



Southern Maine's tabletop gaming convention

September 20-22 - Cornish, Maine

AppleConMaine.com

What is AppleCon?

AppleCon is a family-friendly convention with a focus on tabletop games related to role playing and adventure for all ages and experience levels.

It is a place for people who enjoy gaming to gather, play their favorite games, meet special guests, meet other gamers, and experience industry advances and view new products.

Games played include Dungeons & Dragons, Magic the Gathering, history-based war games, traditional board games, and more.



Who attends AppleCon?

Our convention is focused on people playing games!!!

Many people from Southern Maine, New England, and across the country will be in coming to AppleCon. Many of those will be visiting Maine and enjoying our beautiful New England autumn for the first time.

AppleCon attendees are ready to explore the many things Maine has to offer outside of the main event. Let them know where to find your great meals, goods, amenities, and activities. This is your opportunity to become a favorite stop for our visitors for many years to come.

How can you be a part of AppleCon?

We are reaching out to local and national businesses who are interested in joining us to make AppleCon a solid part of the Cornish, Maine community.

Sponsors can contribute products, services, coupons, purchase ad space in the event guide, or be featured on our website.

Sponsorship for local and national advertisers with AppleCon has multiple benefits.

- Local businesses: Advertising with us helps our attendees find you, sample your product, enjoy their time here and keep them coming back to our beautiful town!
- State and national sponsors: Your business will be introduced to a new market of tabletop gamers and fans that are eager to play games, socialize, and learn about the rapidly expanding game world.

See the attached rate sheet for opportunities and pricing!

Our founder:

AppleCon is founded by Fail Squad Games CEO Lloyd Metcalf.



A native of the area, Lloyd is an illustrator, game designer, and avid gamer. His work has been featured in games designed by the original TSR creators and other national publishers. In 2016 he became the artistic director for GaryCon. He has been a featured guest and presenter at gaming conventions around the United States.

Sponsorship & Advertising Opportunities

Event Guide: A collectable AppleCon event guide given to all attendees. Color cover with black & white interior.

| Ad | Price |
|-------------------------|---------------|
| Inside back cover (b&w) | \$80 (taken) |
| Back cover (full color) | \$200 (taken) |
| ½ page (b&w) | \$45 |
| ½ page (b&w) | \$25 |

Digital Sponsor: Extend your reach to visitors around the world with an advertisement on the AppleCon website.

| Ad Type | Price |
|---|-------|
| Digital Sponsor Page: Small logo (300px x 300px) with 300-word description on the AppleCon website digital sponsorship page. | \$20 |
| Front page sponsor (<i>only 2 available at printing</i>): Be seen first. 400px x 600px logo ad with a link placed prominently on the AppleCon website landing page | \$100 |

Event Sponsorship Opportunities: Be seen every day of the event!

| Type | Price |
|---|--|
| Gaming hall banner: Hang your 24" x 36" banner in The Barn gaming hall where it will be seen every day of AppleCon | \$75 (<i>Need a banner? We can print one for an additional \$50</i>) |
| VIP gaming hall table sponsor: Sponsor a gaming table! Your banner and/ or stand up ad, and flyers will be placed prominently on the game table. | \$100 (only one of two available) |
| Bar/Lounge table sponsor: Sponsor an open gaming table in the common area with a table top ad or banner! <i>Tabletop Ad: 5.5" x 8.5" double sided card stock – you provide cards</i> <i>Banner: 24' x 12" (printing available for additional \$35)</i> | \$75 (6 available) |

Other Opportunities:

Saturday night auction: Donate an item for our Saturday night fundraising auction. Auction will be live streamed on our website!

Prizes and Awards: Prizes are needed for competition & tournament winners, remarkable gamers, and other prizes to be awarded throughout the weekend.

Swag! Swag! Swag!: Attendees who stay the weekend at the Inn at Cornish will receive our special Golden Apple Swag Bag! Get your item featured in these 15 special gift bags. *Other swag opportunities are available – contact us for details.*