



The Rebirth of Gaming
phoenix
CON GAMES

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Ivan Erickson's
CON EVENTS
www.ConEvents.com
July 27th – 30th 2006
Hilton Phoenix East / Mesa

Introduction Letter

Dear Potential Exhibitor:

Thank you for your interest in exhibiting at Phoenix ConGames 2006. The convention provides an opportunity to meet with gamers from all over Arizona. This year's convention is being held on July 27th through 30th 2006.

Phoenix ConGames will begin at 9:00 am on Thursday, and close Sunday 7:00 pm, allowing the attendees over 80 hours of the very best events in Arizona. We have arranged the events on a time schedule to insure there will be breaks during the day when the exhibit hall will be open. It is also our goal to schedule promotions in the exhibit hall to further increase overall foot traffic. These events and breaks will be posted as the convention approaches for you to also maximize on these opportunities and attract attendees to your booth.

Please review and return the completed contract with full payment to the ConEvents office at your earliest opportunity. This will ensure you and your company the best possible exhibit space available. SPACES ARE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS. You will find phone contact information included for even faster confirmation and payment.

Send your check by Wednesday, May 31, 2006 to confirm your space at the normal rate. We look forward to seeing you!

Sincerely,

Ivan C. Erickson
Chair, Phoenix ConGames 2006



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Important Dates

<u>Date</u>	<u>Advertisement / Program Book Events</u>
2006.06.30	Program Book Ad Reservations & Payments Due
2006.07.13	Program Book Ads Due

<u>Date</u>	<u>Exhibit Hall Events</u>
2006.03.30	Exhibitor Registration Opens Normal Rate for Dealers
2006.05.31	Normal Rate Ends
2006.06.01	Late Rate for Dealers
2006.06.08	Exhibitor Badge Request Due
2006.06.29	Deadline Booth Layout
2006.07.06	Badge Name List Due
2006.07.13	Primary Contact Name Given

<u>Date</u>	<u>Game Submission Events</u>
2006.03.09	Event Submission Opens
2006.05.04	Limited Game Registration Opens
2006.06.15	Event Submission Ends
2006.06.15	Full Game Registration Opens
2006.06.29	Event Coordinator Badge Requests Due

<u>Date</u>	<u>General Events</u>
2006.07.27	Convention Limited Gaming Opens
2006.07.28	Convention Open Full
2006.07.30	Convention Last Day - Closed at 7:00pm

Contact Information

Mailing Address:

ConEvents LLC
PO Box 8829
Scottsdale AZ 85252

Phone Numbers:

480.236.4314 (General Information)
602.432.2552 (Technical Services)

Email Address:

Info@ConEvents.Com (General Questions)
Exhibitor@ConEvents.Com (Exhibitor Questions)
Gaming@ConEvents.Com (Event Questions)



Show Hours

<u>Thursday, July 27th 2006</u>	<u>Start</u>	<u>End</u>
Member Registration	8:00a	9:00p
Game Central Opens	8:00a	11:59p
Early Bird Gaming, Pre-registered Members	9:00a	11:59p
Late Night Registration (Ops)	9:00p	8:00a
<u>Friday, July 28th 2006</u>	<u>Start</u>	<u>End</u>
Game Central Opens	12:00a	11:59p
Exhibitor badge pickup	8:00a	11:00a
Exhibitor check-in deadline*		11:00a
Exhibitor scheduled setup	8:00a	12:00p
Member Registration	8:00a	9:00p
Exhibitor Hall Open**	12:00p	6:30a
Late Night Exhibitor Booths	8:00p	11:59p
Late Night Registration (Ops)	9:00p	8:00a
<u>Saturday, July 29th 2006</u>	<u>Start</u>	<u>End</u>
Game Central	12:00a	11:59p
Member Registration	8:00a	9:00p
Exhibitor Hall Open**	10:00a	6:30p
Late Night Exhibitor Booths	8:00p	11:59p
Late Night Registration (Ops)	9:00p	8:00a
<u>Sunday, July 30th 2006</u>	<u>Start</u>	<u>End</u>
Game Central	12:00a	3:00p
Exhibitor Hall Open**	10:00a	3:00p
Convention Closed		7:00p

* All exhibitors must check in on site at exhibitor services by 11:00 Friday, July 28, 2006. Failure to check-in will result in the forfeiture of ConGames exhibit space without refund.

** Exhibitors have access to the Exhibit Hall one hour before it opens to the public and can remain up to 30 minutes after it closes. This rule is in place to maintain the security of the Exhibit Hall which in turn protects Exhibitor's Merchandise.



Exhibitor Information

How Booths are assigned

Booth selections must be made on the official Phoenix ConGames application form enclosed in this packet. Applications received during the normal rate period (by Wednesday, May 31, 2006) will be eligible for priority point booth placement.

Booths will be assigned based upon the number of priority points assigned to the company and then by the date your application is received. ConEvents LLC will do its best to place your booth according to your preferences but makes no guarantees. The sooner you send in your application with payment, the more options will be available for booth placement. Getting your application in before the normal rate deadline ends (by Wednesday, May 31, 2006), also assures that you will be listed in the Program Book as an Exhibiting Company.

Please give as many choices or instructions as possible on the application form when requesting your booth(s). If we begin processing your application and all your choices are unavailable, we will assign you, in our estimation, the best booth(s) of a similar type. If you wish to avoid a certain area of the exhibition floor, please indicate that in your instructions. Feel free to attach the enclosed floor plan with your preferences circled and numbered. We will do our best to accommodate your requests but booths will be placed based on the date your application is received, priority points and ConEvents LLC discretion.

Booth placement is subject to availability and ConEvents LLC Event Management approval.

Booth Fees & Payments

Applications will be processed when received. We take phone applications to help expedite application processing (480.236.4314). Date of payment will be used to determine booth fee category. Normal rates will be increased to the late rate if payment is not made in full by 2006.05.31. Rates for all booths are based on the postmarked date of any applications sent in the mail. If you mail in the application, please also call and let us know to look for it, to avoid any issues with your application.

Booth Sharing

Exhibiting companies may share booth space with another company pending Event Management approval. Please refer to the following rules and procedures if you request to share booth space:

- Each "sharing" exhibitor must complete a separate application
- Applications from sharing exhibitors must be submitted together when the initial booth is reserved. Additional booth shares will not be added after the booth is reserved.
- Sharing companies that submit their application together will be listed separately in the Program Book with a sharing with reference noted.
- One company must make booth payment in full and will be recognized as the primary exhibiting company. The primary/paying exhibitor is responsible for submitting and allocating badges and receives priority points.
- The primary/paying exhibitor is the company whose priority points determine booth placement in the Exhibit Hall.



Exhibitor Information (Cont.)

Entrepreneurial Discount

This discount is designed to encourage first-time game designers to exhibit. To qualify for this discount you must have only one major product for sale and be a first time exhibitor at ConGames. We guarantee a 10'X10' standard booth, but the location of that booth cannot be confirmed until thirty days before the show. Annual use of this program is not allowed. A limited number of these discounts will be offered and you must gain prior approval before submitting your application. Please contact ConEvents at 480.236.4314 or Exhibitor@ConEvents.Com for approval before sending in your application.

Badges

All exhibitor badges will be available for pick up at the Exhibitor Services desk onsite at the convention. Badges will not be mailed out prior to the show. Individuals may pick up their badge with a photo ID if it has their name printed on it. Badges will only be released to or modified by the exhibiting company's convention organizer that is identified in our system as the main contact. If you are the person listed in the system and do not plan to attend, please notify us at least 2 weeks prior (Thursday, July 13, 2006) to the show with an alternate contact. Note: The ConEvents LLC office closes down one week prior to a show opening so we often do not get phone or email message left within that time until the show is over.

Each exhibitor is allotted two exhibitor badges for each 10x10 booth space purchased. Extra exhibitor badges can be purchased by filling out the Exhibitor Badge Request form or the Additional Badge Request form in this packet. All exhibitor badge requests must be submitted no later than Thursday, July 06, 2006.

A few weeks after ordering your badges, you should receive a badge confirmation. If you do not receive a confirmation, or receive a confirmation that is missing badge names, please contact us. Please note that you will not be able to pick up your badges until payment for all services is made in full.

Extra exhibitor badges will cost \$25 until Thursday, July 06, 2006. After Thursday, July 06, 2006, extra exhibitor badges are created onsite at a cost of \$30 for each additional badge. Exhibitor badges are valid for all convention functions and are considered full four-day badges.

Choosing a Booth Type

Description of Booth Types

Standard Booth Our basic space stands back-to-back with another row of booths or against a wall. Standard booths will have adjacent booths on both sides, and one side will face an aisle. Dimensions: 10' x 10'. Each booth includes a 6' display table, a standard company sign with booth number, two chairs, and a wastebasket. Extra tables and chairs can be ordered from the decorator. Each non-island booth has an 8' back drape and a 3' dividing curtain will separate each booth(s) from adjacent booths.

Corner Booth This is our basic premium space. It has the same specifications as the standard booth except that it is located on the corner of a row of booths. Therefore, two sides face an aisle, increasing an exhibitor's visibility. Dimensions: 10' x 10'.

Custom Booth If you would like a booth configuration not listed, please contact Mary Erickson at 480.236.4314 or Mary@IceHouseProductions.Com and we will do our best to accommodate your needs.



Choosing a Booth Type (Cont.)

Booth Prices

Booth Type	Dimensions	Normal	Late Rate	Badges	Included Ad.
Standard	10X10	\$100	\$125	2	¼ Page Ad
Overnight	8X6	\$80	\$100	1	Upgrade to ½ Page
Corner	10X10	\$130	\$155	2	¼ Page Ad
Entrepreneurial discount*	10X10	-\$25	-\$25	2	n/a
Electrical Drop**	n/a	\$10	\$15	-	n/a

* Only a limited amount will be available. The discount may only be applied to a 10X10 standard booth and is at the discretion of ConEvents LLC Event Management. To qualify you must gain prior approval from ConEvents at 480.236.4314 or emailing us at Exhibitor@ConEvents.Com.

** All electrical usage subject to review by ConEvents LLC. 13amp 125v 6 Outlet Plugs Provided with Drop.

Normal Rate is only available until Wednesday, May 31, 2006. A full payment is required with application. Priority points towards booth placement will be forfeited if application and deposit are not received by Thursday, June 01, 2006.

Late Rate Booth price after Thursday, June 01, 2006, all booths must be paid in full at time of application.

Overnight Retail Booths

Attendees want to be able to purchase gaming supplies for TCG and miniature games being run during non-Exhibit Hall hours from 8:00p until Midnight. To accommodate them and to offer added exposure for exhibitors, we offer overnight retail booths in those halls. A maximum of three retail booths will be placed inside the Game Hall, for sales during non-Exhibit Hall hours. Each Overnight retail booth package includes a 6' display table, two chairs.

Rules and Guidelines for Overnight Retail Booths

- This opportunity is extended only to retailers and is not being offered as a marketing or promotional opportunity for game manufacturers or promoters.
- This opportunity is extended only to retailers who have rented booth space in the Exhibit Hall.
- ConGames Event Management determines booth assignments in the event hall; however, the date your application is received will greatly influence your booth placement.
- This opportunity is limited to one booth per company.
- Overnight retail booths do have mandatory hours of 8:00p to Midnight. After Midnight a vendor may continue to sell until 7:00a. A vendor may elect to leave any time after the mandatory hours. Mandatory hours are required for the benefit of our attendees that will require this service.
- All merchandise must be removed from the event hall overnight retail booths when the exhibitor or an employee is not present.
- ConEvents LLC assumes no responsibility and cannot be held liable for lost or stolen items from overnight retail booths.
- **Inventory used in your overnight booth may not be returned to the Exhibitors Hall when you close. You will not be able to access the Exhibitors Hall if you need more stock. This is done to insure the security of the Exhibitor Hall.**



Priority Points

The Priority Points System is designed to show support for those who have participated, supported, and promoted ConEvents over the years. Priority Points allow exhibitors from previous conventions to have first choice of booths for the next show. This system, while stressing booth purchases, also gives credit to exhibitors for their support of ConEvents. You can gain additional priority points by helping us market our shows through the Marketing Partnership Awards Program outlined in this packet, by running ticketed gaming events, and by sponsoring the show.

Priority points help determine booth placement but do not guarantee it. Ultimate placement will be determined based on the best possible space utilization and ties will be broken by date application is received. Your points become invalid and will not be used towards booth placement if your application is not received prior to the priority deadline (Wednesday, May 31, 2006). Points will accumulate into one master points system for all of the ConEvents shows. A listing of the points is not attached because it will not be available until after Friday, June 30, 2006. A listing will be emailed as well as available for viewing at www.ConEvents.com in the Exhibitor section.

How Priority Points Are Determined for Phoenix ConGames

- Each year that your company has purchased booths at ConGames 10 pts. per year
 - Points allotted for each 10x10 booth space your company purchased 5 pts. per booth
 - Advertising purchased 3 pts. per \$500
 - Number of gaming events your company submitted and ran 0.5 pts. per event
 - Sponsorship Bonus Points vary
 - Convention Marketing Partnership Rewards Points vary
- (Please refer to the awards chart on next page)**

Priority Points will be determined the same way for all ConEvents shows. You will accumulate points from each show you participate in and they will be added to your total.

Priority Point Guidelines

- Any company that purchases exhibit space in the ConEvents Exhibit Hall is eligible for priority booth selection.
- Companies cannot transfer Priority Points to another company. This includes company name changes.
- To exist in our computer system as a group, the space must have been reserved and paid for by one company, with all the sharing companies being marked as such in our files.
- Points will be determined as follows: points for years of attendance, marketing partnerships, etc., using the group member that is designated as the primary exhibitor; points for booths will be based on the booths purchased by the company paying for the booths; advertising and event points will be based on all advertising and events done by any of the group members. If in later years a group splits up, points will be not be divided up among group members.
- Point ties will be broken by the date of receipt of the Exhibitor Application Forms.
- Points will not be credited for events that are canceled for failure of Game Master to show up and run the event.
- Exhibitors may not claim priority points from a gaming group running events unless it is approved by ConEvents LLC prior to the start of Phoenix ConGames.

Ability to use Priority points for booth selection will be forfeited if application and deposit are not received by the Priority Deadline of Wednesday, May 31, 2006! Gain valuable priority points towards ConGames by participating in the Marketing Partnership Rewards!



Marketing Partnership Awards Program

Marketing your company's presence at ConGames is the best way to drive traffic to your booth and get your products noticed at the convention. Marketing can take many forms, and whether its onsite sponsorship or promoting your upcoming convention presence on your company's website, there are many avenues to marketing success. Not only does your company reap the benefits of marketing your presence at the show but ConGames recognizes the value of your marketing to the show as well. As an added bonus to the increased booth traffic and convention success you're sure to see after marketing your company's presence at the show, we'll reward your efforts with valuable priority points towards booth placement.

Marketing Partnership Rewards Chart

Mention of your presence at Phoenix ConGames, including show location, dates, and web address (www.ConEvents.com), in your advertisement (newspaper, magazine, radio or television ads)

Reward: Five priority points.

Include ConGames, including show location, dates, and web address (www.ConEvents.com), in a company mailing or promotion. i.e. mailing to database of players minimum of 250 names, sweepstakes or enter to win promotion, etc.

Reward: Five priority points.

Place the ConGames logo on your company's web page and link to the ConEvents web address (www.ConEvents.com) for a minimum of two months prior to ConGames.

Reward: Three priority points.

Distribute ConGames materials at conventions. (Please complete the Convention Material Distribution Partnership section on your Exhibitor Application form so we can get these mailed out to you.)

Reward: Two priority points up to 250 flyers distributed.
Four priority points from 251 to 500 flyers distributed.
Six priority points for 501 or more flyers distributed.

Include ConGames in an email blast to your database, including show location, dates, and web address (www.ConEvents.com)

Reward: Two priority points.

Rules and Guidelines

- To receive Convention Marketing Partnerships Rewards, you must nominate yourself via the Convention Marketing Partnership Rewards form on the Exhibitor Application form.
- ConEvents LLC Event Management is the final judge in all cases and determines the definitions of the terms below.
- The Convention Marketing Partnerships Rewards form must be accompanied by material confirming your marketing efforts (for example, a copy of the ad, Web page address, and so on.)
- Prizes are limited to one per exhibitor. ConEvents LLC Event Management team will determine these awards.
- If a company shares a booth, only the paying company receives the priority point portion of the Marketing Partnership Rewards.
- All nominations must be received prior to the start of ConGames.
- Only companies exhibiting at ConGames will be considered for Convention Marketing Partnerships Rewards.



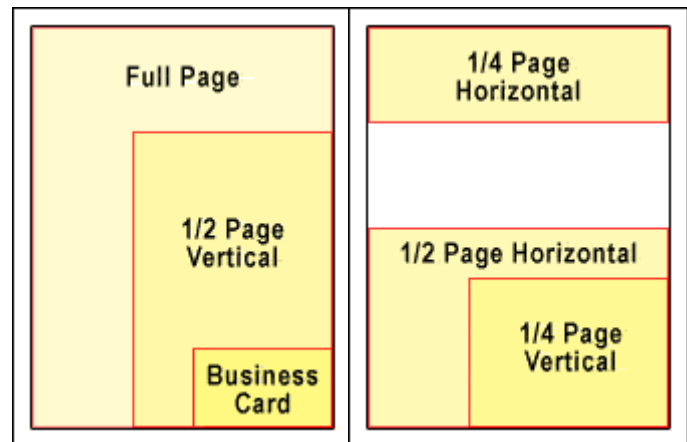
Advertising

Program Book

Advertising in the Program Book is one of the best ways to increase traffic to your booth and highlight your products at the convention and after as many attendees will take the program book home. We will sell only a limited number of ads so reserve your space early! The Rear and Inside Covers are in **COLOR**.

Ad Rates and Dimensions

Ad Size	Width	Height	Price
Cover (Back) (COLOR)	7.5"	10"	\$250.00
Inside Covers (COLOR)	7.3"	10"	\$200.00
Inside Full Page	7.3"	10"	\$125.00
Half Page Horizontal	7.25"	4.875"	\$75.00
Half Page Vertical	4.75"	7.375"	\$75.00
Quarter Page Horizontal	7.25"	2.375"	\$45.00
Quarter Page Vertical	4.75"	3.75"	\$45.00
Business Card	3.5"	2"	\$20.00



Digital Ad Creation Information

Advertising reservations and payment must be received on or before Friday, June 30, 2006. Final advertising files must be received on or before Thursday, July 13, 2006. If you have questions regarding ad specifications, please contact ConEvents at 480.236.4314 or Exhibitor@ConEvents.Com for more details.

- Ad materials must be received by the ad materials dead-line of Thursday, July 13, 2006 - refunds will not be made.
- Ad materials must be formatted to fit within the above dimensions.
- Acceptable Formats: PDF (optimized high-resolution only), TIFF (300 dpi CMYK or grayscale), Flattened Illustrator or Photoshop file.
- A Bleed of 0.125" should be left around the edges of all images to insure they maintain read-ability when placed inline with program book text elements. The Bleed is inside the Ad Sizes specified above. This means any graphics or text elements important to your ad should be placed 1/8" inch inside the defined ad space.
- Please proof your ad for correct size, contact information, and spelling.
- Digital submission is required for ALL ads. (All fonts and photos must be embedded. Photos should be at least 300 DPI.)
- ConEvents LLC reserves the right to mark "advertisement" on copy that readers might confuse with editorial content and to refuse offensive copy. ConEvents LLC assumes no liability for errors in text, or contact information contained in your submission.
- Advertisers and their respective agencies are held liable for all content of printed advertisements, and for any claims arising there from made against ConEvents LLC.

Additional Charges

Digital material submitted which does not meet specifications or is otherwise improperly prepared and requires additional work (typesetting, design, composition, artwork, halftones or color separations) on the part of ConEvents staff will incur a minimum charge of \$30. If changes are extensive, additional charges at the rate of \$25 per hour will be incurred.



Events

Hosting gaming events is one of the best ways to introduce new and old products to the gaming community, allowing hands-on involvement and a chance for manufacturers to get valuable feedback from consumers. In addition, there are opportunities to run tournaments and specialty events that will be remembered long after the show is over.

At other ConEvents sponsored gaming events, attendees had the opportunity to participate in over 300 different gaming events run by a wide array of companies, clubs and individuals. Nearly half of our attendees surveyed participated in five or more events, creating a phenomenal marketing opportunity. ConGames grants the opportunity to interact first-hand with the end consumer, while attracting a loyal and profitable customer base.

Manufacturers may submit events prior to the show at no cost and have them displayed in the onsite event schedule as well as online schedules at www.ConEvents.com. Events of all types can be hosted, including roleplaying, miniature, card games, and many more. Game demos are encouraged but must be free and conducted in your booth in the Exhibit Hall. They will not be publicized. The only events that can be submitted and publicized by ConEvents LLC are scheduled events that are held outside the Exhibit Hall. If you would like to submit a brief written description of your event, it may be included in the "Event Highlights and Tournaments" section of the onsite program book. This is provided as an informational highlight and should not be construed as an advertisement or endorsement. The deadline to submit event highlights is Thursday, July 13, 2006. This inclusion is at the discretion of ConEvents LLC.

Submission of events can be done online at www.ConEvents.com. The event submission deadline for online and the onsite program book is Thursday, June 15, 2006. For more information, contact Gaming@ConEvents.Com.

Event Coordinator Policies and Procedures

These standards have been established to ensure the quality of the events at Phoenix ConGames 2006. They protect the rights of players who have undergone expense of travel, lodging, and registration to participate in Phoenix ConGames 2006.

When creating and running your event, we hope you will entertain and challenge your players. Frustration of players due to unfairness must be guarded against. Be flexible and willing to experience new styles of play. Bear in mind that this is a public event. Please use common sense and good taste as so not to offend anyone.

1. I will begin and end the event I volunteered to run at the times assigned.
2. I will check in with Game Central and return all required paperwork for my event.
3. Only persons with valid badges will play in my event.
4. Players that have pre-registered for an event will be admitted first. If there is still room at the official start time to my event others may be admitted.
5. I will not collect payment of any kind from any players.
6. I will permit others to observe my event quietly and will be polite in responding to any questions they may have.
7. I will be courteous, patient and polite to all players. I will not use language that may be considered foul, provocative, insulting or otherwise in bad taste.
8. I will direct any complaints to the Phoenix ConGames staff.
9. At the end of the session I will thank the players for their participation.
10. I will leave the area neat and tidy for the arrangement of the next event.
11. Should some unavoidable circumstance arise that prevents me from performing my agreed event, I will immediately contact the con staff.
12. I am an independent contractor, providing temporary voluntary services to ConEvents LLC and Phoenix ConGames. I am in no way an employee of ConEvents LLC.



Additional Information

Hotel: The Hilton Phoenix East

Though this will be our first year at the Hilton Phoenix East, ConEvents is looking forward to the beautiful site and excellent central location to host Phoenix ConGames.

We have obtained special \$59 room rates for our convention at the Hilton Phoenix East Hotel, centrally located in the heart of Phoenix's East Valley and Arizona's fastest growing city. The Hilton Phoenix East Hotel is a dramatic, atrium-style hotel with resort flair located just 12 miles from Phoenix Sky Harbor Airport and minutes away from Phoenix, Scottsdale, Chandler, Tempe and Gilbert. Fiesta Mall is right across the street.

Room rates at the Hilton start at \$59.00 for a single and double occupancy. There may be an additional charge for triple and quad occupancy. When calling the hotels, please mention that you are with the "ConGames" group, to obtain the negotiated rates. For more information on the amenities of the Hotel please go to www.hiltonphoenixeast.com.

You will be able to reserve your housing directly through the Hiltons reservation system by phoning 1-480-833-5555 or 714-750-8000. Please inform the reservationists that you are participating in the Phoenix ConGames convention (the Group/Room Block Code is: "CON") to receive the appropriate discount. Reservations will be taken on a first-come first-serve basis so remember to book early.

The Hilton is located at:
1011 West Holmes Avenue,
Mesa, Arizona 85210-4923.

\$59.00 Standard Room Rates for the Convention Weekend. Be sure to mention that you part of ConGames.

The Hilton Phoenix East Hotel is centrally located in the heart of Phoenix's East Valley and Arizona's fastest growing city, just 12 miles from Phoenix Sky Harbor Airport and minutes away from Phoenix, Scottsdale, Chandler, Tempe and Gilbert. Fiesta Mall is right across the street and a 9-hole executive golf course is adjacent to the hotel.

Uncompromising attention to detail and comfort sets the hotel apart from many others. The hotel was remodeled in 2000 and rooms feature up-to-the-minute amenities such as high speed internet, dual line telephones with voice mail and data ports. Whether guests are visiting for business or leisure, they will want to relax in the Arizona sun. They can take a dip in the hotels newly renovated, heated pool and spa and order room service poolside. The hotels fitness center provides the latest and best exercise and body conditioning equipment including elliptical trainer.

In the valley of the sun, comfort and service come together. Take me to the Hilton!

Travel to Hotel

As part of the Phoenix-Mesa metropolis, Mesa is the third-largest city in Arizona and the nation's 40th-largest city. Taking advantage of Mesa's attractive lifestyle, more than 430,000 people call Mesa home. The City provides the advantages of a thriving metropolis while maintaining the feel of a suburban environment. Just 15 miles east of Phoenix, Mesa covers 128 square miles.

Flying

Sky Harbor International Airport (PHX) which is located 12 miles away with an approximated drive time of 15 minutes. The directions are: East Exit, Sky Harbor Blvd. to SR202 East to SR101 South to US 60 East to Alma School Road North to first



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light, East on West Holmes Avenue to Hotel. The approximate minimum charge could be expected to get to the Hotel from the Airport. Limousine estimated minimum charge \$45, the Super Shuttle anticipated charge \$13, and taxi for approximately \$27, rental cars will vary based on use.

Driving

The Hilton Phoenix East is located at 1011 West Holmes Avenue, Mesa, Arizona 85210-4923. It can be easily accessed from the I-60, 2 miles east of the 101 Freeway. The Hotel is right next door to Fiesta Mall.

Dining

The Hilton Phoenix East is surrounded with places to stop for a drink and a bite to eat. Red Lobster Restaurants and Chevys Fresh Mex Restaurant are within a few hundred feet of the Hotel.

Here are a few places to have a nice dinner within a half mile of the Hotel: Applebee's Neighborhood Grill & Bar, Black Angus Restaurant Stuart Anderson's, Eggington's, Islands Fine Burgers & Drinks Restaurant, Lone Star Steakhouse & Saloon, Mimi's Café, Monti's Mesa Grill Catering, Old Chicago Pasta & Pizza, Olive Garden Italian Restaurant, Pizza Bella, R-T O'sullivan's (Sports Bar), Souper Salad, Win's Asian Cuisine.

If you need something even faster the food court in the Fiesta Mall also contains a number of fast food options: A & W Hot Dogs & More, Benel Cajin Café, Chick-Fil-A of Fiesta Mall, Dairy Queen Treat Centers, Johnny Rockets, Karmelkorn Shoppe, Masamas Fry Bread'n More, Mediterranean Avenue, Mrs Fields Bakery Café, Pappoules-Mesa, and the Steak Escape.

Sales Tax Information for Mesa, Arizona

The retail tax rate in Mesa is currently: **7.800%**.

Your company must be registered as a vendor to sell product at ConGames. Since this event is taking place inside Mesa Arizona, be sure to have your city licensing in order. You can go to the City of Mesa Department of Tax & Licensing website at (<http://www.ci.mesa.az.us/salestax>) or you can call 480-644-2316 to request a form. A temporary 3 day sales license in only \$25.00, and is not needed if you have a regular license (which is only \$50.00). ConEvents LLC does not take responsibility for your city and state licensing.

Printing: FedEx Kinko's

As you prepare to exhibit at the Hilton Phoenix East, you can count on Kinko's for a full range of convention document solutions. There's a full-service Kinko's Business Center right next door in the parking lot of the hotel, behind the Red Lobster.

Address

Mesa AZ Alma School
1425 S Alma School Rd
Mesa, AZ 85210-2072

Contact Numbers

Phone: (480) 969-3326
Fax: (480) 461-8442
EMail: usa2301@fedexkinkos.com

Hours

M-Th 7:00 AM - 11:00 PM
Fri 7:00 AM - 11:00 PM
Sat 8:00 AM - 9:00 PM
Sun 8:00 AM - 9:00 PM

Services

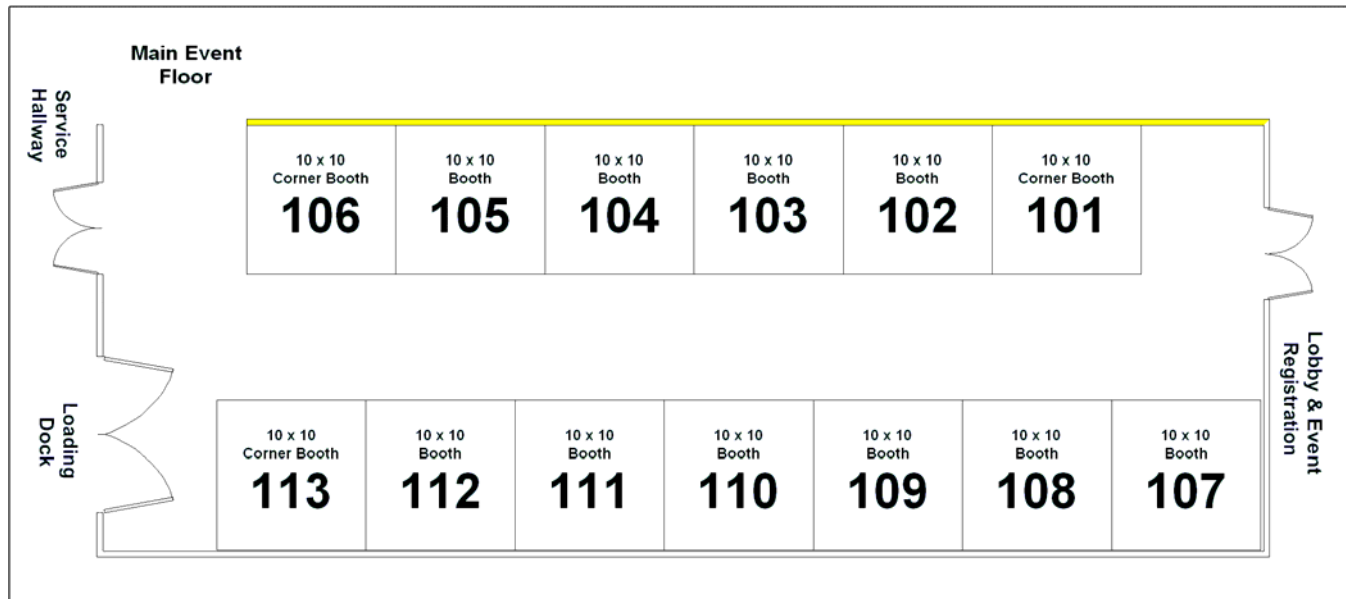
Signs & Banners, Sony PictureStation,
Wi-Fi Hotspot, Consolidated Returns,
FedEx Express, FedEx Ground



Exhibit Hall Map

Purposed Hall Layout

Layout subject to change, Write in a booth preference if you have one when filling in your Application.



The Main Event Hall will be accessible on the north-west end of the Exhibitor Hall, During hours that the Exhibitor Hall is open. This entrance will be shut down when the room closes for the night. The second point of entry leads out to the lobby which will be the location of the Event Registration area.

We hope this keeps our Exhibitors in the heart of the event and allows for great traffic flow when ever the Exhibit Hall is open.

- Booth 101, 106 & 113 are Corner Booths and will not contain a side wall unless specifically requested by the exhibitor.
- Booths are limited to 1 per exhibitor due to space limitations.
- Booth 101 & 107 are the near the main lobby entrance. (Initial Flow of traffic is expected from this entrance.)
- Booth 106 is near the event hall entrance. (Secondary Flow of Traffic is expected from this entrance.)
- Loading Dock doors are closed during the event.