our website and display cases on the concourse.



Apply to be considered for this free opportunity **HERE**.



Barley's Brew Co. is a highly-frequented brew pub right across the street from the convention center. They are a long-standing partner of the show and a favorite of Columbus locals. We want you to share in this Origins tradition!

Pint Glasses

Attendees line up each year for this free collectible pint glass! Provide a 2-color image and be part of this annual treasured souvenir. 3,500 glasses will be produced. We will have 4 unique glasses, one given out each day. The Pint Glass coupon page will direct attendees to sponsor booths and Barley's Brew Co. to claim their glass.

\$2,000 (4 available)

Featured Brew

Work with Barley's to select ingredients and create a custom beer named by you! The featured brew will be available at Barley's.

\$1,550

Window Clings

Promote your products to all the foot traffic on High Street! The windows face the main thoroughfare directly across from the convention center.

\$1,050 (3 Available)

Coasters

Create custom coasters for use in Barley's Brew Pub, basement, and Brewcadia arcade located on the upper level. Sponsor provides artwork and GAMA/Origins provides coasters.

\$1,200

Themed Menu

Name all the items on the menu in line with your products! Available to patrons of the brewpub and basement. Your logo and booth # will appear on the menu as well.

\$1,050



Rental Options, Shipping, and Storage

We have contracted with Fern Exposition Services again this year.

Once the booth placement process is complete, you will receive an email directly from Fern, with the necessary information to order any additional items you may need for your booth including furniture, display cases, cash stand, power, etc.

Exhibitor Hotel Registration is Open!

Below you will find the link to the Origins Hotel and Accommodations webpage.

On this page, you will find the hotels that are in our housing block for Origins Game Fair this year. Details for reservations on each property are below for each hotel along with available days, nightly rates, and the last day to book at those rates.

All hotel registration is happening directly through each individual hotel this year so please refer to the link below for hotel details and contact information.

[Click here for the Origins Hotel Block page.](#)

Exhibitor Insurance for Origins 2025

All exhibitors/sponsors (contractors, vendors, or service providers) coming on to the convention premises to do work or provide services are required to have insurance. Insurance is necessary to cover any claims or losses for which the contractor/vendor may be responsible for. Exhibitors should request a Certificate of Insurance prior to the beginning of work and/or start of the contract. A Certificate of Insurance is a standard form issued by an insurance company evidencing the insurance information (including policy limits and types of insurance) of its policyholder.

Exhibitors must carry insurance for their individual booths. Please email your insurance to exhibitors@gama.org with subject. "Company Name, Exhibitor Insurance."

[Read the Certificate of Liability Instructions here.](#)

Certificate of Insurance Deadline: May 23, 2025

Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we are working with Rainprotection Insurance to offer Exhibitor Liability Insurance at an affordable rate. The program is set up with Rainprotection Insurance where, you can purchase compliant insurance instantly online for \$99. [For more information on the Rainprotection Insurance Program, including the application line, please review the linked document.](#)

NEW! If you have not submitted your Certificate(s) of Insurance (listing GAMA and the GCCC as additionally insured) by Friday, May 23 - you will be billed \$105 for insurance coverage through Rainprotection. This change is happening to ensure the proper insurance coverage is in place for all exhibitors prior to arriving in Columbus.

Origins Game Fair Cancellation Policy

Exhibit cancellations prior to 100 days from the first official day of Origins Game Fair (March 10, 2025) shall incur no penalty.

Cancellations 99-71 days from the first official day of Origins Game Fair (March 11 - April 18, 2025) are subject to a 50% cancellation fee.

There will be no refunds for cancellations made within 70 days of the first official day of Origins Game Fair (April 19, 2025) due to committed funds and space.

All cancellations must be made in writing and sent by email to exhibitors@gama.org.

Registering for an Ohio Vendor's License or Seller's Use Tax Account

Reminder - if you are selling something in your booth, you need to register with the State of Ohio. As stated in the Exhibitor Rules & Regulations document... you, as the Exhibitor are solely responsible for paying all applicable city, county, state and federal taxes on sales and promotional activities at Origins.

Person or Business with Physical Presence in Ohio - Ohio law requires any person or business making retail sales of tangible personal property or taxable services to register for sales tax by obtaining a vendor's license.

Out-of-State Seller - Ohio law requires any out-of-state person or business making retail sales of tangible personal property or taxable services into Ohio to register for a seller's use tax account once substantial nexus is met.

[For more details on how to Register for a Vendor's License or Seller's Use Tax Account, follow this link.](#)



What is included with the purchase of my booth at Origins?

You receive two (2) Exhibitor Badges for each 10'x10' space you purchase plus pipe & drape is provided along the sides/back of your booth.

Otherwise, Origins is a "bare booth" show - which means you are only purchasing space.

Tables, chairs, carpet, electricity, Wi-Fi, etc..... are NOT included.

Can I purchase/rent tables, chairs, and booth furnishings for my booth?

Yes, these items can be rented through Fern, who is our show decorator for Origins Game Fair.

You will receive a direct link to their online service portal, OneView, which is where you can arrange for things like tables, chairs, carpet, trash cans, shelving, etc.

Note: Fern can also assist you with shipping of your items to and from the show.

Can I bring my own tables/chairs/booth furnishing to the show?

Yes, you are welcome to bring/ship in your own booth set-up if that makes sense for your company/booth arrangement. They can be obtained by renting them from Fern Expositions & Event Services Information for loading-in and loading out will be provided through the Fern portal and Exhibitor Newsletters.

You will receive a direct email from Fern Expositions as we get closer to the show.

Is WiFi /Internet access included with my booth?

No, Wi-Fi is not included with your booth.

If you want/need dedicated Wi-Fi or a hard wire line/router in your booth at the show, those things can be ordered through the GCCC (Greater Columbus Convention Center) directly.

For assistance, please contact the GCCC Exhibitor Services Department directly via

e-mail: exhibitorservices@columbusconventions.com

Is electricity Included with my booth?

No, electricity is not included with your booth.

If you want/need electricity in your booth (lights, point-of-sale, etc.), it can be ordered through the GCCC directly.

For assistance, please contact the GCCC Exhibitor Services Department directly via

e-mail: exhibitorservices@columbusconventions.com

How many badges are included with my Origins booth?

You receive two (2) Exhibitor Badges with each 10'x10' space you have purchased for Origins.

Note: if you are a GAMA Voting Member, you also receive two additional free badges as part of your annual membership.

How do I register for my Exhibitor Badges?

More information coming soon!

If needed, how do I purchase additional Exhibitor Badges?

Additional Exhibitor Badges can be purchased at the discounted Exhibitor Badge rate of \$75 each.

More information coming soon!

Do I need to register with the State of Ohio to sell items in my booth?

Yes, as the Exhibitor is solely responsible for paying all applicable city, county, state and federal taxes on sales and promotional activities at Origins.

Here is a link to the Ohio Department of Taxation with more details on how to Register for a Vendor's License or Seller's Use Tax Account:

tax.ohio.gov/business/ohio-business-taxes/sales-and-use/registration

Are there rules/guidelines for booth signs/displays?

Yes, there are several noted guidelines in the Origins Rules & Regulations document and Fern provides Guidelines for Display Rules and Regulations from the International Association of Exhibitions and Events (IAEE).

The general rules to follow include the following:

No exhibitor's display shall be permitted to interfere with or limit the visibility of any other exhibitor's display.

All display materials should be arranged at a maximum of 8' in the back half of the booth and 4' in the front half of the booth.

Anything extending along the sides of your booth may not exceed 5ft from the back and may not be more than 4ft tall.

No booth display may be higher than 12'. Sponsors can request to go over this height. All displays over 12' height must be pre-approved by the executive director.

In a linear booth, the back side of any structure over 8ft must be free of trademarks, graphics, and/or logos.

What are my parking options?

To find and/or reserve parking in downtown Columbus for the event – here are a couple sites to assist with this process:

DowntownColumbus.com: <https://downtowncolumbus.com/get-around/parking/>

GCCC: <https://columbusconventions.com/park/parking-availability/>

And for GCCC parking questions email: parking@columbusconventions.com

Is there anything I should see/do while in Columbus?

If you're arriving early or staying after the show, Columbus has a lot to offer.

Here is a link to the Experience Columbus website which will provide you with lots of options:

www.experiencecolumbus.com/exhibitors/

Additional Online Resources:

Weblinks:

Origins Game Fair Exhibitor Page:

www.originsgamefair.com/exhibitor

Map Your Show Exhibitor Resource Center/
Account Login Page:

origins25.exh.mapyourshow.com/7_0/main/login?

Marketing & Sponsorship Opportunities

Origins Google Drive (upload marketing & sponsorship assets and company logos):

https://drive.google.com/drive/u/0/folders/1AiI4FYyXgZn-1NwD3Wz6i4_7osSPoF

Who is GAMA and what are the benefits of joining?

GAMA is a non-profit, membership based, trade association that serves as an essential nexus for new and experienced tabletop game industry professionals to promote its members' common interests.

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.

GAMA Member (all levels) Benefits Include:

- Weekly Member E-newsletter
- Around the Table: A Quarterly Publication
- Retailer & Convention Locators
- Peer-to-Peer Seminars & Webinars (in-person & online)
- Members-Only Facebook Groups
- Board of Directors and Committee Opportunities
- Discounts on business services
- And more!
- Additional Voting Member Benefits:
 - Two free badges to GAMA EXPO: Industry B2B Trade Show (\$250 value)
 - Two free badges to Origins Game Fair (\$200 value)
 - Origins Game Fair booth discounts

To learn more or join today, visit: www.gama.org/

- October 18, 2024:** Exhibitor Hotel Block Opened
- October 29, 2024:** Event Submission Opens
- January 31, 2025:** Booth Application Deadline
- February 3, 2025:** Event Submission Deadline
- February 7, 2025:** Final Payment Deadline (Booth & Marketing Assets)
- March 15, 2025:** Event Registration Opens to Attendees
- March 24-28, 2025:** Booth Placement (Exhibitors with unpaid invoices will NOT be included in booth placement)
- May 2, 2025:** Marketing Assets/Deliverables Deadline
- May 23, 2025:** Certificate of Insurance Deadline

[Submit your assets to the official Origins Game Fair Google Drive ONLY](#)

TENTATIVE Origins Game Fair Exhibit Hall/Supported Play Schedule

Tuesday, June 17, 2025

- Exhibitor Badge Pick-Up - 12pm-7pm at Registration
- Sponsor-Only Exhibit Hall Booth Set-Up (includes Trade Day Sponsors) - 8am-8pm
- Supported Play Exhibitor Booth Set-Up - 8am-8pm

Wednesday, June 18, 2025

- Exhibitor Badge Pick-Up - 8am-8pm at Registration
- All Exhibitors - Exhibit Hall Booth Set-Up - 8am-8pm
- Supported Play Booth Set-up - 8-11am
- Supported Play & Gaming Hall Open: 12pm-1am

Thursday, June 19, 2025

- Exhibit Hall Open: 9am-6pm
- Premier Badge holders, Media, and GAMA Members enter at 9am, one hour before general attendees.
- Supported Play & Gaming Hall Open: 8am-1am

Friday/Saturday, June 20/21, 2025

- Exhibit Hall Open: 10am-6pm
- Supported Play & Gaming Hall Open: 8am-1am

Sunday, June 22, 2025

- Exhibit Hall Open: 10am-4pm
- Supported Play & Gaming Hall Open: 8am-4pm
- All Show Tear-Down: 4-10pm

Exhibitors can enter the Exhibit Hall one hour before the opening time and must exit the hall no later than one hour after the Exhibit Hall closing time.

PURCHASE SPONSORSHIPS HERE

QUESTIONS

258 E. Campus View Blvd.
Columbus, OH 43235

OFFICE: (614) 255-4500
Hour: M-F, 9am-5pm EST

Exhibiting

Beth O'Grady (beth.ogrady@gama.org) Exhibitor Manager - ext. 105
Doug Shute (doug.shute@gama.org) Exhibitor Manager - ext. 117

Sponsorship

Julie Yeager (julie.yeager@gama.org) Events Director - ext. 103

Events

Paul McGraw (paul.mcgraw@gama.org) Events Manager - ext. 106

Marketing Specifications

Adam Ziegler (adam.ziegler@gama.org) Tech & Creative Manager - ext. 102

Registration/Badge Help

Greg Boisbelaud (gregb@gama.org) Events Coordinator - ext. 107

