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A Guide to Designing: The Ultimate WPI PAX East Booth

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A Guide to Designing:

The Ultimate WPI PAX East Booth

An Interactive Qualifying Project

Submitted to the Faculty of

WORCESTER POLYTECHNIC INSTITUTE

In partial fulfillment of the requirements for the

Degree of Bachelor of Science

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1 ABSTRACT

Our objective for this project was to plan, design, and execute an exhibitor's booth representing the WPI IMGD program at the Penny Arcade Expo East 2017. We researched experiences of the past two PAX project groups, extensively collaborated with WPI's Marketing department to design and create content for the booth, and selected student games to showcase. Our goals to brand WPI and WPI IMGD at the event was overall a success.

2 EXECUTIVE SUMMARY

The Penny Arcade Expo East is one of the largest gaming conventions on the East Coast. It is attended by people of all ages, primarily young adults. Gaming companies both large and small attend this event to exhibit their latest games and technology. Universities and colleges attend to exhibit their game development programs. Amongst this group is WPI, who for the past four years and counting have been promoting the IMGD program by showcasing student games. This year our IQP team collaborated with Marketing on building a professional booth that would strengthen WPI's brand and presence amongst attendees. It is the first time a PAX IQP group has extensively collaborated with Marketing and there was a lot of focus on how we wanted the booth to look and feel when going through a number of design iterations. The collaboration and resources we have received from Marketing has positively impacted the success of our booth, attracting more prospective students, getting more attention from potential employers and business partner, as well as strengthening relationships with attending alumni.

3 INTRODUCTION

Every year since 2013, WPI has hosted a booth at the Penny Arcade Expo East (PAX East). Like the groups that preceded us, the purpose of our project was to put together and host this booth. To understand the purpose behind the booth, you first must understand what PAX East is. PAX East is a gaming convention held every year in Boston, MA. At this convention there are a staggering number of games, game companies, schools, and people interested in looking at any and all of these things. As such, this is an excellent location to display WPI's Interactive Media and Game Development (IMGD) program. The school's booth is manned by its own students and faculty and features games made by the students for various school projects or just for their own betterment. In addition, it contains several pieces of information about the school should anyone be interested in learning more.

As with the previous years' booths, our booth was created with certain goals in mind:

1 **Raise awareness of WPI's IMGD program** - Given the large amount of people at the event, having a booth present will advertise the program and the school to anyone who stops or passes by. As one of the top 20 schools for game development, it would not reflect well on the school if we didn't have a presence at events like this. Seeing our school there gives off the impression that we are professional and have a good program. Upon coming to get a more casual look at an institution like this, and being impressed with what they find here, they will leave the booth with a positive feeling towards our school and major.

2 **Attract students to WPI's IMGD program** - A large number of high school students are always present at PAX, often with parents eager to find them a good college to get

into. The combination of that with the interests that brought them to the event in the first

place means they are likely to consider applying to WPI for the program.

3 **Attract potential employers and create networking opportunities** - Most of the booths

at PAX are run by game developers and likewise, potential future employers. Having

their games on display at our booth allows students to demonstrate their skills to these

other developers and allows them the opportunity to start forming networks with them.

These networks will help these students pursue a career in the industry once they

graduate.

This year, however, we also discovered another important effect that should be thought of as

an objective going forward:

4 **Establishing and maintaining relationships with WPI alumni** - We found that there is

a large amount of school alumni of both that are at PAX. There was a mix of IMGD and

non-IMGD, of varying graduation years. Some who stopped by graduated even before

IMGD became a program. They would frequently come by the booth to see old

professors, see the new generation of students, or just hang out for a while. Others were

just happy to see their alma mater at a gaming convention. This turned out to be great for

both the students manning the booth since they got to meet these alumni and share school

stories, and the alumni, as they were able to continue their relationship with the school.

While this goal is notably harder to quantify than the other three in terms of success, it is still

an important part of what the booth does and shouldn't go unseen.

To these ends, our team was tasked with constructing a booth that reflected how we

wanted the school and the major we all shared to be seen and populate it with games, students,

and faculty that would impress anyone who came to visit. An important task as it was, we used several resources to get it as right as possible. These included the papers written by groups from previous years, our faculty advisors and their knowledge of how what went right or wrong previous years, the WPI Marketing Department and their expertise with regards to putting the school on display, as well as various outside organizations in order to acquire handouts and promotional material for the booth. We also spent much of our own time testing out different layouts for the 10x20 foot booth to see what looked and felt the best.

In this paper, you will find our success, our failures, and the process we took in creating our booth along with our experiences running the booth during the event. You will also find our critiques of what we did and what we think, if done differently, could have led to a better booth. Additionally, background information about the school, the IMGD program, and PAX East will be provided which we thought were important to the understanding of our project.

4 LITERATURE REVIEW

4.1 THE 2015 PAX IQP GROUP

The first paper we reviewed was the 2015 PAX IQP group's paper. This group conducted interviews as part of their preparation that was written about. The interview with Cian Rice, one of the organizers for the first WPI PAX booth, provided useful information such as ordering a larger power box to support all of the computers needed for the games, ensuring the booth is attractive, and making sure buttons given out can be reused in the future if they aren't all taken at PAX. The interview with Kelly Wallick, an organizer of the Indie Megabooth, gave useful insights on good design techniques for the booth, including suggestions about what games to include and proper utilization of floor space. Most importantly, Kelly talked about what amount of content would be good for which booth sizes, saying that if the booth is too big without enough content it would feel empty, but if it had too much content it wouldn't seem inviting to attendees. This was important for us to consider given that we were going to be having a smaller booth than this year's team. Looking back, it would have been beneficial to conduct some interviews of our own with members of previous years' PAX IQP groups. It could have provided us with some very valuable information from students who went through the experience of our IQP.

In addition to the interviews, the 2015 group's paper gave several useful tips at the end for future years, several of which we took and used to improve our own booth. These pieces of advice included bringing a vacuum to help with cleanup, not having red and white shirts so as not to be confused with PAX enforcers, ordering significantly more buttons than we thought we would need, and avoiding tabletop games if we don't have a way to make them approachable.

This last piece of advice was important when we were trying to figure out our booth layout since space would have to be sacrificed for any kind of tabletop game. Seeing that it wasn't a huge success with the 2015 group's booth made the decision to not include any much easier.

4.2 THE 2016 PAX IQP GROUP

One of the immediate takeaways from this paper was noting that a smaller booth could still be successful. Due to their success, we were easily able to make the decision to avoid the larger booth of the 2015 group and save some of our budget. Their booth layout was an inspiration for several early designs for our own booth, most of which involved positioning the tables into a 'U' shape. While the final layout didn't end up using that shape, it did evolve from it and kept the info table at the center with games offset to either side.

We also made use of the 2016 group's Twitter giveaway idea. Much like they did, throughout the event, we sent hourly tweets from the WPI_IMGD Twitter account, however, ours took the form of trivia questions with free giveaways as a reward for the person that came by the booth with the right answer. Some of our team's members had thorough knowledge of the social media outlet and as such, were able to avoid some of the mistakes mentioned in the 2016 group's paper.

Finally, like the previous year's group, this group had several useful tips for future booth teams that we were able to take. For starters, as suggested, we brought information with us about WPI's summer opportunities to hand out to interested parties. Next, we made sure games were labeled through title screens and cardboard standups. Business cards were also on display that contained information about each of the teams connected to the games. We attempted to use our mobile game with people who were waiting in line like suggested, however it usually didn't tend to work out. Usually it failed to be advertised that the game could be played on mobile and the

phone provided by the team for play was often thought to be left behind by previous booth visitors. Finally, we made sure to have the school name and IMGD directly on the front of the shirt with our newly created logo so that everyone who saw it would know immediately what school we represented.

5   BACKGROUND

5.1   ABOUT WPI

Established in 1865 by Ichabod Washburn, Worcester Polytechnic Institute (WPI) provides its students with an education that is firmly grounded in the balance of Theory and Practice. Its flexible, project-based curriculum is taught throughout 14 different academic departments, housing over 50 undergraduate and graduate programs. WPI has over 40 project centers throughout 6 different continents, offering many multi-cultural research opportunities for its students.

5.2   ABOUT IMGD

The Interactive Media and Game Development (IMGD) Major is a course of study through which WPI students can learn the ins and outs of creating interactive experiences. Previously, students had to decide whether to pursue a Bachelor of Science in the technical aspects of interactive design or the artistic aspects. However, starting this coming fall, students will be able to choose between a Bachelor of Science, covering the technical aspects, or a newly implemented Bachelor of Arts, which covers various concentrations such as Digital Art, Design, Audio, and Technical Art.

5.3   ABOUT PAX AND PAX EAST

The Penny Arcade Expo (PAX) began in 2004 when the creators of the Penny Arcade web comic decided to hold a convention about all things related to video games. The original convention was located in Bellevue, Washington and had about 4,500 attendants. The show has

continued to grow exponentially and spread both nationally and internationally, with such events as PAX North, PAX South, and PAX Australia.

PAX East first occurred in Boston, Massachusetts in 2010 at the Hynes Convention Center. It was attended by 52,290 people that year and due to the size of the audience, they had to move it to the Boston Convention and Exhibition Center the following year. (Sliwinski) Ever since then, PAX East has gotten more and more attendees each and every year. In 2011, figures went up by 17,000 attendees. (Jenkins) After the PAX events of 2009, an analysis was run by Mike Krahulik that concluded that, based on the previous information gathered from PAX attendees, if an event were to be held on the east coast, it would likely far exceed the number of attendees of any previous PAX event. This is proven to be true even today, as the Boston and Seattle events are among the largest gaming conventions in the United States.("PAX East - Boston, MA March 10-12, 2017")

Figure 3.1: Overhead image taken at PAX East 2017

6 PREPARING FOR THE EVENT

6.1 DIFFERENCES BETWEEN THIS YEAR AND PREVIOUS YEARS

A number of things were different this year from previous years that had a sizeable impact on what we were able to accomplish. The most notable one was that the Marketing department had a large part in our design process and invested a lot of their own money into getting things for our booth. Marketing was able to create a layout for our booth's backdrop using images we sent to them and paid for its creation. This backdrop will now be available for all future years' PAX IQP teams to use as it was made with reuse in mind. They also covered costs of its transport as well as screen rentals for the event, itself.

Another major difference of this year from the previous PAX IQPs was that we, with the help of Marketing, determined we did not need to purchase a $2,250 full page advertisement for the PAX East program because it was decided that it didn't provide enough attention to the school to make up for the cost. The result of this, along with the costs that Marketing covered, was that we had a lot of extra money in our budget despite being initially given the same amount of money as 2016's PAX East group.

The extra money in our budget allowed us to pursue some extra means of making our booth stand out, which initially included some ideas we weren't able to achieve due to time constraints such as a middle-high school outreach program. Eventually we decided on using some of these extra funds on cardboard VRs for a unique giveaway at the booth as well as aiding our volunteers by covering the (notably pricey) cost of parking at the event. Extra T-shirts were also purchased for an additional giveaway as people are always looking to walk away from

events like PAX with free clothes and a limited edition WPI t-shirt would be great for anyone who plans to or already does attend the school.

In addition to financial differences, the composition of our IQP team was different this year as well. The 2016 group was composed entirely of students of a non-IMGD major with at least one of their members working for the school's Admissions department. The result was a group that wanted to focus on selling the school and promoting people to join which fell in line with Marketing's overall goals for the booth and its presence at the event. Our group, however, was composed entirely of students that were part of the IMGD major and, as a result, steered our booth towards promoting the major and showing off what students of it could produce which resulted in Marketing often trying to steer us towards selling WPI instead. Maintaining this balance of goals was part of the reason we were able to allow Marketing more input in our IQP this year. While both outcomes are perfectly acceptable and admirable, they each had a different feel to the booths visitors in terms of priority.

The final major difference between our booth and those of previous years is our choice in games. It was pretty straightforward for the most part, including one grad-student project and two MQPs, however our fourth game was quite a deviation from the norm. The final game in our booth was one made during a Game Jam, which is an event in which students work to make a game over the course of a weekend along the lines of a theme told to them at the start of the event. While primarily chosen because it fell within the guidelines we used to pick games to display, it also had the great effect of demonstrating the concept of a Game Jam to people who visited the booth and showing the type of activities that students of our major undertook in their free time at the school.

6.2 INTERACTIONS OUTSIDE OF THE IQP TEAM

6.2.1 Marketing

Throughout the entire booth designing process, a representative from our team, Erik Cerini, kept in close contact with Jillian Ferguson and Dianne Vanacore of WPI's marketing team. Their main role on the project was to assist the team by way of ideas, finance, and design experience so that we could make our vision for the PAX East booth come to life.

Marketing came up with many ideas to help us elevate our booth and push the ideas of WPI and IMGD onto potential students at the convention. The first of these ideas was the WPI PAX East website, which can be found at http://wpi.edu/+paxeast, which was supposed to act as a landing page for WPI at PAX East. It held information about the IMGD program as well as blurbs about some of our alumni and their recent successes. The website sadly did not get pushed as much as it could have, and many people that stopped by our booth did not even know that it existed. None of the literature, the banner, or the giveaway items had the URL. The issue was that we did not weave the website within the design processes, and as such the team forgot to consider the website as a core component. As a result it also lacked the potential to show content on what our booth was going to have and what to expect from WPI at PAX East. If the webpage continues to exist in future years, we recommend future teams to think about how the components you are planning could be shown on the website, and how they could be actively promoted through social media throughout the months leading up to PAX East.

Another great idea that Marketing brought to our attention was the use of trading cards as collateral. The cards' layout was designed by Kelly Zhang and featured images collected by the team to promote certain professors and programs that WPI offers IMGD students, such as the Japan MQP and our Grad Program. Unfortunately, since we spent a lot of time waiting for

external parties to send us high quality images to use on the cards, we wound up not being able

to send them over to Marketing until about two weeks before PAX. As a result, we were unable

to use the cards. Our timeline for this process is further detailed in Section 4.3.5.6.

Figure 4.1: The front and back of the card detailing the Japan Project Center.

Front-side Art by Sienna McDowell.

See Appendix C for more Trading Card Designs.

The marketing team also provided a hefty amount of support financially. The major

monetary investments that our team was facing at the beginning of the project were:

- The ad that we typically buy in the PAX East program.

- The backdrop for our booth.

- Table and screen rentals.

After working with us to determine that we did not need to purchase the Ad, Marketing offered to pick up the costs for the backdrop and the rentals, dramatically increasing the amount of money we had to make the booth a success. In addition to this, Marketing also covered the costs of shipping the booth's backdrop to and from the event.

Marketing's final piece of assistance was with regards to the design of the booth and the backdrop. Since their team has had a lot of experience with trade shows, they were a great help in helping us pick a booth design that accentuated an open and welcoming environment, while still including most of the major elements that we wanted to include. They also provided a steady dialogue with us regarding the design and construction of the backdrop.
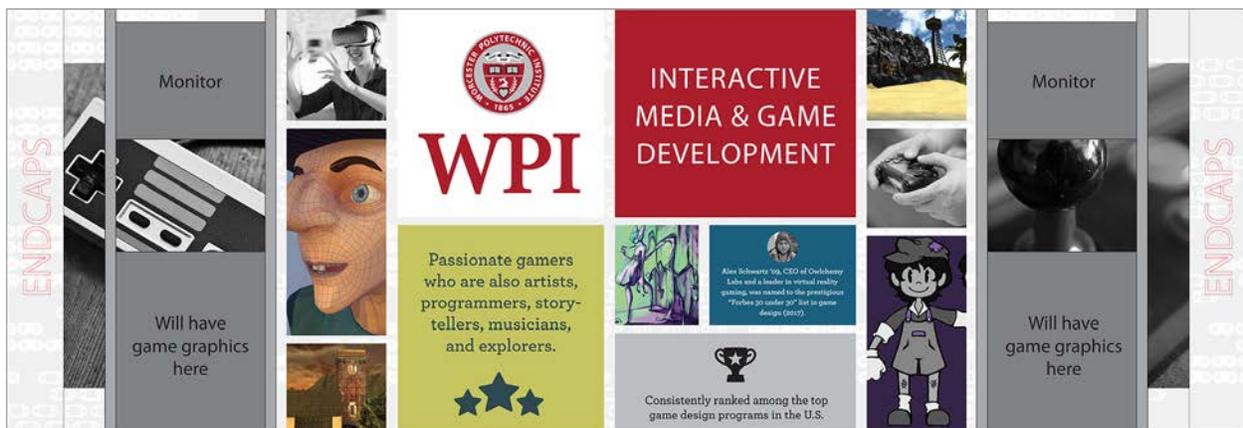
Figure 4.2: The first draft of the backdrop design

We had a couple of issues with regards to their first draft of the backdrop, mostly with regards to the layout of the panels. We were afraid that with the placement of the text blocks, it may become difficult for convention-goers to see any of the information on the backdrop. We were also displeased with a couple of the images that they had chosen to display, specifically the image from "The Piper" in the middle of the leftmost column. Marketing took this feedback and used it to produce the final backdrop design.

Figure 4.3: The backdrop final design

The final backdrop design was significantly better than the first draft, mainly since all of the text was brought up higher, making it much more legible. There were still a couple of aspects we were not entirely happy with, however, given the tight deadline required for us to get the backdrop by the time of the convention, we had to accept the changes and send it off to the manufacturing company.

6.2.2   Admissions

When training our volunteers, we found ourselves unsure as to what exactly we needed to do in order to prepare them to talk about the school. Through reading papers from previous years, we learned that the WPI Admissions department played some role in helping the other groups prepare their volunteers. With this in mind, we contacted Admissions asking for advice in the matter. They were very compliant and informed us that there were a set of prospective student talks coming up and that we should attend them to get a sense of how WPI represents

itself to the public. We found these very helpful for us at the very least and the volunteers that attended them seemed more prepared to talk about the school. You can find the schedule for these talks here: https://wpi.edu.185r.net/Event/page2.php?e=3.

The other thing that Admissions helped a lot with was supplying collateral for the booth. They were able to provide us with a large selection of pamphlets regarding Undergraduate Admissions and Summer Programs. These pamphlets essentially flew off the table and we actually ran out of some of them at one point. For future years, we recommend talking to Admissions and Marketing several weeks before the event in order to determine how much collateral you will be getting for the booth. The most important thing to make sure that you have enough of are the Interest Forms, or "Leads," which prospective students can fill out to get on mailing lists and show their interest in WPI. We ran out of these by the end of Saturday and Kelly had to scan and print out several more, which were gone by Sunday afternoon.

6.2.3   Past Volunteers

Our team also attempted to engage with volunteers from the previous year on their thoughts and opinions of the volunteer process in the form of a survey. Out of the nine volunteers this survey was sent out to, one responded. Despite the low sample count, the written feedback provided was very useful and was taken into consideration by the team during pre-production. Their suggestion was for the PAX team to purchase headphones for games instead of the volunteers providing it themselves. Due to a lot of attendees wearing and misusing the headphones, it resulted in the expensive pair to break. As a result, we decided to add into our budget a couple of cheap yet comfortable headphones for teams to use when they are showcasing their games.

6.2.4 Alumni

Our goal with reaching out to IMGD alumni was twofold: to showcase their success after graduating from WPI to prospective students as well as strengthening relations between alumni, WPI, and the IMGD program. Our advisor formulated a list of alumni who are currently working in the games industry and initiated contact with them over social media to see if they would be willing to talk to us. After receiving confirmation, we then emailed them asking if we could feature them on the WPI PAX website. Following that, we asked what they currently do, how WPI helped them get there, and a portrait photo of them. The three alumni we contacted were Mary Yovina, Elliot Borenstein, Elliot Brodzki. Out of these three, only Mary responded and provided us with information about herself. This information was then given to Marketing to put up on the WPI PAX website.

Around February, through personal networks, we went around asking acquainted alumni if anyone will be exhibiting at PAX East, or will be there as a panelist. Several responded and we utilized this information for social media and publicity during PAX as shown in the Daily Herd article about PAX East. (Racicot) Alumni Francesca Carletto-Leon and Ichiro Lambe were on a panel on game pitches alongside with MassDiGI, a Massachusetts games incubator, and other Massachusetts-based studios. Francesca was also on another panel on *Life After Graduation* with another alumnus Ken Gagne. Another alumnus Cian Rice was part of an evening panel on performing improvisational game pitches. In addition to panel events, some of the alumni above were also on the show floor exhibiting their games such as Contigo Games (3 IMGD Alumni) and Fire Hose Games (1 IMGD Alumni). Ultimately, this strengthened WPI's presence at PAX through also showcasing the alumni there.

6.3 DESIGN

6.3.1 Booth Design

Before starting the design process, we had to know our constraints. In 2015, the WPI booth was a 30 feet by 10 feet space at the cost of $4,800. In 2016, the space was 20 feet by 10 feet at $3,400 due to a sizeable budget cut of $2,000 that year. Given our own budget concerns and the success of the previous year's booth despite the reduced size, we too decided to go with a 20 feet by 10 feet booth.

Another constraint was what equipment and furniture we could afford to rent out, since we had a limited budget. Previous years were also responsible for bringing rental equipment to the venue, so we had to consider car & truck space also.

Following that, we spent time looking into different kinds of PAX East booths, including but not limited to previous iterations of the WPI booth. This allowed us to gauge how we wanted the booth to look and feel for attendees walking by. We were able to decide on what our design goal was, and we also could determine what was considered a high profile and professional booth compared to other academic institutions showcasing at PAX. Traits that we found favorable in a PAX booth were the following:

- Visible from far away
- Welcoming
- Open
- Uniform

Each member of the team was then tasked to design a booth based on these constraints which resulted several layouts that we could combine and improve on (*see Appendix A for designs*). The "U-style" layout often appeared due to how it leaves an open space for attendees to easily enter.

During the middle of the design process, Marketing joined us and were willing to financially assist us in renting and delivering equipment for the booth, which positively affected what we were able to add to our booth. They also offered to purchase a graphic backdrop with monitor stands that could be reused for future years. With this added to our list of constraints, the team went back a second time to redesign the booth layout. To make sure the layouts were realistic, we went to Riley Commons and taped down a 20 feet by 10 feet area.

Figure 4.4 Taped down layout in Riley Commons with a 6ft table and chair.

There were a couple of caveats to this layout. First, the chair at the VR table is likely to not be pushed into the table when in use, minimizing the space of the player at the left-hand monitor display. We also obtained the dimensions of the backdrop Marketing was purchasing. We learned that the monitor stands from the backdrop could not be adjustable, and that they were flush to the far ends of the booth. We also learned that the depth of the backdrop was two feet instead of one feet. Given these new dimensions, our constraints have changed again and we had to rearrange the layout once more.

The final two designs we came up with were the following:
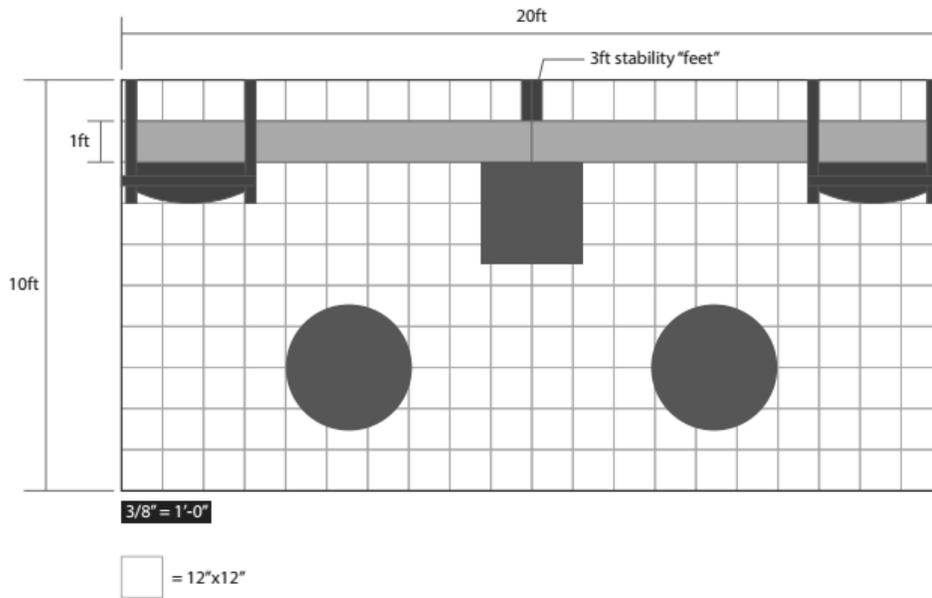
Figure 4.5: Final Design A: Backdrop with two 3 feet cocktail tables, and one 2.5 feet table.
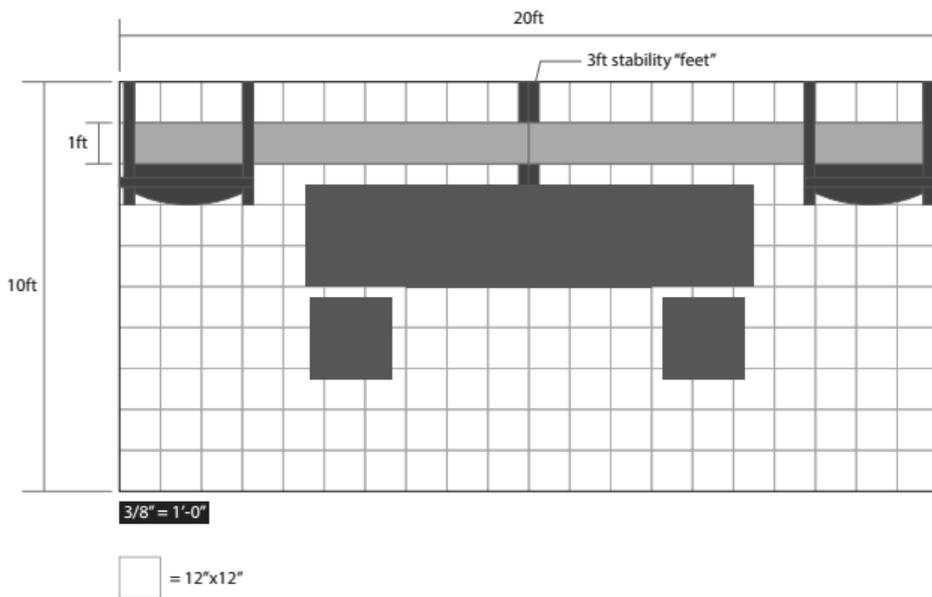
Figure 4.6: Final Design B: Backdrop with two 2.5 feet tables, one 6 feet table, and two chairs.

We then went back to Riley Commons with the new layouts as shown:

Figure 4.7: Final Design A: Trash cans were used to simulate tables

Figure 4.8: Final Design B: Erik and Matt posed to show how much room would be taken up by

players

It was useful for team members to get a physical sense of the amount of space we had to work with. It's recommended to act out what attendees would be doing at the booth to get an idea on how they would feel in the booth. Things we found apparent when doing this exercise was how much space the backdrop actually took, and the distance players needed between their eyes and the monitors. When running this exercise, if you are uncomfortable when seated or standing at a game, then it will not be comfortable to PAX attendees. We spent around three to four hours total setting up dimensions, running the exercises, and evaluating the look and feel. Each booth layout took about forty-five minutes to an hour. These three to four hours however were split over two days with several weeks in between, making the booth design process longer than we were anticipating. The hardest part was to find an available time in which Riley Commons was not booked. B Term is a popular term for Greek Organizations on campus to be booking this space for events so make sure to check 25Live early and often. Alternative locations include Alden Hall or the Odeum, but like Riley Commons, they are also difficult to book. We recommend utilizing open spaces with nearby event furniture such as foldup tables and chairs on campus.

Setting up a physical space was very useful, but it was difficult to visualize the outcome with lack of equipment. Professor Sutter recommended making a digital mockup. Using Final Design A, Kelly mocked up a digital 3D view using Blender to create basic 3D models, and Unity as our game engine to run the mockup simulation. Adding human characters and setting them to scale with the environment also allowed us to see how much space our layout allowed for attendees to move around and how well the booth looked when walking up to it. Overall, this took about a day to put together. It was useful for us to see how the booth will approximately turn out. It was also very useful for Marketing to visualize how well the backdrop design worked

alongside the furniture and equipment. We found that in the first draft of the backdrop design, the text panels on the lower half of the design were obscured by the tables. This was not apparent looking at the design itself but less so when put together with the 3D view.

Figure 4.9: Final Design A mockup created in Unity and exported onto a website. Human models used here are from the Unity Asset Store.

Figure 4.10: Final layout of the booth at PAX

In the image above, the final layout of the booth seems much smaller than what was shown in the virtual mockup. In the virtual mockup, we had anticipated our tables to be one 6 feet by 2.5 feet, and two 3 feet by 3 feet. What we ended up getting from the booth rental services at PAX were two 4 feet by 2.5 feet and one 6 feet by 2.5 feet. Due to the change, we had to pull out the 6-foot table to be able to fit in the 4 feet tables while still having space for the standing game stations. This resulted in an outwards "U" shape with the tables, reducing the amount of space attendees had to walk around in the booth. Despite this, some attendees ended up approaching the 6-foot table as the initial point of contact if there weren't any volunteers greeting from the outer ends of the booth. It helped that the WPI themed tablecloth distinguished it as the place to receive information. From there, volunteers were able to pitch WPI and the displayed games. We recommend having a shorter-length table that could serve a similar purpose as the 6-foot table did this year.

6.3.2 Giveaway Items

Free stuff is usually a staple at conventions and conferences. They are a way to indirectly promote your brand or product. In our case, it's WPI and IMGD. In previous years, the two items that have been given away were t-shirts and buttons and they have been proven rather successful giveaway items. As such, they were added to this year's giveaway items. We also wanted to add another item in, just to change things up. Looking at what other exhibitors have been giving away previously, other popular items have been bags, food, and pens. Some have also had custom designed cardboard VR headsets. We decided to take the risk on the cardboard VR, as they tie closely with one of the many things you can learn about as an IMGD student at WPI.

After deciding upon t-shirts, buttons, and cardboard VRs as our giveaway items, we went forward in looking at potential vendors. When searching for vendors, we looked for the following in their services: price, time, and quality. Some vendors required us to send an email in for a quote. As we were getting the prices, a comparison chart was being populated. (See Appendix M) There will be a budget analysis on the giveaway items under the section Changes to the Budget.

6.3.3 Theme and Logo

IQP Teams in previous years had "Art + Tech = Games" as the IMGD motto, emphasizing the program's tech and art tracks. While this motto was well received, some members of the team felt that there is so much more to IMGD than just art and tech. We wanted a motto that incorporated parts of the program that weren't highlighted, such as writing, design, and audio. We initially drew inspiration from a t-shirt design from the 2016 Boston Festival of Indie Games Talks. On the shirt, there were images that highlighted all aspects of gaming from tabletop to digital. We also wanted the theme to sell the new Bachelors of Science/Bachelors of

Art program IMGD was undergoing. Since the change was not finalized at the time of discussing the theme, we decided against it for this year. Eventually, we ended up back with "Art + Tech = Games" knowing that it worked in past years. In future iterations, we definitely recommend teams to look back on this motto, now that the IMGD curriculum has changed.

In parallel with deciding the motto, we were also brainstorming ideas on what this year's logo should look like. Much like the booth design process, we figured out what our constraints were and what traits we wanted our logo to have. We wanted something that could fit both on a t-shirt and a button. We also needed our colors to use our school colors, but design it in a way that it wouldn't conflict with the PAX colors. (Porell, Taylor)

Previous years had a controller with some combination of art and tech meshed into the design. While these were good designs, we wanted to try something new. The previous designs were general to game development. If other academic institutions used these designs they would have worked just as well using their school colors. We wanted to have something that would be unique to WPI and WPI IMGD. By adding the school mascot, Gompei, into our constraints, we could then narrow our design to be specific and unique to WPI.

It was also around this time where the team was considering outsourcing art from IMGD students and alumni. Dillon DeSimone, an IMGD alumnus who graduated 2016, offered to help us in designing a logo. Given the constraints, Dillon provided us with his initial design:
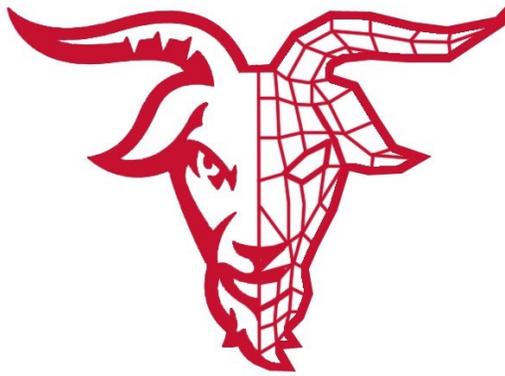
Figure 4.11: Logo used for the WPI Athletics. Half original, half wireframe.

When showing this design to our advisers and Marketing, the responses were overall negative. The wireframe part of the goat looked like Spiderman to some, and others thought it was too intimidating. Given the feedback, we drafted another sketch:
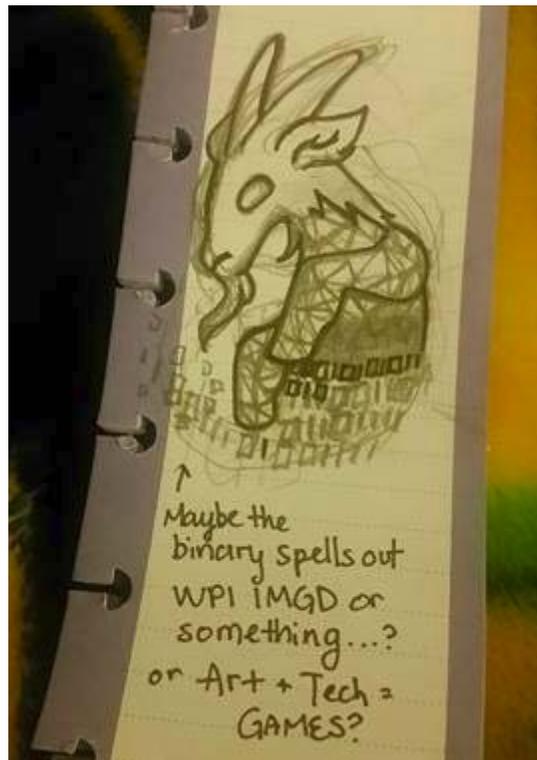
Figure 4.12: A revised sketch of the T-shirt design after the initial proposal.

It was also around this time where we realized that Dillon had other freelance work in his schedule, making it difficult for him to put time into our project for us for free. Additionally, despite our many efforts in asking students for art to showcase, there was a lack of responses. We concluded that they were too busy with classes and work to be able to provide us with free labor. This is something to be very wary of when asking for materials from artists, even at the student level. (Estrada)

As a result, using the extra money we had in our budget, we set aside $50 to pay our artist for the logo he was making for us. Doing this shows the artist your appreciation for their work and in turn they will respect your deadlines more so than if they were not getting paid.

During the middle of the process, Marketing offered us a free t-shirt design. The offer was highly appreciated but declined because we had already commissioned a design from Dillon, meaning that the past several weeks would have been wasted had we accepted Marketing's offer. This additional time added to the design process was not something we could afford.

Figure 4.13: Final Logo Design

Overall, the logo design process took two months to complete. Originally, we had anticipated that the process would last at most a month. We started Early-December and the design was finalized Early-February. We were pushing for approval so that we could place the order for giveaway items and have them arrive the week before PAX. Due to outsourcing the art, most of the time was spent on making multiple passes through the IQP team, advisers, Marketing, then back to the artist. Despite that however, the quality of the logo ended up very polished and well received. During PAX, alumni were excited to see a remixed design of Gompei. By early Sunday afternoon, we had completely given away all of our buttons. In hindsight, the extra time we took was worthwhile. If future groups wish to commission art, they must account additional time and money for the artist they are commissioning from. If this is unable to happen, the IQP team should then be responsible for creating the design.

6.3.4   Blue Sky Ideas

6.3.4.1   *PAX Booth in the Campus Center*

One of the earliest things we planned on doing was setting up a test run of our booth in the Campus Center for a day. The idea was that it would be good practice for both learning how to set up and take down the booth, as well as running it and interacting with visitors. It also would have potentially alerted us to any technical difficulties that we ran into during the event, such as the fact that the IMGD Lab PCs needed to be on the network in order to allow us to log into them. Unfortunately, we slowly came to the realization as the event grew closer that we wouldn't be able to actually go through with this plan. It was very hard for us to find a time when all of our volunteers were free even for an hour to meet with them, let alone several hours throughout a day for this idea. On top of this, the backdrop and supplies for the booth came much later than expected and didn't give us much time to implement this plan.

6.3.4.2 CT Gamer Con

At one point in the early stages of the planning of the booth, the IMGD department approached our advisors and suggested that we represent the program at a new convention in Connecticut. The convention was supposed to be a gaming focused spinoff of the popular comic book convention, TERRIFICON. There were several foreseeable problems with this from the start, the most prominent of which being budget allocation. Since the bulk of our project was supposed to be focused on creating the PAX East booth, we were afraid to commit resources to a new event with questionable profit.

The other major issue of the event was the timing of it. The event was to occur the weekend of April 1st, which was after the PAX event and well into D-term. Since much of the time leading up to PAX was spent planning for and preparing for the booth, the time afterwards was planned to be used for logging our experiences in the form of our IQP paper. A combination of being burnt out from PAX weekend and having to focus our time on the rest of the project forced us to put this idea on the backburner and ultimately forget about it.

6.3.4.3 K-12 Outreach

Marketing pitched this idea to us on reaching out to young unrepresented groups of students in the local Worcester community. We would host a small workshop and game jam and then give them an opportunity to go to PAX East. We met with Suzanne Sontgerath, the Director of Pre-Collegiate Outreach, and discussed what we had in mind as well as what steps we would have to take in order for things to happen. In our meeting, she laid out logistics to consider for hosting the workshop and game jam. We also had to consider purchasing more passes and renting a bus to and from PAX East. This also required a chaperone as well as a member from the IQP team to assist with leading the student group around PAX. We realized very quickly that

this project subset was extremely out of scope and would spread out our resources too thin. The team would have liked to see this happen but think it should be done as a separate project.

6.3.4.4 Paying People to Make Games

Since we were planning on giving away cardboard VR, we wanted to bundle the VR with some simple VR games created by students at WPI. There was enough money in the budget for two games and $100 for each game. However, due to time restrictions and several game jams happening already in C-Term, we decided to not go further with the idea.

6.3.4.5 Art Demo

During our early-mid stage booth designs we had planned on setting up a table and monitor to use for art demos throughout the course of the event. The initial plan involved sending out notifications through Twitter about times that our artist would be displaying his work. The idea was for people to be able to keep coming back and seeing a model evolve from nothing to a final product by the end of the event. As we started to model our booth and set up mock versions of it, we came to the realization that it doesn't have enough space to allow for this without sacrificing much or the comfort of the rest of our booth. In the end, we phased this out to allow for an additional game and more floor space.

6.3.4.6 Collectible Cards

This was another idea Marketing had proposed to us and is explained in Section 4.2.1. Our design process started February 3rd. We had completed the designs on February 23rd and Marketing was unable to print them out for us on time at that date. We recommend starting this process two to three weeks earlier on and giving Marketing several more weeks in advance to proof the designs and print them out.

Table 4.1: Trading Card Timeline

Date	Milestone
2/3/2017	Initial concept design for trading cards presented by Erik. Ralph Sutter provides artistic direction on the design template.
2/3/2017	We begin collecting images for the front and back of trading cards via e-mails and student/faculty portfolios.
2/10/2017	Kelly spearheads a redesign of the trading card template. The final design is finished.
2/14/2017	E-mails are sent out looking for a last call for images for the trading cards.
2/15/2017	The Marketing submission deadline passes. We remain vigilant in trying to complete the cards.
2/19/2017	We begin assembling the final trading cards.
2/23/2017	Trading cards are completed and submitted to Marketing.
2/24/2017	We are informed that completing the cards at this point is no longer feasible.

6.3.4.7   Gompei

What started as a joke idea turned into a serious consideration for a short period of our design process. There were a couple variations of the idea each of which had some problems in implementation. One was that we would have somebody in the Gompei mascot costume be at our booth to take pictures with people and draw people to the booth. This became infeasible when we considered the overall temperature of the event and the amount of time any one person would have to stay at the booth wearing the costume. The next iteration of the idea involved having a large plush Gompei to take pictures with, however pricing concerns and finding a place to put it in the already full booth became an issue. Finally, using a small plush was ruled out because there were concerns about people stealing it and it wouldn't be able to draw people to

the booth without being on display somehow. We were able to scale this down to scope by using Gompei as our design logo.

6.4 BUDGET ANALYSIS

Table 4.2: Initial Budget

Important/Must Have		Would Really Like	Optional	
#	Item	Desc	Cost Per Item	Item Total
Booth Materials				
1	10x20 Booth		3,500.00	3,500.00
4	Table Rental	Camelot Rentals	0.00	67.42
?	Chairs		?	0.00
4	Tablecloth Rental	Chartwells	4.00	16.00
?	Banner		?	0.00
1	Big Screen TV Rental	Main display, 43" VIZIO from Rent-A-Center	18.00	18.00
1	TV Stand	40.5" - 60" Height	86.00	
2	Extension Cables	Kelly owns 2, Matt & Erik have a bunch	0.00	0.00
3	Power Strips	Kelly owns 3, Matt & Erik have a bunch	0.00	0.00
1	1000W Box		120.00	120.00
1	Small Trash Bin	Kelly owns 1	0.00	0.00

	Badges			
5	Exhibitor Badges	Comes w/ booth	0.00	0.00
2	Exhibitor Badges	For volunteers setting up	125.00	250.00
5	3 Day Passes	For volunteers	100.00	500.00
	Ads			
1	Full-page Ad	Official Program	2,250.00	2,250.00
1	100k Impressions	Web banners displayed on PAX Site	500.00	500.00
	Promotional Materials			
25	T-Shirts	For exhibitors & giveaways, from alliedshirts		166.74
300	Buttons	1.25" round from justbuttons w/ 3 different designs		84.00
?	Printing	Flyers, pamphlets, postcards		0.00
4	Printing	Paper tents for games		0.00
0	Medium sized gompei plush	Giveaways	19.98	
10	Custom Cardboard VR	Giveaways, from DODOVR	8.95	89.50
	Misc.			
2	12' Truck Rental	2 seater, 1 day & 85mi	140.00	280.00
2	Bottled Water	16.9oz/40pack Poland Spring @ Sam's Club	5.00	10.00
1	Vacuum	For cleaning up booth carpet	0.00	0.00
2	Hand sanitizer		1.00	2.00

2	Lotion	To combat hand sanitizer dryness	1.00	2.00
3	Antibacterial Wipes	Wipe down equipment	1.00	3.00
4	Headphones/Earbuds	Per suggestion of a past volunteer	6.00	24.00
?	Candy			25.00
?	Snacks			25.00
			Budget	**8,000.00**
			Remaining	**92.34**

Table 4.3: Final Budget

Key:

- ❖ **Important/Must Have**
- ❖ **Would Really Like**
- ❖ **Optional**

BOUGHT	#	Item	Desc	Cost Per Item	Item Total
			Booth Materials		
yes	1	10x20 Booth		3,500.00	3,500.00
yes	6	6ft Extension Cables	Purchased from Walmart. Just in case	1.37	8.22
yes	1	1000W Box		161.00	161.00
yes	1	Wastebasket	Purchased from Walmart	9.97	9.97
yes	2	Hex Keys	For assembling the backdrop. From Walmart	5.97	11.94
			Badges		
yes	5	Exhibitor Badges	Comes w/ booth	0.00	0.00
yes	15	Exhibitor Badges	For volunteers setting up	125.00	1,875.00
			Promotional Materials		

yes	64	T-Shirts	For exhibitors & giveaways, from alliedshirts.com	6.47	479.96
yes	1	T-Shirt Design	Dillon did our lovely art	50.00	50.00
yes	600	Buttons	1.25" round from justbuttons.com w/ 3 different designs		138.00
	200	Literature	From Admissions	0.00	0.00
yes	25	Custom Cardboard VR	From DODOVR	8.95	223.75
			Misc.		
yes	1	Bottled Water	3x24pack from Family Dollar; 1x32pack from Walmart	12.83	12.83
yes	1	Vacuum	For cleaning up booth carpet. No plugs required! Walmart	28.48	28.48
yes	4	Hand sanitizer	8floz size for each station. From Family Dollar	2.00	8.00
yes	2	Lotion	To combat hand sanitizer dryness. From Family Dollar	3.25	6.50
yes	1	Paper towels	From Family Dollar	1.50	1.50
yes	3	Antibacterial Wipes	75ct. Use to wipe down equipment. From Family Dollar	3.75	11.25
yes	2	Trash bags	8ct each. From Family Dollar	1.00	2.00
	1	Rainy Day Fund	Just in case bad things happen	450.00	450.00

		Student Parking	20/day per car		200.00
yes	5	Headphones/Earbuds	Per suggestion of a past volunteer	13.69	68.45
yes	3	Headphone ext cable	Headphone cables too short	6.49	19.47
yes	1	Candy	1 bag of Hichew, 1 bag of 300pc Dumdums. From Walmart	14.26	14.26
yes	1	Snacks	3 boxes of granola, 1 box of savory snacks. From Walmart	21.92	21.92
				Budget	**8,000.00**
				Remaining	**697.50**

6.4.1 Previous Budgets

In 2015, the PAX team had a budget of $10,000 to work with. $2,000 of the $10,000 was from Marketing as part of a school-wide initiative to promote WPI. (Porell, Taylor 38) In 2016, the PAX team had $8,000 to work with.

Both teams in previous years were responsible for renting booth equipment and delivering it over to the venue. Equipment included wide-screen monitors, tables, chairs, and tablecloths. The equipment cost the last year's team around $68 and the year before around $90. Both teams also had access to a truck, something this year's team didn't have. As a result, we had to consider putting money aside to rent a truck and find someone to drive it. Once Marketing became involved we no longer needed to rent a truck.

Our team saw that the budget cut in between 2015 and 2016 affected the final presentation of the booth. This year's budget original was $8,000. Due to Marketing's

involvement, they had spent an additional $5,937 on this project this year (see Table 4.4). Totaling the overall budget to roughly $14,000. Even with the additional funds, we looked over the past results, and decided to make some change to the original $8,000 to make better use of the budget.

6.4.2   Changes to the Budget

6.4.2.1   Advertising

Advertising was the second most expensive item in the budget, the first being the booth itself. When filling out the Exhibitor Application, PAX gives you many advertising options. Traditionally, the PAX IQP team purchases a full page ad in the PAX East booklet. These booklets contain maps of the venue and information about the ongoing events happening throughout the expo. They are handed out to every PAX East attendee when they enter the venue. Last year, the cost was $2,100. This year the price has increased to $2,250. We had also considered adding digital advertising. This would have given us 100,000 impressions on the PAX website for $900.

There were a couple of reasons why we wanted advertising space. One was to increase our presence. By having an ad, we were able to have some people recognize that we're a school with a game development program. Another was because competitor colleges were also doing it.

Our reasoning behind not purchasing ad space for the booklet this year was that attendees usually do not flip through all the contents. Booklets are usually abandoned or thrown away at the venue. With the advent of digital guidebooks, attendees were more likely to utilize their smartphones to get information that was also on the booklets. There was an option to purchase ad space on the mobile application, but the price was $2,000 for an undetermined amount of impressions. The digital advertising spot was at first convincing. It was the cheapest out of all the

options we had, and people often visit the PAX East website for purchasing tickets and learning

more about PAX. However, we also had the consider the fact that our ad will be one in the

hundreds of thousands of ads in the pool. The amount of time and the amount of pages that the

average person will be spending on the website is also low. (SimilarWeb) As a prospective

student attending PAX East, the chances of hitting a WPI ad is extremely unlikely. As such, we

decided against the decision. We decided that these options would likely give us a low return on

investment, and instead should focus on social media marketing as well as building a better

booth.
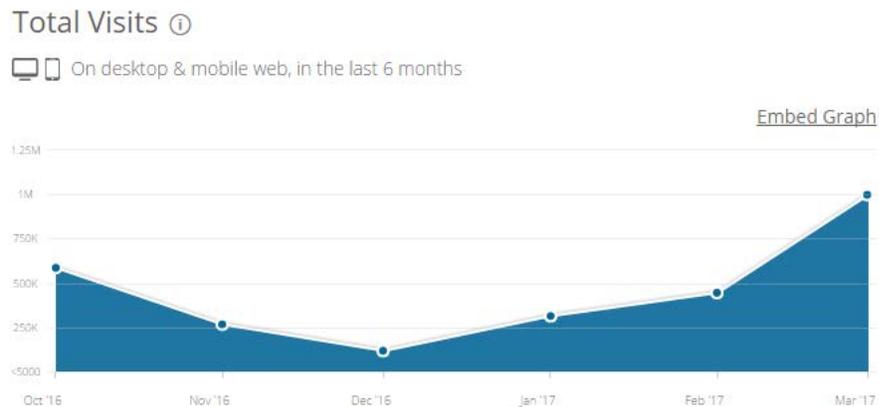
Engagement data on the PAX East website from SimilarWeb.

Figure 4.14: The bounce rate for PAX East's website, the rate at which users leave the website

after one-page visit, is almost half of all people visiting. In comparison with other websites, this

is considered an average rate. (Peyton)

6.4.2.2 *Giveaway Items*

In previous years, the two giveaway items the booth gave out have been t-shirts and buttons. Last year's budget was pretty tight, and sought alternative methods producing the items. They had a connection with a t-shirt maker, and was able to get 25 shirts at a discounted price of $187. Last year's group also had access to a manual button maker which allowed them to make 1000 buttons for $100.

We initially used the t-shirt count from last year's budget and the button count from 2015's. After doing that, we looked at around ten different online t-shirt and button vendors and compiled a table of quotes. During this process, Jess Taylor who was on the 2015 PAX IQP Team reached out and provided us a link that gave us a 50% off and free shipping discount on Allied Shirts. With this discount, Allied Shirts ended up being the best price per shirt and the most reliable service that we found. In addition, this discount will never expire so it can be useful for future teams. For buttons, we found that JustButtons had the best price per button and had free shipping if we ordered them a month in advance. For pricing of other vendors, see <u>Appendix M</u>.

Once we removed ads from our budget, we had enough money to add another item to giveaway. We wanted to give away something that would be relevant to IMGD. As such, we took the risk and looked into custom cardboard VR vendors. DODOVR ended up providing the best price per unit out of the reliable vendors. After speaking with them over email, they were kind enough to even send free sample units for the team to try out. This helped the team and Marketing have an idea of the item we wanted to give away and what the design should be. In the end, our quote for 25 cardboard VRs was $223.75. In retrospect, this was not worth the investment. When attendees selected prizes for completing trivia, they often preferred the t-shirt

over the cardboard VR. In combination with hard to answer trivia, we ended up giving away less than half of what we ordered. With the leftover amount, they would be better off given away within IMGD or during prospective student events such as Open House or Closer Look. This money would be better off spent on items people would be comfortable and more used to using.

Quantity	P1 Pop-Up	P2 Pop-Up	QUICKvr
10-5000	$8.95	$10.50	
5000-10,000	$6.95	$8.95	$4.90
10,000-25,000	$6.50	$8.50	$4.20
25,000-50,000	$5.95	$7.95	$3.00
50,000-100,000	$5.50	$7.50	$2.75
100,000-250,000	$4.95	$6.95	$2.60
250,000-500,000	$4.50	$6.50	$2.45
500,000-750,000	$3.95	$5.95	$2.25
750,000-1,000,000	$3.75	$5.50	$2.00
1,000,000+	Call	Call	Call

Figure 4.15: Price per Unit for custom cardboard VR from DODOVR

6.4.2.3 Exhibitor Badges

In previous PAX teams, a combination of Exhibitor's and Three-Day badges were purchased for volunteers. This year, PAX discontinued selling Three-Day badges and as such, we had to change all of our Three-Day badges into Exhibitor's badges, resulting in an approximate $300 increase from last year's budget on badges. Despite the increase, it was very useful for us and all of our volunteers to be able to enter the expo hall without having to wait in lines.

6.4.3 Marketing Involvement

With Marketing much more financially involved this year, we were lucky to have certain contents cut from the budget. Such contents included renting booth equipment, and the shipping

and handling of the equipment to the booth. This allowed us to be more liberal with what we were able to purchase in addition to the items listed in previous budgets, resulting in items that enhanced the booth experience. The following table are the items that Marketing purchased for the booth:

Table 4.4: Items purchased by Marketing

Quantity	Name	Description	Cost each
2	4' Table	Rented from venue's furniture services (Freeman)	$133.90
2	27" LCD Monitor	Rented from venue's AV services	$175
2	40" LCD Monitor	Rented from venue's AV services	$375
1	Backdrop Frame	8' H x 20' W x 2' D w/ monitor stands.	$5,120
1	Backdrop Graphic	Printed on fabric. Interchangeable.	

It is important to note that the last two items listed are a property of Marketing's and that the frame will also be used for other events. They are currently stored in the Marketing office in the third floor of Boynton Hall.

6.5 SELECTING PROJECTS

6.5.1   What Makes a Good PAX Demo?

A good PAX demo will be one in which the player can get a good feel for the experience in a reasonably short (5-10 minute) amount of time. For that reason, roguelikes or other games that require a large time investment to get a true feel for the game should not be selected. You will also want games that are eye-catching. Games with flashy or moving title screens or pretty graphics tend to grab people's attention and make them want to check out the booth will help

draw people in and get them to play. A way to restart the game without going to the desktop is also very important for this reason. Showing the Windows Desktop is very unprofessional and has potential to deter people from playing the game. In addition, VR games tend to attract a lot of people, however you must consider how much space the game will take before you allow it in. You will probably have very little room available to you once all tables are set up, so be careful with how much space you allot for any VR experience you will be showing. Finally, the game cannot depict the school in a bad light. As a rule, if the game contains anything that the school wouldn't want to be associated with, it shouldn't be shown in the booth, as the primary purpose of the booth is to provide people with a look at our IMGD program. To summarize, the best games to show would be ones that are easy to get into in a short amount of time, are eye-catching, do not take up too much room, and are something the school would be proud to show off.

6.5.2 What Should You Expect from Developers?

Your developers should be able to provide you with reasonable proof that their game will be in a playable state by PAX several weeks before the actual event. They should also be able to be available at some point before the event to train everyone to demonstrate their game. A final copy of each team's game should be presented to the IQP team a week before PAX in order to make sure that the developers are done on time. During the event, you should expect your developers to work at least one two-hour shift in the booth at some point over the course of the weekend. Depending on the team sizes for each game, this might end up over or understaffing the booth. As such, be prepared to make cuts if there's too many people willing to volunteer. If there's not enough, do not overwork the volunteers. Seek out other people if needed. Lesser

shifts often result in happier volunteers, which reflects well onto attendees when they see them at the booth.

During a volunteer's shift, they will demonstrate games and answer questions about the school from people who stop by. Any developers with special equipment to set up should be available to help with the setup and breakdown of their game at the start and end of the convention. These developers should also make sure they have a way to transport said equipment to the event. Other than that, it would be useful to have some developers help break down the booth after the convention is done, however too many people would start to get in the way so finding a way to balance that will be important.

This year, the average team size for the games shown at our booth was around four to five people. Our booth had 20 volunteers, where each volunteer worked a two-hour shift throughout the whole weekend. Some volunteers were willing to stay and help out more than they were expected to, which helped during the busier hours of PAX. From this, we recommend spreading the shifts for each volunteer out as broadly as possible, as well as staffing a few more volunteers on busier days like Saturday.

Table 4.5: WPI PAX East Booth's Volunteer Shift Schedule

PAX Team included the IQP team and advisors.

At least two people had to be at the booth at all times, one of which had to be a member of the IQP team.

	Thursday		Friday		Saturday		Sunday	
9:00AM/ Setup:	PAX Team	Bounce (1 Person)	PAX Team	Mitchell	PAX Team	Klew	PAX Team	Jiawei
	Arin (1 Person)	Velum (1 Person)		Matt T		Izzie		David
10:00 AM			Kelly	Tom	Matt S	Marco	Erik	David
to 11								
11:00 AM			Kelly	Tom	Matt S	Izzie	Erik	Stanley
to 12			Ralph		Ralph			
12:00 PM			Erik	Connor M.	Erik	Izzie	Matt S	Stanley
to 1			Ralph		Ralph			
1:00 PM			Erik	Connor M.	Erik	Connor T	Matt S	Jiawei
to 2					Dean		Dean	
2:00 PM			Matt S	Mitchell	Matt S	Connor T	Kelly	Jiawei
to 3			Farley		Dean		Dean	
3:00 PM			Matt S	Mitchell	Matt S	Klew	Kelly	John
to 4			Farley		Gutierrez			

			Kelly	Matt T	Kelly	Klew	Erik	John
4:00 PM								
to 5						Gutierrez	Kesselman	
5:00 PM			**Kelly**	Matt T	**Kelly**	Marco	**Erik**	David
to 6							Kesselman	
Breakdown:			Same as Setup		Same as Setup		**PAX Team**	Jiawei
							David	Stanley

6.6 PREPARING YOUR VOLUNTEERS

Volunteers to work in the booth should be trained in a few things. For starters, they should know about registering for the school and have some basic knowledge of how the school operates. For most people that go here that won't be too much of a problem. Volunteers should also know about the summer and graduate programs, as many people that visit the booth are either high school students that will want a look at the school before deciding to come here or people who are interested in being grad students. A mistake we made was not preparing for the last two points. We recommend getting information from Admissions early and having a meeting with your volunteers to train them in answering these questions. They will inform you of important meetings that your volunteers can sit in on to educate them on important information for prospective students.

Additionally, all volunteers should know how to demo each of the other games being shown in the booth. There will not be a representative from each team in the booth at any one time so knowing how to start, restart, and answer questions on each demo is essential. Training this will require volunteers to bring early builds of their games to a meeting and explain how it works as well as give some interesting facts about their game or its development that other

volunteers can share with players. This part is important to share with any professors that will be working in your booth as well. Whether it is through emailing notes to them or having them physically present for this meeting, all professors should know how each game functions.

6.7   PRE-PAX CHECKLIST

6.7.1   Planning

6.7.1.1   PAX Exhibitor's Guidebook

Approximately a month after the deadline date to register for a booth, you will receive a set of documents from a PAX East representative. These documents detail rules, logistics, and resources available for exhibitors. It is important to read through them so that you are equipped with the knowledge to then distribute to the respective groups you are working with (advisors, Marketing, volunteer team). The following are the categories of resources available to you by the exhibition hall:

- General Exhibitor's Information
- Labor Services
- Payment Information
- Facility Services
- Shipping & Material Handling
- Furnishings & Carpet Services
- Exhibits & Event Graphics Services
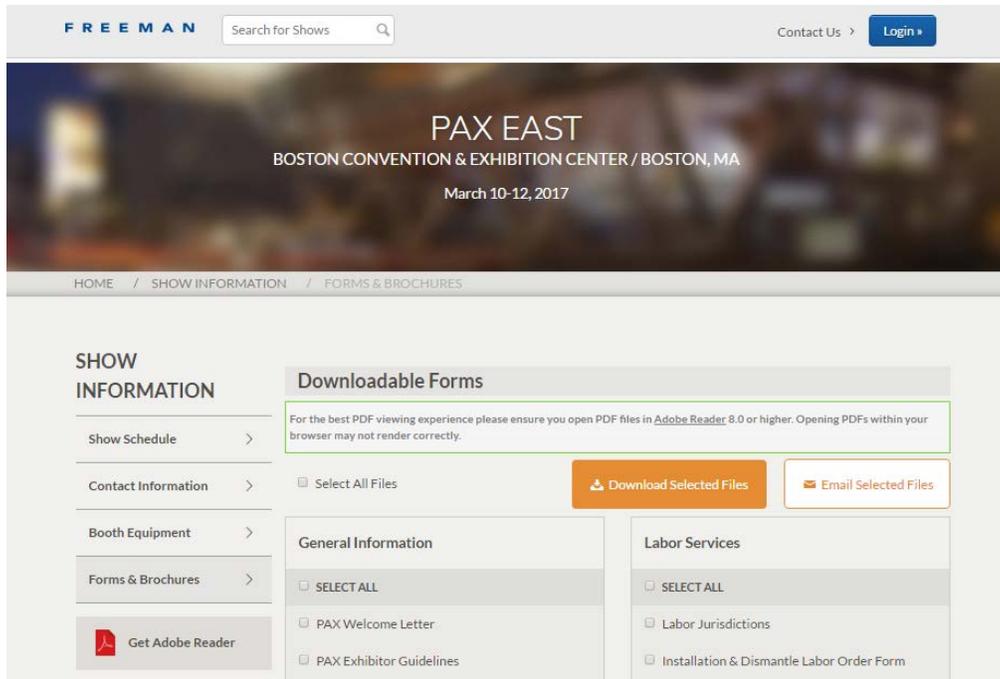
Figure 4.16: Freemanco.com: Services available to PAX East Exhibitors

One of the limited time offers we were given by expo services was the following:

"Each 100 sqft of exhibitor space (for booths up to 300 sq ft only) will include 8' high black back drape, 3' high black side drape, (1) 6' black draped table, (2) Limerick chairs, (1) wastebasket, (1) 7" x 44" one-line identification sign and 9' x 10' black booth carpet at NO CHARGE provided by PAX, if ordered by Tuesday, February 14, 2017. Please see Booth Package Order form."

We had to notify Marketing on this as soon as we got this information, since they were helping us with renting some of the equipment. We wanted to make sure we didn't rent any additional equipment that we didn't need and that they had the appropriate forms to make the rentals possible. We also needed to make sure which parties were responsible for what equipment so that there wouldn't be any confusion on the week of PAX East.

In an email we sent to Marketing early February, we listed out the following:

The IQP team will be planning on bringing the following equipment:

- *4 Lab PCs*

- *Additional peripherals for the PC (headphones)*

- *Trunk containing food, hand sanitizers, and water*

- *Giveaway items (T-Shirts & Buttons & Cardboard VR)*

- *Power Strips & Ext. Cables*

- *WPI Banner*

- *Tablecloth*

From Marketing, we are expecting the following will be brought to PAX:

- *Two 3' x 3' tables*

- *Two chairs (if we don't get the ones provided by PAX for free)*

- *Two 40" monitors for the popup booth*

- *Two 27" monitors for each of the 3x3 tables*

- *Popup Booth & Backdrop Display*

- *Collectable Cards*

6.7.1.2 Administrator Role

Allison Darling is current IMGD admin and for this project she is the liaison between us and our PAX contact. She is responsible for sending out the PAX Exhibitor's Application (See Appendix N for this year's form), sending in the order form for passes, and asking our PAX contact questions we have. Other responsibilities include ordering items online with the

department card, and reimbursing us after sending her receipts. She also is in possession of the IMGD trunk in her office space (Fuller B24).

6.7.1.3 *Computers*

If you are planning on using the desktops from the IMGD lab for PAX, which we highly recommend because they are powerful machines, it is imperative that you inform the IMGD department and IT Services at least one week before the event. To borrow the computers in the first place, you need to send an e-mail to the head of the IMGD department with a formal request containing the number of computers needed, how long you'll need them, and what peripherals you would be taking in addition. A lot of this went smoothly for us, but this is only because PAX was during Spring Break. There may be slightly more hassle in doing this further down the line.

Another important thing to note is that WPI Lab computers require a network login in order to be able to access any of the content on the machine. We unfortunately did not realize this until Wednesday night and had to scramble in order to find a solution. Fortunately for us, our friend Tom Collins in IT was able to work with us on Thursday to create local accounts on the machines so they could be used at PAX. The only downside to this is that we had to bring in the machines, set them up, and download the games all on Friday morning, which rendered us unpresentable when the expo hall opened to the press at 9 AM. We cannot stress enough how important it is to be prepared for the press opening, as the initial view of the press has a strong impact on the public image of WPI and the IMGD program. Please, do not forget to contact IT as soon as you know how many computers you will need.

6.7.2 Checklist

❏ Place order for passes

❏ Place order for giveaway items

❏ Review forms provided by exhibition services

❏ Place orders for booth equipment/furniture

❏ Draft volunteer schedule

❏ Send in request for lab computers

      ❏ Prepare computers for offline use

7 WEEK OF PAX EAST

7.1 PLANNING

During the week of PAX East, the BCEC opens the expo floor for exhibitors to set up equipment in their respective booths. In the exhibitor's guidebook, there will be a color-coded map detailing move-in dates for each booth. For the WPI booth, move-in date has been the day before PAX East (Thursday). This year, due to ordering passes late, we decided to go a day earlier to pick up the passes so we could distribute to volunteers the next day. We also brought with us some equipment in case we could drop off a few things while we were there. Fortunately, the enforcers were friendly enough to let us in and do just that. On the expo floor, we also had people help us with finding dollies to make moving equipment easier.
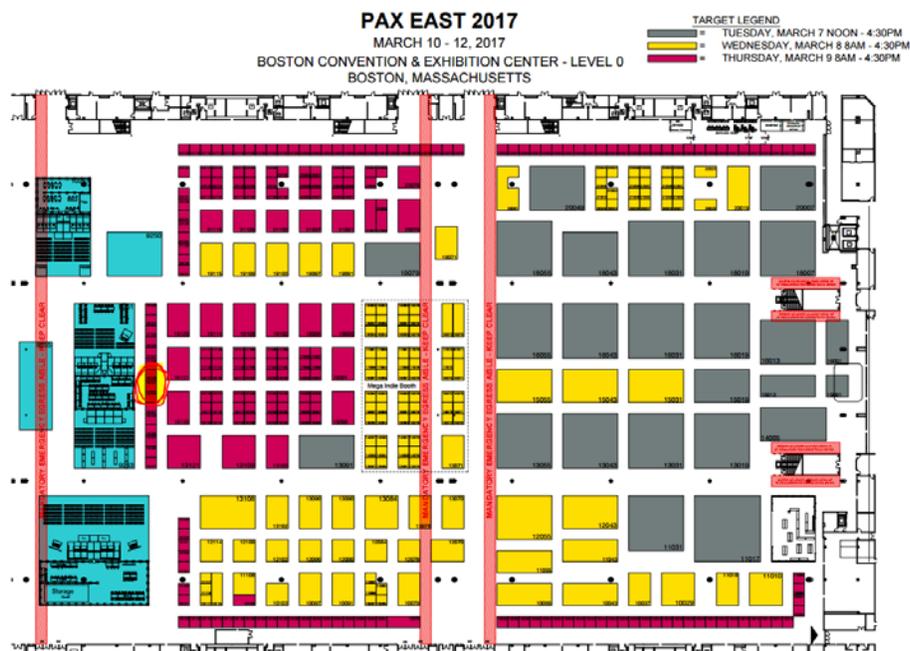
Figure 5.1: Exhibitor's Move-in Map.

Circled in red is the WPI booth.

It is your job to make sure all equipment in the booth will get to the venue. Equipment can either be shipped or driven to the venue, depending on available resources. Our team was fortunate enough to have Marketing help us handle shipping and the costs of all the backdrop equipment to PAX. If you are planning to drive to PAX with the equipment, determine how many trips it will take with the space you have available. Be sure to make sure that you include a toolkit in the list of things you need to bring along with you. You will likely need one.

If you decide to rent equipment from convention services, make sure they have provided you with the correct equipment. This year we noticed that we were given a 500W outlet box, which is not enough to power all of the computers in our booth. We walked over to the service desk to clarify whether or not what we got at the booth matched what we ordered. Turns out we never sent in an order form for a larger watt box. In hindsight, we did not explicitly delegate the task of sending the electrical box order on the Freeman website. It was likely that the team did not follow up with Marketing and Allison to make sure what forms were sent in and what items were ordered on those forms. For future reference, the IQP team should first look over the forms, fill them out, and send them to Allison if they are ordering out of the IMGD budget. If other parties are involved, the IQP team should have a say in what goes on the forms and have a copy of them in the case that something goes wrong during PAX. Luckily, we were able to request a 1000W box at the service desk. The people there were very friendly, charged us the difference of what the 1000W box would have costed, and switched the incorrect one out by the time we got back to the booth.

You should also have a finalized schedule of volunteers working the booth during the event. This should be confirmed with both student and faculty volunteers and they should be provided information on the logistics of the event. We set up a Facebook Messenger group chat

for all the student volunteers so they had a way to communicate with other students as well as the IQP team. Volunteers utilized this heavily during PAX for switching shifts, and finding where certain locations were at the venue. One issue we ran into this year was not being consistent with letting faculty volunteers know when and where they will be getting their passes, resulting in the IQP team running around during the event trying find people and not attending to the booth. In hindsight, faculty volunteers should also be included in the same communication channel as the student volunteers so that everyone is getting the same information.

7.2   CHECKLIST

- ❏ All passes in possession
  - ❏ All passes distributed to appropriate persons
- ❏ All equipment must have a way of getting to PAX
  - ❏ If driving, plan the number of trips & what equipment to bring per trip
  - ❏ If shipping, plan to ship equipment two weeks in advance.
  - ❏ If renting, make sure it's accurate to what you ordered.
- ❏ Purchase miscellaneous items that you will need at PAX
- ❏ Keep all receipts if you are purchasing budget items
- ❏ Centralize communication with volunteers
- ❏ Talk to Admissions and Marketing about collateral for the booth.

8 DURING PAX EAST

8.1 PASSES

For the event, we had initially planned to use the 5 exhibitor passes that come from the booth for ourselves and distribute 5 more to the volunteers that would be helping with setup and breakdown. We meant to distribute 10 3-day passes to the rest of our volunteers so that they could attend the expo for all three days, even though they were only scheduled to volunteer for one. This distribution of passes would have cost us $1625. Since it wasn't necessary for all of our volunteers to have exhibitor passes, we figured this would be better for our budget.

The week before PAX, however, Allison Darling was informed by her contact that 3-day passes no longer existed and that we would have to convert these all into Exhibitor Passes or 1-day Passes. This added another $250 to what we paid for passes, but we figured that the added flexibility of Exhibitor Passes when compared to 1-day passes was worth the additional cost. We were able to obtain the passes on the Wednesday before the event.

The main issue we ran into with passes was distributing them to our volunteers. A majority of the passes were given to delegates from each of the team to distribute among their teammates. However, there were some groups that we could not get in touch with between when we got the passes on Wednesday, and when the convention started on Friday. As a result, during the event, we had to have people run back and forth between the entrance and the booth to hand passes to volunteers so that they could work their shifts. This proved to be especially inefficient when some of the Professors that were supposed to volunteer for the booth had to wait close to 2 hours to get into the convention.

In future years, we recommend using a system similar to what we tried to achieve by giving members of each game team passes to hand out to their colleagues. The main change we'd make is to either give the professors the passes beforehand or to at the bare minimum, ensure that they know exactly how they can obtain their passes on the day of the expo.

8.2 BUILDING THE BOOTH

Our team began setting up the booth around 10AM on Thursday, the day before PAX East opens to the public. We stopped setting up around 5PM. The PAX Team should be there to set up. Of the games that were accepted, we expected at least one person from each team to also help set up. It was intended that teams would use this day to set up any additional equipment that their game needed and have a build of the game ready to put on the computers. However, we ran into complications with people being able to make it to set up. Of the PAX IQP Team, two of the three were bringing over the remaining equipment from WPI to PAX, and one led the set up. Of the student volunteers, only one person from ARIN showed up with their game's VR equipment. They also helped out with setting up the booth since there were only two people there to set up. This was mostly due to the fact that we were not very strict in enforcing the responsibilities we laid out for our volunteers. We had asked each team to provide at least one member of their team to assist in setup, however the other three teams had all said that all of their members had prior engagements and could not assist. In the future, it is extremely important to have at least three people there to make the building process of setup faster. Ensure that you let your volunteers know well in advance that they will have to commit to this and be sure to enforce it. This could be done by having them agree to a clause when they are submitting their game and/or by assigning a setup team several weeks in advance so people are able to make changes to their schedule.

Since we shipped a few boxes over and had brought in the larger equipment on Wednesday, the time it took to have all the equipment at the booth was significantly less. We started with looking at what was delivered to us and keeping track of what equipment came from what box. This is so that we could reuse the boxes and put the equipment in the right place when we had to break down the booth.

After that, we started to put together the backdrop display and monitor stands. The display part of the backdrop was mostly easy to get setup since it used a push & pull mechanism to expand. Once expanded, we attached the fabric graphic over the display. They are held together with Velcro strips, and we highly recommend using heavy duty gloves. The strips have the capacity to scratch your skin.

The monitor displays were slightly harder to get setup since the provided instructions were not clear on which parts went where. Parts were also not physically labeled and we spent a lot of time making sure each one matched what was displayed on the manual. The monitor stands also included reinforcing feet that attached to the backdrop display, something we did not realize until after already putting together the backdrop display. As a result, we had to take it down, attach the feet, and then put it back together again. Once that was done, we started to build the stand. Make sure the connections between each part are tight so that components do not slide when the monitor is hooked onto the stand. We highly advise for the team next year to run a practice build on this part of the backdrop so that you know which parts need to go where while on the show floor.

After the entire backdrop compartment was set up, we began to rearrange the tables. Since exhibitor services did not have the exact dimensions of tables shown in the final booth design, we had to improvise with placement. We ended up arranging them in an outwards "U"

shape so that there would still be space for people to play on the standing area games. (See Appendix K) This layout worked since the first thing people would come up to would be the general information table and had the option to branch to the different games we had available.

Once the larger components were in place, we started to add the literature and the monitors to the tables. We also started to put the extra equipment and giveaway items underneath the tables and out of sight of what the attendees would see. It is extremely important to play the role of an attendee and stand in all the possible places that an attendee would be in so you make sure you are able to hide all the things that they shouldn't be noticing. With the "U" layout, attendees could still see what was behind the tables, so we had to make sure those things were out of sight. The boxes that the stands came in were too large to hide so they were brought to the hotel room that Erik and Matt were staying in.

Due to the lack of volunteers helping out with setup as well as the computer issues, our setup phase bled into the morning of PAX East. The PAX team did not have builds from all the teams demo-ing their game, which led to us not having any games showing when the expo opened. Some volunteers were late due to being stuck in traffic, even when commuting to the venue locally. Despite the fact that the expo hall opened to attendees at 10am, there were press already on the floor starting at 9am. This allows journalists to review games and interview developers before lines start to develop. Not getting our games set up by that time hurt our chances of getting publicity from that particular group of people.

8.3   BREAKING DOWN THE BOOTH

We began breaking down the booth immediately at 6 PM on Sunday, when the convention was over and we were done by about 8:30 PM. We had the help of five of our volunteers in this process, and as a result, things were broken down very quickly. The backdrop

was the hardest piece to break down and, as a result, took up most of the breakdown time. In order to make this more organized and efficient in the future, we recommend knowing exactly how the breakdown should go, and compiling a list of detailed tasks to share with the volunteers. There were often times that people were asking how they could help and we were unable to tell them what to do, because we were not entirely sure ourselves.

We shipped the backdrop back to marketing using Freeman's shipping services. During the event, marketing had informed us that we would need to fill out paperwork regarding the shipment of the materials, but they did not give us any specifics on things like how many boxes we needed, or whether or not we should order a pallette. Ultimately, the decision was made to stack the 4 remaining backdrop boxes on top of a pallette and hope that everything would turn out fine, which it did. Marketing received the boxes within the next week.

The only other items of note during breakdown were the monitors. Since we had rented them all from Reaction AV, who was in charge of all things technology for the expo, we spent some time trying to figure out how to get everything back to them. After running to their station and discussing it with them, we were able to determine that the monitors were none of our concern and that we did not need to be there when they were returned. As a result, the monitors remained at the booth when we left the Expo Hall. If you rent monitors in the future, you should double check that this is proper procedure, just in case they change their protocol for any reason.

All booth items not detailed in this section, such as the giveaway items and computers, were brought back to WPI in Erik's car.

9 AFTER PAX EAST

9.1 FOLLOWING UP WITH SCHOOL ADMINISTRATION

During PAX East, expect attendees to come to you with partnership offers or other business related opportunities with the Institution. You will also get prospective students giving you their information so that the school can follow up with them. This is usually an indication that they are very interested in WPI. It is your responsibility to bridge the connection between these individuals with the appropriate people at WPI. This is also a metric for the booth's success for school administration, as it can determine future budgets for the project.

For information about prospective students, you will have to hand off information to Marketing at the 3rd floor of Boynton. They will go through it first and hand it off to Admissions. For business and partnership offers, you will be handing them off to David Ortendahl of the Career Development Center, who works closely with IMGD. If you get business cards, remember the purpose of what the person wanted from WPI so David has a better sense of how to follow up.

For any items you need to get reimbursed for, make sure to send in receipts to Allison in order for her to give you your money back. This should be done as soon as possible since receipts can easily get lost if not placed in a safe location. If you lose the receipt, then you will not get reimbursed.

10 CONCLUSION

10.1 POST MORTEM

10.1.1 Metrics of Success

Some metrics we have used to determine the success of our booth and how it did in terms of achieving the goals we had set out in B Term were the following:

- Number of prospective student forms received

- Number of business cards received while at the booth

- Number of alumni stopping by the booth

- Number of vocal compliments received by attendees

  - On the showcased games

  - On the booth display

To reiterate the goals we had in mind we wanted to:

1) Raise awareness of WPI's IMGD Program

2) Attract students to WPI's IMGD Program

3) Attract potential employers and create networking opportunities

4) Establishing and maintaining relationships with WPI alumni

We were given ten copies of forms from Marketing for prospective students to fill out at the event. However, by the end of Saturday, we were left with 1 copy left. Our team made nine soft copies of the last hard copy so we still had some for Sunday. By the end of PAX East, we

had fifteen prospective students fill out our form and have it left with us. The other five copies were taken. This told us how well the booth and the volunteers were able to market WPI and the IMGD program to prospective students, relating to our first and second goal.

Several representatives from different companies stopped by showing interest in the games at our booth. The most popular one was ARIN, getting attention from an executive product marketing director from HTC and a representative from Qualcomm. A company called IliumVR wanted to set up partnerships with Universities on using their custom VR hardware. WPI alumni Mary Yovina stopped by to encourage students to apply to the Boston Festival of Indie Games. Other people were interested in partnering with WPI for a potential VR event at Worcester State University. While we did not get a business card, we were also approached by a representative from Jackbox Games, who were interested in hiring interns to work on their games. Having a number of people approach us with such opportunities has conveyed to us that we are also hitting our third goal of attracting potential employers.

Throughout the weekend, we had a number of currently attending students and alumni come by the WPI booth. Most of the time, they were excited to see our presence at the large gaming event. They were also excited to see Gompei on our giveaway items. Some didn't even know we had a game design program until they saw our booth, hitting the first goal again. Alumni of varying age groups came by to say hello and tell us they went here. Older alumni came by with their children who are interested in games often asked about the IMGD program. Some alumni who have been consistently going to PAX East have also commented on how our booth was the best one thus far.

Other positive comments from attendees at PAX have been mostly on the games being showcased. The most common word used for all the games were "cool", "interesting", and various derivations of those words.

Things we often heard besides the ones above were:

Table 8.1: Game Commentary from PAX Attendants

ARIN	Velum
- Eerie - Short "This is my first time being in VR"	- Challenging - I like the puzzles - Nice aesthetics "How do I restart the game"
Bounce.wav	**Summon Me Something**
- I like the music - Challenging - Addictive - How do I restart/advance to next level	- Cute - Puzzling - I got competitive

Figure 8.1: PAX East attendees playing showcased games. See <u>Appendix K</u> for more.

10.1.2 What Went Right

Through the work of our group, the Marketing department's financial support and design ideas, as the wonderful projects submitted by the WPI students that we displayed, our booth turned out to be a huge success.

The booth gained a lot of attention throughout the convention and nearly always had people playing some of the games. The addition of a VR game proved to be a good decision as people were always interested in trying out virtual reality experiences. Due to its long play time, anyone accompanying the player would have plenty of time to explore other games in the booth or learn more about the school, all of which were good for the success of our IQP.

The layout of our booth seemed to be successful as well, allowing people to form lines at each of the games, while still being able to see the other games in the booth due to the high TV screens on either end and the proximity of the lower monitors. The booth had a very organized feel, and with the information table being placed at the center, visitors to the booth always intuitively knew where to go to learn about the school or any of the games presented. The presence of the center two games towards the front of the booth and the height of the screens for the outer two games was excellent for displaying the games to passersby, while the excellent and enticing visuals from the games did an excellent job of drawing people into the booth.

Finally, the new button design went over very well. By the end of the event we had run out of our (notably plentiful) supply of buttons. Alumni often commented on how they enjoyed the stylization of Gompei we used for it and thought it represented the major well.

Overall, the general consensus was that our booth seemed very professional and had some very enjoyable games to play.

10.1.3 What Went Wrong

Despite its success, our booth and project as a whole did have several problems that went wrong behind the scenes. One of the most notable was a problem we had getting computers for the event. It slipped our mind that the computers from the IMGD lab needed to be connected to the internet in order to be logged into, and that ended up leading to us having a crisis the day before the event while we rushed from Boston to Worcester in an attempt to get temporary accounts on the computers before all of the IT people went home. If we had not managed to get back in time and if the school did not have very understanding staff, we wouldn't have had any powerful computers to run games on for the convention.

Another problem we had that would have had a similar effect was our failure to collect the final versions of the volunteers' games. We found on the first day of the event that we never informed the volunteers that they needed to bring the final versions of their games, nor did we ever collect them and bring them ourselves, so for the first twenty minutes of the first day we only had two functioning games to play. Luckily volunteers that hadn't arrived yet and one of our group members who was at their hotel room for reasons I will talk about next were able to get the games and bring them to the event within a reasonable amount of time of it starting.

As I hinted at earlier, on the day of the event we found that we were missing the HDMI cables we planned to use to connect the PCs and monitors. A couple of our group members had

forgotten them in their hotel room and one of them needed to run back to get them. Due to traffic around the event this caused us to have our computers set up a reasonable time before the event started.

The final big problem with our booth is our giveaways. The questions we chose for our trivia Twitter posts turned out to be too hard for people to want to answer during the event so we rarely had anyone come by the booth with an answer to claim a prize. This resulted in us deciding to just give T-shirts away to alumni and prospective students on the last day so we wouldn't bring too many back with us.

While these shortcomings did not have too big an impact on the booth all together, many of them almost had disastrous consequences that could have completely ruined our project. Most of these problems could also have been solved by simply being more prepared and gotten set up on the day before the event instead of finishing set up in the hours before the event.

10.2 ADVICE ON FUTURE SUBMISSIONS

- **Make sure that your volunteers understand the commitment that they are signing up for and don't be afraid to enforce your volunteer responsibilities**
    - We were very hesitant to hold the volunteers to the commitment that they signed up for. As a result, many of them reaped the benefits of having an Exhibitor Pass without actually doing much for the booth.
    - Keep in mind that you have the final say as to who is representing the booth at PAX East. Make sure that the people you bring are prepared for the commitment that they're signing up for.

- ○ That being said, we had several volunteers that were very thankful for the pass and spent a lot of time hanging around the booth and helping out where they could. Cherish these volunteers.
- **Make sure to have the final builds from teams ahead of time**
  - ○ Despite being told this, we were unable to accomplish this due to lack of constant communication with the volunteers and did not get the builds until the day of PAX.
- **If using lab computers, get permission ahead of time and make sure they work offline.**
- **Order passes several months ahead of time**
  - ○ This should be done as soon as you decide who is showing at the booth.
  - ○ If not, then set a predefined amount of passes to order and let the volunteers know how many from each team can volunteer.
  - ○ Make sure the volunteers have them before PAX East.
  - ○ Make sure you are giving the passes to the right volunteers.
- **Make an inventory of things to bring to PAX East**
  - ○ This ensures that you are actively checking off each item and are not forgetting about anything. If you remember to bring everything, you will not have to make multiple rounds to get the item and wait in traffic.
- **Inventory items already owned by the IMGD Department earlier on**
  - ○ There are usually leftover items in the IMGD trunk that is brought to PAX East every year. Originally it was meant for volunteers to put their coats and bags so they wouldn't get stolen. Now it's used to store things that didn't get used.

- ○ Our team made the mistake of purchasing items that were already in the trunk, leading to excess things like paper towels. As a result, trunk is now at maximum capacity and cannot store any additional items. (See Appendix O)
- ○ Determine what items in the trunk can still be used for your PAX East and budget for materials afterwards.
- **If you are running trivia for giveaways, make sure they're easy to answer.**
  - ○ Some of our trivia we posted on social media were related to the games that we were showing at the booth. Attendees had to either play it or learn more about it from the volunteers to be able to answer these questions. This deterred some attendees away. They wanted to Google the answer which was not possible with the questions we had. As a result, we were left with a large amount of t-shirts and cardboard VRs on Sunday. We ended up giving some of them away to prospective students and alumni that passed by that day.
  - ○ WPI students and alumni often were the ones hanging by the booth to wait for the next question, wanting a shirt.
  - ○ Selfie prompts are usually more successful and random people get to post pictures of the booth.
- **People like VR games**
  - ○ VR is still a new thing and a lot of people haven't tried it yet. As a result, they are willing to try it out, even if it's a super short and non-interactive experience like ARIN.
- **Living near PAX is very useful**

- ○ Book a hotel room or Airbnb if you do not have friends or family nearby. This is especially useful if you end up forgetting things. A place to stay nearby can also be very useful as a storage space for packing materials.
  - ○ This probably is an out of budget item so consider the possibility accordingly.
  - ○ This also reduces the time to get to PAX, although if you travel during rush hour (commuting and driving), it will still take as long as a normal drive to Boston from Worcester.
- **Cars are also very vital to the success of the booth**
- **Make sure volunteers are well equipped with knowledge to talk about the Summer programs and the Graduate program.**
  - ○ High school students and post-graduates are another category of people that attend PAX East. Our booth got a number of these people looking into what WPI offers so be sure to have the information for them.
  - ○ Luckily, we had pamphlets on both but it is more meaningful to the attendee if we are able to talk about and address questions they have about these programs.
- **Attend Closer Look and Open House events**
  - ○ WPI hosts events throughout the year that allow for prospective students and parents to learn more about the school and the specific majors at the school.
  - ○ Our team has attended general information sessions hosted by the Admissions office. This helped us with having a better grasp on general statistics about WPI, but not IMGD.

- ○ IMGD participates in both Closer Look and Open House. A presentation about the major is given by the Department Head. Statistics and figures specific to the major are included and could prove to be very useful for the PAX IQP team.

- ○ Having practice in talking to prospective students and parents, especially those interested in pursuing a career in game development, can help you get a general understanding of what they are specifically looking for.

- **Emphasize to student volunteers of events happening after the expo hall closes.**

  - ○ PAX East is another great way to get in touch with developers in the industry at a very low cost. After the hall closes on Friday, PAX brings out drinks and hors d'oeuvres for exhibitors. This is a great opportunity for students to have time to talk to big company developers and network. MassDiGI also runs Made in MA where local Boston developers come together to hang out and show games. This is another great networking event and students get in for free.

11 APPENDICES

11.1 APPENDIX A: BOOTH DESIGNS

2017 WPI PAX BOOTH

Gomp

☐ = 1 FT

Hexagons.

24" Table

2017 WPI PAX BOOTH

~40"   ~40"

Buttons & Small Giveaways

36" Table   ~22"

Demo & Info Table

~40"

36" Table   ~22"

Bench
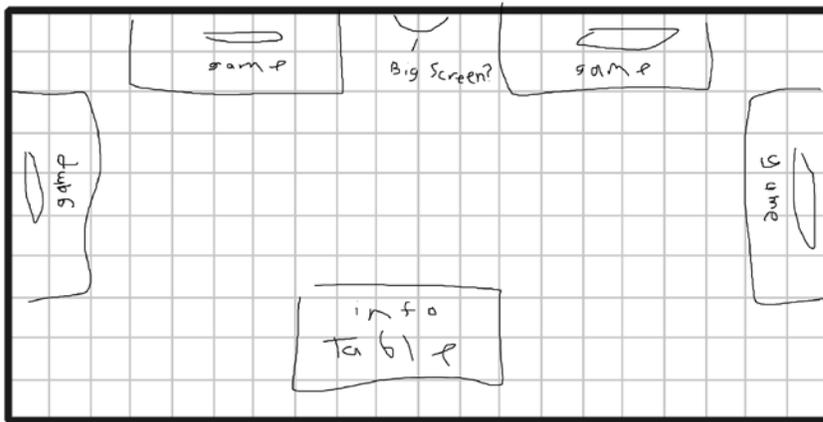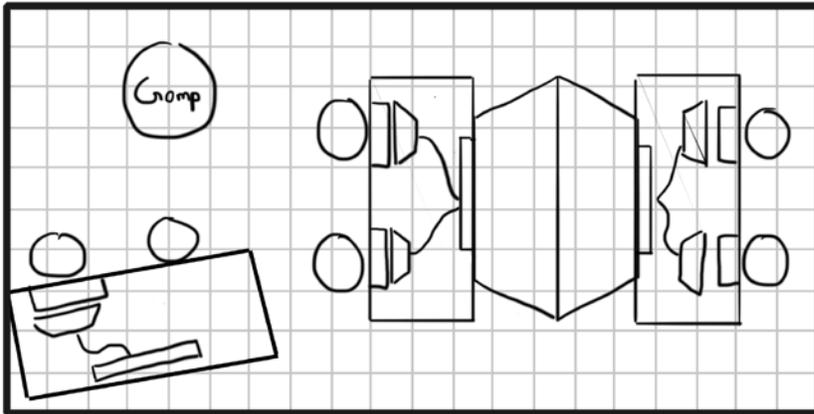
☐ = 1 FT

● Avg Human Shoulder Width

2017 WPI PAX BOOTH
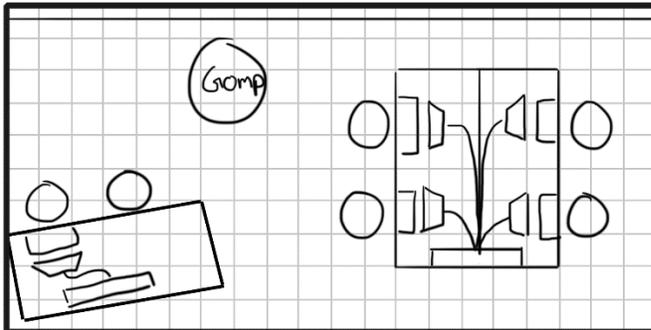
Gomp

☐ = 1 FT

Tables and Backdrape.

2017 WPI PAX BOOTH

☐ = 1 FT

82
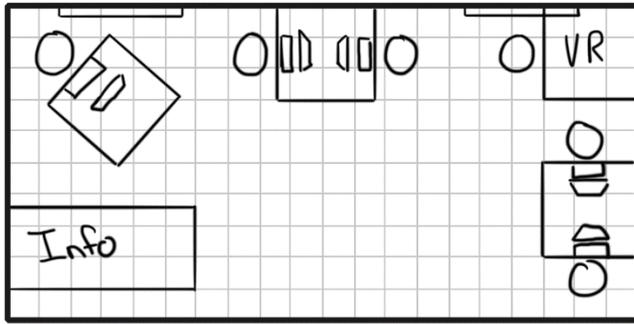
11.2 APPENDIX B: DIGITAL GOMPEI DESIGNS

Maybe the binary spells out WPI IMGD or something...? or Art + Tech = GAMES?

OG
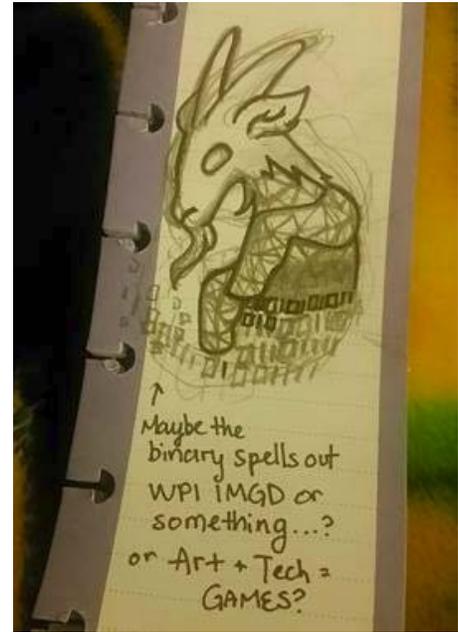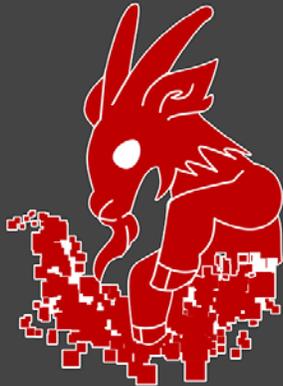
w/ pupils

WPI IMGD

1

WPI IMGD

2

WPI IMGD

3

WPI IMGD

4

WPI IMGD

11.3 APPENDIX C: COLLECTIBLE CARDS

Game Design

WPI IMGD

Brian Moriarty

Instructor/Lecturer

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euisLorem ipsum dolor sit amet, consectetuer adipiscLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Animation
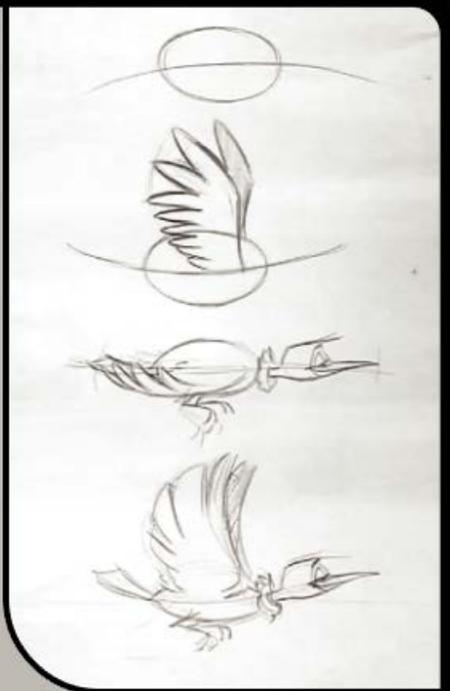
WPI IMGD

Edward R. Gutierrez

Assistant Teaching Professor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euisLorem ipsum dolor sit amet, consectetuer adipiscLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

3D Modeling

WPI IMGD

Ralph Sutter

Instructor/Lecturer

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euisLorem ipsum dolor sit amet, consectetuer adipiscLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

11.4 APPENDIX D: PAX EAST VOLUNTEER SURVEY FORM

PAX Volunteer Feedback Survey

Hello! We are the 2017 PAX IQP Team. We would like to hear from you and your experiences with volunteering at the WPI PAX booth in previous years. Please provide as much information as you can so that we can better assist and prepare our volunteers for this year.

* Required

1. **Email address** *

_____

2. **Did you help setup and/or breakdown the booth?** *
   Mark only one oval.

   ( ) Yes   *After the last question in this section, skip to question 14.*
   ( ) No   *After the last question in this section, stop filling out this form.*

3. **Did you and your team have enough time to prepare a playable demo for PAX?** *
   Mark only one oval.

   ( ) Yes
   ( ) No
   ( ) My project was not presented at the booth

Volunteer Preparedness

4. **Did you feel like you could answer questions about the IMGD Program?** *
   Mark only one oval.

   ( ) Yes
   ( ) No
   ( ) Sometimes
   ( ) Other: _____

5. **Did you feel like you could answer questions about WPI?** *
   Mark only one oval.

   ( ) Yes
   ( ) No
   ( ) Sometimes
   ( ) Other: _____

6. **Did you feel prepared to demo other peoples' games?** *
   Mark only one oval.

	1	2	3	4	5	
Not prepared at all	◯	◯	◯	◯	◯	Very well prepared

7. **How much work did you do during the exhibition?** *
   How much did you interact with visitors and demo the games?
   Mark only one oval.

	1	2	3	4	5	
A little	◯	◯	◯	◯	◯	A lot

8. **Did you feel overwhelmed while helping run the booth?** *
   Mark only one oval.

	1	2	3	4	5	
Not at all	◯	◯	◯	◯	◯	Almost all of the time

9. **Visitor interest in booth** *
   Were visitors drawn to the booth?
   Mark only one oval.

	1	2	3	4	5	
Not interested at all	◯	◯	◯	◯	◯	Very interested

10. **How often did faculty stop by to help out?** *
    Mark only one oval.

	1	2	3	
Not at all	◯	◯	◯	Very often

11. **Did you have fun at PAX?**
    Mark only one oval.

    ◯ Yes
    ◯ No
    ◯ Other: _____

12. **What are some tips you would give to future PAX booth volunteers?** *
Things you would have done differently now than you did then.

_____

_____

_____

_____

_____

13. **What would you have liked to see from the WPI PAX team?** *
What can we do better to make this booth the best it can be?

_____

_____

_____

_____

_____

14. **Additional Feedback & Comments**

_____

_____

_____

_____

_____

Booth Setup & Breakdown Questions

15. **Which of the following did you help on doing?** *
Mark only one oval.

( ) Setting up   *Skip to question 23.*

( ) Breaking down   *Skip to question 23.*

( ) Both   *Skip to question 15.*

Setup and Breakdown Questions
Questions for if you answered "Both" for the booth setup and breakdown

Setup Questions

16. **How long did it take for you to setup the booth?** *
    Mark only one oval.

    ◯ Less than 1 hour

    ◯ 1 - 2 hours

    ◯ 2 - 3 hours

    ◯ More than 3 hours

17. **Were there enough volunteers setting up?** *
    Mark only one oval.

    ◯ Yes

    ◯ No

18. **If no, how many more people should have been there?**

    _____

19. **Materials and/or equipment that you wish you had to make the process faster?**

    _____
    _____
    _____
    _____
    _____

Breakdown Questions

20. **How long did it take for you to breakdown the booth?** *
    Mark only one oval.

    ◯ Less than 1 hour

    ◯ 1 - 2 hours

    ◯ 2 - 3 hours

    ◯ More than 3 hours

21. **Were there enough volunteers breaking down?** *
    Mark only one oval.

    ◯ Yes

    ◯ No

22. **If no, how many more people should have been there?**

    _____

23. Materials and/or equipment that you wish you had to make the process faster?

_____

_____

_____

_____

_____

Stop filling out this form.

Setup or Breakdown Questions
Questions if you answered either "Setup" or "Breakdown" for the booth

24. **How long did it take for you to setup or breakdown the booth?** *
    Mark only one oval.

    ( ) Less than 1 hour

    ( ) 1 - 2 hours

    ( ) 2 - 3 hours

    ( ) More than 3 hours

25. **Were there enough volunteers setting up or breaking down?** *
    Mark only one oval.

    ( ) Yes

    ( ) No

26. **If no, how many more people should have been there?**

    _____

27. **Materials and/or equipment that you wish you had to make the process faster?**

    _____

    _____

    _____

    _____

    _____

Powered by
Google Forms

11.5 Appendix F: PAX East Game Submission Form

WPI PAX East 2017 Submission Form

The official game submission form for WPI's PAX East 2017 Booth.
If you have any questions or concerns, please email them to paxteam17@wpi.edu.

Submission closes on Jan. 30th 1:00AM.

* Required

1. Game Title *

_____

2. Game Description *
   Please keep this to at most 2-3 sentences.

_____
_____
_____
_____
_____

3. Gameplay Video Link *
   Please provide a YouTube or Vimeo link

_____

4. Website
   itch.io, Steam and Twitter links to your game are
   also acceptable.

_____

5. Type of Project *
   Mark only one oval.

   ◯ MQP/IQP/GPS   Skip to question 8.
   ◯ School Project   Skip to question 7.
   ◯ Game Jam/Hackathon   Skip to question 6.
   ◯ Personal Project   Skip to question 9.
   ◯ Other: _____   Skip to question 9.

Game Jam/Hackathon Submission

6. Which Game Jam/Hackathon did you make
   this game at? *
   _____

Skip to question 9.

School Project Submission

7. Which class was this game for? *

_____

Skip to question 9.

MQP/IQP/GPS Submission

8. Who is/are your project adviser(s)? *

_____

Skip to question 9.

Game Logistics

9. Does your game need anything beyond a standard lab PC? *

We will be providing a monitor, a standard lab PC, and mouse/keyboard. If your game requires anything beyond that to run, please answer the next question.
Mark only one oval.

( ) Yes

( ) No

10. If yes, please indicate what additional equipment your game needs.

Additional equipment includes: controllers, VR headsets, tablets, LAN network, additional booth space, specific table layout

_____

_____

_____

_____

_____

11. Does your game have elements in which sound is necessary for gameplay? *

This will determine how many headphones we will need for the booth.
Mark only one oval.

( ) Yes

( ) No

Skip to question 12.

Member Availability

12. Team Name

_____

13. Please list team members *
Please separate using commas

_____

_____

_____

_____

_____

14. Please list team members who will be available during PAX East *
Dates are March 9th - 12th. We would also like to know if a member has already secured a PAX East badge for this year. (Please also list which days) This will help us with scheduling.

_____

_____

_____

_____

_____

15. Contact Email *
We would like to have a primary contact to let you and your team know if your submission has been accepted.

_____

16. If your game gets accepted... *
We will be holding a meeting during C-Term to go over booth logistics and to teach each volunteer how to demo all the games. Additionally, we will also be running a mock-up booth in the Campus Center for an afternoon. If your game gets accepted, team representatives will be required to attend. Check all that apply.

☐ I agree to these terms.

11.6 APPENDIX G: VOLUNTEER TRAINING PRESENTATION

PAX East and YOU!

A PAX EAST TRAINING EXPERIENCE

The Rundown

- **Who**
  - You.
- **What**
  - The Ultimate PAX Booth Experience
- **Where**
  - Boston
- **When**
  - March 10-12
- **Why**
  - Advertise WPI to potential students and show off great games by our students! (That's you guys <3)
- **How**
  - We'll show you :D

Responsibilities

- **You're all expected to run the booth.**
    - ~~At the same time.~~
    - At scheduled 2 hour blocks throughout the convention weekend
    - We'll give you your time blocks about a week before the convention
- **You'll all be expected to demo each game in the booth**
    - ~~At the same time.~~
    - You're all going to teach each other how you want your game demo'd!
    - This will happen later.

The Booth.

Booth layout: 20ft wide, 10ft deep. Labels: Arin, Volley Roger, Bounce.wav, Ethereal. 3ft stability "feet", 1ft, 3/8" = 1'-0"
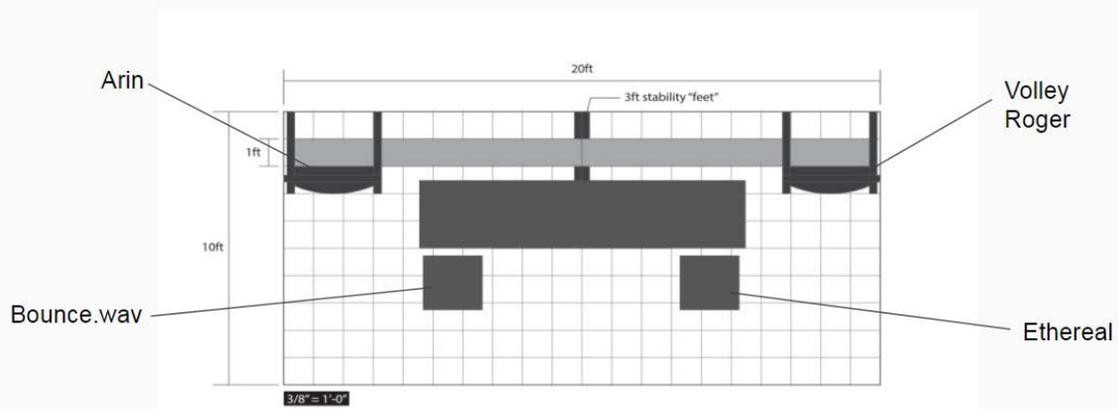
Maintaining the Booth

- Sanitary Measures
  - We will have WAY too much hand sanitizer!
    - Please use it as much as you can
    - We want to stop the spread of germs, not only from you, but to you as well
  - We will also have BUNDLES of disinfecting wipes which should be used on a gaming station whenever a person finishes playing
  - Obviously, if you have any trash from snacks (that we will totally sneak in and keep under a table) throw it away.
    - We want the booth to look as presentable as possible at all times
- Technical issues
  - If a computer stops working or anything happens, we will try to set it up so that most games can be played on any station. If this happens, and a different game is in less demand to play, you may swap where a game is being shown

Maintaining Booth Pt. 2

- Technical Issues Continued
  - Headphones break
    - This WILL happen.
    - Remain calm, we will have a couple extras.
      - That being said, don't go out of your way to test their durability
  - Screens break
    - Notify us, but there isn't much that can be done about the problem itself.
    - We will try to adjust the demoing schedule so that the games can still all be shown off
  - Computers break
    - Please no.

The Games

- Now is your moment!
- Please have any or all of the members of your group show all present people how demo your game, either through explanation or any visuals you might have.
- After we are going to have a "quiz" to see if people got the gist of what was explained.

Booth Etiquette

- Be friendly
- Make eye contact
- Answer questions as best you can
    - Be honest, but try to promote the school
    - We're going to try to set up some cheat sheets with important information ;-)
- Try to keep people in lines organized
- If one of you isn't demoing at the moment, go talk to people in lines and ask if they have any questions about the games or the school
- DO NOT USE THE TRUNK UNDER THE TABLE TO STORE YOUR STUFF!!!
    - WE WILL FIND YOU. WE WILL END YOU. WE WILL MAKE USE THE COAT CHECK ANYWAY!

Here

Because you deserve it

After being dragged to this

tonight

11.7 Appendix H: Trivia Questions

1) What does IMGD stand for?

   a) Interactive and media game development

2) What game was made over the course of a single weekend?

   a) Volley Roger

3) What is WPI's motto?

   a) Lehr und Kunst / Theory and Practice in German

4) The games at our booth are being developed using these two game engines.

   a) Unity & Unreal

5) What is the name of WPI's mascot?

   a) Gompei

6) What game engine developed by a WPI professor was used to prototype Velum?

   a) Perlenspiel

7) Which game at our booth used facial recognition studies in order to determine the player's emotions during play

   a) Velum

8) Which game at our booth was a Global Game Jam game?

   a) Volley Roger

9) Which game at our booth will get published by MassDiGI this year?

   a) Bounce.wav

10) There's a cool graphic players get to see when completing a level in Bounce.wav. What is it?

   a) A tapedeck

11) What is the player playing as in ARIN?

    a) An android

12) In Volley Roger, what do players have to consume in order to regain health?

    a) Oranges!

13) In Velum, what animal leads the player around?

    a) Squirrel.

14) Which game(s) in our booth were developed using Unreal Engine 4?

    a) Arin and Velum

15) Which game(s) in our booth were developed using Unity 5?

    a) Bounce.wav and Volley Roger

16) How many people can play Volley Roger at once?

    a) 8

17) What interesting location can IMGD majors go to complete their Major Qualifying Project?

    a) Japan/The Japan Project Center

18) Name a booth at PAX East that WPI alumni are currently showing off games at.

    a) The Indie Minibooth, Fire Hose Games

19) Name a WPI alum that will be on a panel this year at PAX East!

    a) Francesca Carletto-Leon, Chris Chung, maybe some more I don't know about.

    b) Ken Gagne

20) Name a person who's art is featured on our booth backdrop!

    a) Ralph, Ed, Kelly

21) What are the two Summer programs pre-college students can enroll in?

a)   Launch & Frontiers

22) There's a neat Summer event at WPI that is open to the public. IMGD shows games

there! What is the event called?

a)   TouchTomorrow

23) Approximately how many undergraduates attend WPI?

a)   ~4100

24) Who is the current director of the IMGD department?

a)   Jennifer deWinter

25) Who is the current president of WPI?

a)   Laurie Leshin

11.9 APPENDIX J: CHEAT SHEET

Volley Roger GAME JAM
Unity, Blender

- Made by 2 WPI Alums, 2 WPI Undergrads
- 2-8 Player Game -- 2 Players share 1 controller
- Made during Global Game Jam
    - 48 hour long game jam
- All water effects are done with shaders on the fly
- Shoot each other until only one person survives
- Avoid mines or else you'll get shot upwards
- Oranges gives you health

ODD PLAYER CONTROLS (P1, P3, ..., P7)

Steer: Left Joystick

Cannonball: Hold Left bumper button to aim, release to shoot

EVEN PLAYER CONTROLS (P2, P4, ..., P8)

Steer: Right Joystick

Cannonball: Hold Right bumper button to aim, release to shoot

ARIN MQP
HTC Vive, Unreal, Blender

- VR sci-fi horror experience. Players can sit in a chair and recline
- **! There will be a waiver, players should sign it before playing (for the IRB)!**
- Student voice actors
- There will be a post-play survey players can access
- There will be business cards with post-play link to give out after the experience
- **! Clean off the Vive with a wipe between players !**

CONTROLS

Enter Key: Reset Camera

To stop ARIN player-side:
    Hold both trigger buttons down for 3 seconds
To stop ARIN on keyboard:
    Press Esc or Backspace

Bounce.wav GRAD PROJ.
Unity, 3DS Max

- Super hard, face-paced, synthwave style arcade game on Android
- Won MassDigi Game Challenge for College Alpha
- Publishing with MassDigi at the end of the year
- **! Start players on the tutorial levels or level 1 !**
- **! Have player wear headphones !**
- There will be posters with a QR code that goes to links

MOBILE BUILD CONTROLS

Press Right: Move upwards

Press Left: Move downwards

PC BUILD CONTROLS

Up Arrow: Move upwards

Down Arrow: Move downwards

Vellum MQP
Unreal, Reaper

- Puzzles were originally developed in **Perlenspiel**
- (Moriarty's game engine)
- Tested w/ **Mechanic Turk:**
  Eye motion capture & emotional expression capture
- Patterns on seeds indicate growth patterns when you plant them
- Can climb the trees with platforms on them
- Red things are zappers, if a puzzle path touches them the puzzle fails
- Based on the Boston Public Garden

CONTROLS

Click & Hold: Pick up items. Release to drop.

Spacebar: Activate seeds

WASD: Move

= Key: Dev Keyword. Advance puzzles.
(Use if you want to show off features)

11.10 APPENDIX K: WPI PAX BOOTH PHOTOS

11.11 APPENDIX L: OTHER BOOTH PHOTOS

11.12 APPENDIX M: VENDOR COMPARISON CHART

Count	Pricing per item	Website	Details	Total
		1" Round Buttons		
500	0.34	buttonworks		170.00
500	0.20	bullseyebuttons		100.00
500	0.24	affordablebuttons	10 art proof, +17.34 delivery	147.34
500	0.21	purebuttons		102.50
500		wackybuttons	+10.40 S&H	100.40
500	0.11	speedybuttons	+10 proof, -10 coupon code, +14.89 S&H	99.89
500	0.20	justbuttons	free shipping if we order a month early, +10 for every additional 5 designs	100.00
300	0.20	justbuttons	free shipping if we order a month early, +10 for every additional 3 designs	75.00
200	0.20	justbuttons	free shipping if we order a month early, +10 for every additional 2 designs	50.00
500	0.20	halfpricebuttons	+5 S&H	105.00
		1.25" Round Buttons		

200		justbuttons	free S&H	54.00
300		justbuttons	free S&H	84.00
Unisex T-Shirt				
100	4.73	customink	free 2 week delivery	473.00
50	9.96	customink	free 2 week delivery	498.00
20	13.88	customink	free 2 week delivery	277.60
		adamblockdesign	quote pending	
100	9.25	rushordertees		925.00
100	5.72	discountmugs, gildan soft style adult	gray, 1-color, w/ full front & full back, free S&H	672.00
100	5.11	discountmugs, gildan heavy cotton unisex adult	gray, 1-color, w/ full front & full back, free S&H	611.00
100	3.98	discountmugs, fruit of the loom heavy cotton	gray, 1-color, w/ full front & full back, free S&H	498.00
100	3.66	discountmugs, printed delta apparel	snow heather, front only, free S&H	416.00
20	4.61	discountmugs, printed delta apparel	snow heather, front only, free S&H	142.20
50	3.89	discountmugs, printed delta apparel	snow heather, front only, free S&H	244.00

20	5.02	discountmugs, fruit of the loom heavy cotton	gray, 1-color, w/ full front & full back, free S&H	215.00
20	6.90	alliedshirts	Free S&H	161.52
25	6.67	alliedshirts		166.74
50	6.06	alliedshirts		303.22
Bags/Totes				
100	1.31	discountmugs	Drawstring Bags	181.00
Cardboard VR				
10	24.99	imcardboard	decal sticker + 35 S&H	284.90
50	12.50	imcardboard	decal sticker + 95 S&H	720.00
50	8.99	maxbox	full color, full print popup model	449.50
100	6.90	maxbox	full color, full print popup model	690.00
10	8.95	dodovr	P1 Popup	89.50
50	8.95	dodovr	P1 Popup	447.50
20	8.95	unofficialvr	basic branded	179.00
50	8.50	unofficialvr	basic branded	425.00
10	2.99	alibaba	V1, from china, potentially sketch but very cheap with varying quality, shipping time	29.90

			will be longer and maybe more expensive	

11.13 APPENDIX N: PAX EAST 2017 EXHIBITOR'S APPLICATION FORM

PAX EAST / BOSTON, MA

Exhibitor Application
PAX East 2017
March 10-12, 2017
Boston Convention & Exhibition Center
Boston, MA 02210
www.paxsite.com

Return this completed form to:
By Mail:
Reed POP
383 Main Ave
Norwalk, CT 068515
Attn: Kyle Marsden-Kish

By Fax:
203.840.9858

Questions?
Kyle Marsden-Kish
203.840.5858
Kyle@ReedPOP.com

We invite YOU to exhibit at PAX EAST 2017!

PAX is a three-day gaming festival for gamers of all genres to come together and celebrate the culture of gaming. Unreleased games, big booths, fabulous prizes, game music concerts, the gaming community and industry support puts PAX far above any other show on the planet. We present to you a captive and perfectly-matched audience eager and willing to learn about the latest products you have.

We will send to all approved applicants the electronic exhibitor packet that contains order forms for booth logistics (power, Internet, rentals and services) as well as information on shipping around January 15, 2017.

Company Information

Company Name

Contact Name

Contact Email

Contact Phone [Pre-show]

Contact Phone [On-Site]

Mailing Address

City   State

Zip/Postal Code   Country

PR Contact Email (given to attending media)

1. Exhibit Space

Booth Size		Cost
☐ 10 x 10 Booth Standard	$1,750	____
Includes 5 Exhibitor Badges		
☐ 10 x 20 Booth Standard	$3,500	____
Includes 5 Exhibitor Badges		
☐ 10 x 30 Extra Booth	$5,250	____
Includes 7 Exhibitor Badges		
☐ 20 x 20 Island Standard	$9,000	____
Includes 10 Exhibitor Badges		
☐ 30 x 20 Island Standard	$14,250	____
Includes 15 Exhibitor Badges & 1 Dedicated Booth Assistant		
☐ 30 x 30 Island Standard	$23,850	____
Includes 20 Exhibitor Badges & 1 Dedicated Booth Assistant		
☐ 20 x 50 Island Standard	$26,500	____
Includes 25 Exhibitor Badges & 1 Dedicated Booth Assistant		
☐ 50 x 30 Island Standard	$39,750	____
Includes 30 Exhibitor Badges & 1 Dedicated Booth Assistant		
☐ 50 x 50 Island Standard	$66,250	____
Includes 50 Exhibitor Badges & 1 Dedicated Booth Assistant		

Exhibit Space Subtotal $_____

2. Additional Options

		Quantity	Cost
☐ **Additional Exhibitor Badges** For employees/staff: Allows access to exhibit hall during nonpublic hours. Please use wisely - your company name will be on	$125	X ____	= ____
☐ **Additional 3-Day Badges** Regular PAX Badges. For contests, volunteers, staff giveaways, etc.	$100	X ____	= ____
☐ **Single Day Badges** Regular PAX Badges. For contests, volunteers, staff giveaways, etc.			
☐ Additional Friday Badges	$52.50	X ____	= ____
☐ Additional Saturday Badges	$52.50	X ____	= ____
☐ Additional Sunday Badges	$52.50	X ____	= ____

Additional Options Subtotal $_____

3. Marketing Opportunities

		Cost
☐ **Lanyards (120,000 needed)** Production not included. Deadline: November 18,2016	$12,000	____
☐ **Official Bag Sponsor (2 spots)** Ad on one side of the official Show Bag. Includes printing and bags. Units Created: 50,000. Deadline for artwork: January 6, 2017	$13,000	____
☐ **Show Bag Inserts** Ads or Promo pieces in the official Show Bag! Units Needed: 50,000.	$2,750	____

☐ **Ad Space in the Official Program (Full Color)**
Ads or Promo pieces in the official Program! Programs Created: 55,000 Deadline for finished artwork: January 13, 2017

		Quantity	Cost
Full Page Ad	$2,250	X ____	= ____
Inside Cover	$5,500	X ____	= ____
Page Facing Inside Front	$5,000	X ____	= ____
Back Cover	$6,500	X ____	= ____
Page Facing Inside Back	$5,000	X ____	= ____
Inside Back Cover	$5,500	X ____	= ____
Two Page Spread	$8,000	X ____	= ____

☐ **Pre-Reg Mailer Insert** Place a buck slip in each mailed ticket envelope. Units Needed: 26,000 Deadline for insertions: December 16, 2017	$8,000	____

Marketing Opportunites Subtotal $_____

Exhibitor Application
PAX East 2017
March 10-12, 2017
Boston Convention & Exhibition Center
Boston, MA 02210
www.paxsite.com

EAST / BOSTON, MA

4. Paid Panel Opportunities

These paid opportunities are ideal for Live Game Demos, Presentations, etc... Includes A/V Equipment and time for sound check prior to your event.

☐ **MAIN THEATER** — $15,000 _____
Seats up to 3,000. Opportunity is subject to approval by PAX Show Mgmt. Mandatory streamed Panel on official PAX Channel

☐ **SATELLITE THEATER** — $5,500 _____
Four Theaters ranging in max. occupancies 800 to 1400. Streaming options are available.

☐ **SATELLITE THEATER STREAM** — $3,000 _____

Paid Panel Opportunities Subtotal $_____

5. Signage Opportunities

Sponsor provides signage with pole pockets on top and bottom. Complete specs to be produced upon purchase. Prices include setup, removal and hardware.

☐ **Floor Clings (only 2 slots)** — $8,000 X _____ = _____
Clings to be placed on the floor at the entrance of the two main escalators that lead to expo floor. Max Size is 13' W by 10' H. 2 Slots Available. Sign Deadline: February 10, 2017

☐ **Escalator Clings/Troughs** — $8,000* X _____ = _____
Clings to be hung on main escalators leading from registration lobby into expo hall. Sizes vary...inquire for details. 4 Slots Available. Sign Deadline: February 10, 2017

☐ **Escalator Ascent/Descent** — $8,000* X _____ = _____
Signs to be hung over the railings, viewed by all those using the escalators at the convention center. 2 Slots Available. Each slot is up to 15' x 5' Sign Deadline: February 10, 2017

☐ **East Lobby Signage** — $7,500* X _____ = _____
Signs to be hung out in East Lobby of BCEC where a main building entrance will be as well as concessions, theaters, and panels. Each Spot is 20 ft. W by 4 ft. tall. 6 Slots Available. Sign Deadline: February 10, 2017

☐ **Wall Signage in PC/Console Areas** — $7,500* X _____ = _____
Signs to be hung along the back wall of the PC and Console Areas on 6th Floor. 10 Slots Available. Each slot is up to 8' x 4'. Sign Deadline: February 10, 2017
*Production/labor charges not included

Freestanding Signage (38" wide by 87" tall)
Sponsor provides artwork for double sided meter board. Prices include setup and removal.

		Quantity	Cost
☐ **Lobby Area**	$2,200	X _____	= _____

Signs to be displayed and spread throughout the three different lobby/lounge areas. 15 Slots Available! Sign Deadline: February 10, 2017

☐ **PC Area** — $2,200 X _____ = _____
Signs to be displayed and spread throughout the PC/BYOC areas. 8 Slots Available! Sign Deadline: February 10, 2017

☐ **Console Tourney Area** — $2,100 X _____ = _____
Signs to be displayed and spread throughout the PC/BYOC areas. 4 Slots Available! Sign Deadline: February 10, 2017

☐ **Console Freeplay Area** — $2,200 X _____ = _____
Signs to be displayed and spread throughout the Console Freeplay rooms. 12 Slots Available! Sign Deadline: February 10, 2017

☐ **Wireless Lounges** — $2,200 X _____ = _____
Signs to be displayed and spread throughout the Wireless Lounges. 10 Slots Available! Sign Deadline: February 10, 2017

Signage Subtotal $_____

Total Amount (Sum of Sections 1-5) _____

6. Digital Opportunities

Web Banners displayed on PAXsite.com. Click through to URL of your choice.

☐ **100,000 impressions - 300 x 250 ad** — $500 _____

☐ **100,000 impressions - 728 x 90 ad** — $500 _____

Remarketing Web Banners - Deliver your ads on news, social and shopping sites using our unique visitor tracking cookies. You supply the creative and we supply you with a custom URL to track your campiagn's progress.

☐ **100,000 impressions** — $900 _____

☐ **250,000 impressions** — $2,250 _____

Mobile App

☐ **PAX East Mobile App. Platinum Sponsor** — $15,000 _____
Exclusive branding within the PAX East Mobile App.
Deadline: February 3, 2017

☐ **PAX East Mobile Banner Ad** — $2,000 _____
Clicks through to your Exhibitor Listing in the App

Digital Opportunities Subtotal $_____

7. Payment

Upon approval of your application, an invoice with payment instructions will be promptly sent via e-mail. You will have options to submit payment via mail or credit card. **We ask that you process payment within 10 days of receiving your invoice.**

8. Payment Policy

a. 30% of the Total Amount required at time of application; 100% of the Total Amount due by January 24, 2017.
b. Cancel/Withdraw:
    1) Prior to October 15, 2016: 30% of the Total Amount.
    2) On or after December 1, 2016: 100% of the Total Amount.
c. Downsize:
    1) Prior to October 15, 2016: 30% of the difference between the Total Amount and the downsized total amount.
    2) On or after December 1, 2016: 100% of the difference between the Total Amount and the downsized total amount.
d. A payment must be returned with this signed application & license agreement. If this application & license agreement is returned after January 24, 2017, please return with 100% of the Total Amount.
e. The individual signing below represents and warrants to Management that he or she is duly authorized to execute this Application on behalf of the company named above ("Exhibitor") and that he or she has read and understands that, if this Application is accepted by Management, Exhibitor agrees with and shall be bound by and subject to the terms of the License Agreement set forth on the following pages. Management reserves the right to reject ANY Application for ANY reason. The issuance of an invoice with a booth assignment, in response to a submitted Application, shall constitute acceptance by Management and a binding agreement between Management and Exhibitor.

9. Authorization

Exhibitor Signature	Printed Name	Date

PAX Signature	Printed Name	Date

For Office Use Only

A _____ F _____ K _____ PAID _____ X1 _____ X2 _____ X3 _____ X4 _____ X5 _____ v1.3

LICENSE AGREEMENT: GENERAL TERMS & CONDITIONS

1. <u>Management</u>. Reed Exhibitions (a division of RELX Inc., a Massachusetts corporation) ("**Management**") shall manage the event (the "**Exhibition**") at the venue or venues (the "**Venue**"), both identified on the preceding page ("**Page 1**").

2. <u>Application Acceptance</u>. If Management accepts the Application, Exhibitor shall receive a license (the "**License**") to participate in the Exhibition as an exhibitor. The License permits Exhibitor to occupy and utilize the booth area or other space assigned to it by Management (the "**Exhibit Space**") to exhibit permitted products at the Exhibition and to utilize, where applicable, Management provided services. Exhibitor acknowledges that its deposit shall be processed by Management upon receipt, but that such processing does not constitute an acceptance of the Application and does not grant Exhibitor a License. Exhibitor hereby acknowledges and represents to Management that Exhibitor has received and thoroughly read, understood and agrees with these General Terms & Conditions and Page 1.

3. <u>License Agreement</u>. The "**License Agreement**" includes: (i) these General Terms & Conditions, (ii) Page 1, Exhibitor Manual, (iii) any Management attachment hereto or thereto and any other terms incorporated by reference herein or therein (as each may be amended solely by a duly authorized representative of Management) including, without limitation, the Code of Conduct and IP Issues and Procedures (as amended from time to time), and (iii) the rules and regulations of the Venue.

4. <u>Interpretation</u>. Management shall, in its sole discretion, determine any dispute or conflict with respect to any matters not specifically covered by the License Agreement. Management shall have full power in the matter of interpretation, amendment and enforcement of the License Agreement.

5. <u>Amendments</u>. Amendments to the License Agreement by a duly authorized representative of Management shall be incorporated herein, and Exhibitor shall be subject to the provisions of the License Agreement as so amended when written notification is sent to Exhibitor (which may be communicated by e-mail).

6. <u>Payment; Late Fees; Collection Fees</u>. Exhibitor shall pay to Management all amounts due in accordance with Page 1. All fees due must be paid in full before Exhibitor shall be permitted to occupy the Exhibit Space. Failure to make payments pursuant to Page 1 shall subject Exhibitor to the late fee specified on Page 1 on all past-due balances owed to Management. Exhibitor shall pay any collection costs incurred by Management in collecting such balances owed, including, but not limited to, court costs, collection fees and attorney's fees.

7. <u>Cancellation, Withdrawal & Downsizing; Liquidated Damages</u>. The parties agree that quantifying losses arising from Exhibitor's cancellation, withdrawal or downsizing of the Exhibit Space is inherently difficult, as Management shall incur expenses, allocate resources and take other actions in connection with the tasks necessary to facilitate and manage the Exhibition. The parties further agree that the agreed upon sum is not a penalty, but rather a reasonable measure of damages based upon the parties' experience in the exhibition industry and the nature of the losses that may result from such cancellation, withdrawal or downsizing of Exhibit Space. Exhibitor must provide written notice to Management for any cancellation, withdrawal or downsizing. The date Management receives such notice shall be the effective date of such cancellation, withdrawal or downsizing (the "**Effective Date**"). Any cancellation or withdrawal by Exhibitor entitles Management to the full amounts shown for Cancel/Withdraw on Page 1. If, at the Effective Date, Exhibitor has already paid fees in an amount greater than the liquidated damages amount owed, Management shall refund the difference between the amount already paid and the liquidated damages amount to Exhibitor.

If Exhibitor downsizes its originally agreed Exhibit Space requirements, it shall pay to Management (1) an amount equal to its revised financial obligation due for its decreased Exhibit Space requirements and (2) liquidated damages in the amount shown for Downsize on Page 1.

8. <u>Advertisements</u>. All advertisements in any media with signed insertion orders are non-cancelable and non-refundable. All advertisements are subject to Management approval. Management may, at its sole discretion, reallocate any advertisement space. Management may offer new advertisement products or positions throughout the Exhibition cycle that may not be listed on the License Agreement.

9. <u>Booth Service Package</u>. The booth service package, if any, is being provided as a service to Exhibitor. Any property that is purchased or leased in order to provide such service is merely incidental to the rendering of such service. Thus, the provider of such service shall remit all applicable sales and use taxes, which are invoiced by such provider and collected by Management from Exhibitors and remitted to the provider, on such property when purchased or leased.

10. <u>Set-off</u>. Management shall have the right to set-off against any amount which may be due from Management to Exhibitor, pursuant to the License Agreement or otherwise, any amounts owed to Management or its affiliates by Exhibitor or its affiliates for any reason. Management shall also have the right to apply any amounts received from Exhibitor under the License Agreement to any other amounts due to Management or its affiliates from Exhibitor or its affiliates.

11. <u>Eligible Exhibits</u>. Exhibitor shall exhibit materials, products or services directly related to the Exhibition's industries and of specific interest to attendees. Management reserves the right to determine the eligibility of any product for display. Only Exhibitor's name or logo may appear on signage placed on the Exhibit Space and in the Exhibition exhibitor list. No exhibits or advertising shall be allowed to extend beyond or above the back and side rails of the Exhibit Space, without Management's prior written consent. Exhibits for the purpose of soliciting prospective employees, and employee-recruiting activity of any kind, are prohibited, without Management's prior written consent.

Only Exhibitor's products may be displayed in the Exhibit Space. Exhibits must be used solely for the purpose of promoting Exhibitor's products and/or services and shall not be used for other business purposes. Exhibitor shall not use the Exhibit Space to promote any other exhibition or conference without Management's prior written consent. Management rulings with regard to any Exhibit Space use are final.

Exhibitor's exhibit shall be admitted and permitted to remain solely by strict compliance by Exhibitor with the License Agreement. Management reserves the right to reject, eject or prohibit any exhibit, in whole or in part, Exhibitor or any of its representatives, upon Management's good faith determination that the same is not in accordance with the License Agreement. Management shall provide no refunds in the event of such rejection, ejection or prohibition.

Only a brand's owner or legal U.S. distributor may exhibit such brand at the Exhibition. Exhibitor must list its participating principals as the exhibitors-of-record. Management reserves the right to verify the identity and status of the brand's owner and the legal U.S. distributor. In the event of a conflict between a brand's owner and U.S. distributor, the brand's owner shall have the sole right to exhibit such brand at the Exhibition.

In connection with any IP issues between exhibitors, the "Addendum – IP Issues and Procedures" in the Exhibitor Manual shall apply.

12. <u>Permitted Publications</u>. Management reserves the right to determine the eligibility of any publication for display or distribution. Publications which contain advertisements purchased by exhibitors and which (a) are published only during the Exhibition or (b) otherwise target the Exhibition and its customers are not eligible products for display or distribution from any exhibit space or from anywhere in the Venue or its grounds. For the avoidance of doubt, non-official show dailies are not eligible products for display or distribution. Exhibitor shall not exhibit, offer for sale, give as a premium, hand out, distribute or advertise articles or publications not manufactured or sold in its own name.

13. <u>Intellectual Property</u>. Management expects Exhibitor to respect the intellectual property rights of other parties. Exhibitor shall not market, sell or display any product at the Exhibition that is counterfeit or in any way infringes trademarks, copyrights, patents or other intellectual property of a third party. Exhibitor warrants that the names, logos, art work and other content Exhibitor or its agents submitted for use in any media (including, but not limited to, ads, the Exhibition website or any Exhibition publication) shall not infringe the intellectual property rights of any third party and shall not contain anything which is libelous, obscene, indecent, blasphemous or in any way unlawful. Any exhibitor determined to be involved in unauthorized, counterfeit or infringing activity, will be subject to having all such unauthorized, infringing, counterfeit or misleading products removed from the Exhibition or the exhibitor being removed from current and future Exhibitions. However, this stipulation does not create an obligation for Management to take such action. Management does not accept liability for intellectual property infringements that may be committed by the Exhibitor.

14. <u>Intellectual Property Disputes Between Exhibitors; Service of Process & Orders</u>. Neither Exhibitor nor its agents (including, but not limited to, legal

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counsel or process servers) shall serve process on any other exhibitor during the hours the Exhibition is open to attendees. If Exhibitor has obtained a judicial/administrative relief order against another exhibitor, and Exhibitor has no reasonable alternative to serving such order on the other exhibitor during the Exhibition, then Exhibitor or its agent shall use their best efforts to serve such order during the hours the Exhibition is closed to attendees. Notwithstanding the foregoing, Exhibitor shall provide Management advanced written notice of the order obtained (including a copy of such order) so that a Management representative may escort Exhibitor or its agent to the booth of the exhibitor to be served and minimize any disruption to the Exhibition caused by such service. Exhibitor agrees to use its best efforts to resolve any intellectual property disputes with other exhibitors by no later than one week prior to the Exhibition's first move-in day for Exhibitors and in a location other than the Venue.

15. No Sub-Licensing. Exhibitor shall not sub-license, assign or transfer the Exhibit Space. Exhibitor shall not permit any person other than Exhibitor to occupy or conduct business in Exhibit Space, or any part thereof, without Management's prior written consent. Upon discovery of a booth share violation, Management may impose penalties on Exhibitor.

16. No Assignment. This License Agreement (and License granted hereunder) is non-assignable by Exhibitor. Any attempted assignment of the License Agreement or License by Exhibitor shall be null and void and shall constitute a breach, resulting in termination of the License Agreement and cancellation of the License. Management may assign the License Agreement at any time to its affiliate or any owner/purchaser of the Exhibition, by operation of law or otherwise.

17. Custom Booths. If Exhibitor shall use a custom booth in the Exhibit Space, it shall provide Management promptly upon request (and no later than 30 days prior to the Exhibition) detailed constructions drawings showing all dimensions and orientation of such custom booth.

18. Exhibitor Conduct. Exhibitor may distribute samples, souvenirs, permitted publications and similar items, or conduct other sales or sales promotion activities only from within the Exhibit Space. Management retains sole discretion to approve, control or prohibit which samples and other items may be distributed and where such samples may be distributed. Any Exhibitor demonstration, distribution or activity that results in obstruction of aisles or prevents ready access to other exhibitors' booths is prohibited and shall be suspended permanently or for any periods specified by Management.

19. Compliance with Laws. Exhibitor shall comply with all U.S. Federal, State and local laws and shall obtain all required permissions under such laws and from the Venue, including the Americans with Disabilities Act of 1990, as amended.

20. Union Work Rules. Exhibitor shall abide by union work rules and jurisdictions of the city and Venue, if applicable, including the Venue's exclusive services.

21. Good Neighbor Policy. Exhibitor shall operate the Exhibit Space so as not to annoy, endanger or interfere with the rights of other exhibitors or attendees. Management may, in its sole discretion, prohibit any action resulting in complaints from other exhibitors or attendees and which interferes with the rights of others or exposes them to annoyance or danger. Exhibitor's unreasonable interference with or inconvenience to the Exhibition, exhibitors or attendees shall be deemed a breach of the License Agreement.

22. Exhibitor Representatives; Exhibit Space. Exhibitor representatives shall be restricted to Exhibitor's employees and authorized representatives and must be 18 years of age or older, unless Management provides prior written consent. Management may, in its sole discretion, limit the number of Exhibitor's representatives in the Exhibit Space. Exhibitor's representatives shall at all times wear badge identification furnished by Management. Exhibitor acknowledges that it shall require its representatives to dress and conduct themselves in an appropriate and professional manner. Management reserves the right to determine, in its sole discretion, whether the character and attire of Exhibitor's representatives is acceptable. Exhibitor representatives must staff the Exhibit Space during all hours the Exhibition is open. Management may use tents and/or temporary exhibition facilities, as it deems necessary in its sole discretion.

23. Default in Occupancy. The actual occupancy by Exhibitor of the Exhibit Space is a material obligation of Exhibitor and is of the essence of the License Agreement. If the Exhibit Space is not occupied by the time set for completion of installation of displays, the Exhibit Space may be re-possessed by Management for any purpose it may see fit without in any way releasing Exhibitor from any liability hereunder.

24. Safety and Fire Laws; Electrical Safety; No Smoking. Exhibitor must strictly observe all applicable fire and safety laws and regulations. Drapes and all other cloth decorations must be flameproof. Wiring must comply with local fire department, governmental agency fire inspection ordinances and underwriters' rules. Smoking (including electronic cigarettes) in the Venue is forbidden. Crowding shall be restricted, and aisles and fire exits must not be blocked at any time. Products for display, signage, banners and decorations must not violate applicable fire codes. No storage behind exhibits is provided or permitted. Display wiring must exhibit all applicable seals of official approving agencies as may be required by the Venue. All displays must meet the building codes of the city in which the Exhibition takes place.

25. Exhibitor Breach. If Exhibitor breaches any of its obligations under the License Agreement, (1) Management may immediately, without notice, prohibit Exhibitor from exhibiting at the Exhibition and all future shows and exhibitions run by Management and terminate the License hereunder, (2) Management shall retain all amounts paid hereunder and Exhibitor shall pay Management any remaining balance outstanding according to Page 1 and (3) Management may pursue any other legal or equitable remedies to which it is entitled. Further, Management may thereupon direct Exhibitor to immediately remove its employees, any of its representatives and agents, its merchandise and other property from the Venue.

26. Resolution of Certain Disputes. If there is a dispute or disagreement between (1) Exhibitor and an official contractor, (2) Exhibitor and a labor union or labor union representative or (3) Exhibitor and one or more exhibitors, Management's interpretations of the rules governing the Exhibition and its actions or decisions concerning the dispute or disagreement and its resolution shall be binding on Exhibitor.

27. Exhibitor Directory, Exhibition Website & Exhibition Publications. Exhibitor authorizes Management to publish Exhibitor's directory entry on the Exhibition website, in the official catalogue for the Exhibition and in any other directory relating to the Exhibition or relevant industry. Exhibitor is required to complete its own directory entry on the Exhibition website. If Exhibitor fails to complete its directory entry on the Exhibition website, Management shall be entitled to enter Exhibitor's details from Page 1 and an exhibit description from a previous Exhibition year (if available) on its behalf. Management shall not be liable for any omissions, misquotations or other errors, including, without limitation, any which appear in the Exhibition directory, on the Exhibition website, in the official catalogue of the Exhibition or any other media.

28. Publicity & Promotion; Permissions. Exhibitor gives Management the permission to use Exhibitor's name, logo and products and the likeness of any person or products exhibited in all media formats (whether now known or hereafter existing) in connection with the promotion and publicity of the Exhibition. Exhibitor waives the right to inspect or approve the finished product. Exhibitor also waives all rights to royalties or other compensation arising out of or related to use of Exhibitor's name, logo and products and the likeness of any Exhibitor personnel in such advertising media.

29. Photography. The photographic rights for the Exhibition are reserved to Management, but Exhibitor may request photography services from the official photographers, if desired. All other photography is strictly prohibited without Management's prior written consent in advance of the Exhibition. Photographing other exhibitors' booths or products is strictly prohibited, and such violations may result in ejection from the Exhibition and/or confiscation of camera equipment.

30. Damage to Property. Exhibitor is liable for any damage it or its agents cause to the Venue's floors, ceilings, walls or columns, or to standard booth equipment, or to other exhibitors' property.

31. Indemnity. Exhibitor shall indemnify and hold harmless Management, the Exhibition's owner(s) and sponsors, the Venue owner, and the city in which the Exhibition is being held if the city owns the Venue, and each of their respective officers, directors, employees and other agents, from and against all claims, losses, suits, damages, judgments, expenses, costs (including, without limitation, reasonable legal fees) and charges of every kind arising out of or resulting from (1) its execution of the License Agreement or its occupancy of the Exhibit Space or presence at the Exhibition, (2) the actions, inactions or negligence of Exhibitor, its agents, representatives or employees (including Exhibitor appointed contractors), (3) the breach by Exhibitor of the intellectual property rights of any third party, whether knowingly or unknowingly, and whether intentionally or unintentionally (including, but not limited to, the sale or distribution of pirated goods and counterfeits/"knock-offs" of existing products and services), (4) Exhibitor's submissions to Management related but not limited to ads, Exhibitor director, the Exhibition website and Exhibition publications (5) Exhibitor's allegations

of infringement against another exhibitor, including Exhibitor's service of process on another exhibitor, (6) Exhibitor's service of a judicial/administrative order on another exhibitor, (7) Exhibitor's use of music, (8) Exhibitor's violations of any legal and/or regulatory requirements or (9) actions taken by Management at: (i) the request of an exhibitor regarding the asserted IP rights of that exhibitor; or (ii) the discretion of Management where Management had a reasonable belief as to the legitimacy of its action in regard to the asserted Intellectual Property rights of an exhibitor.

32. Limitation of Liability. Management shall not be responsible for and shall have no liability resulting from loss or damage to displays or goods belonging to Exhibitor, whether resulting from, without limitation, fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, disappearance, bomb threats, roof leaks, Exhibitor booth visitors and guests, shipments coming in or out of the Venue or Exhibit Space, inadequately packed property or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. If Exhibitor's products to be exhibited and/or display materials fail to arrive, Exhibitor is nevertheless responsible for License fees. Management shall provide the services of a protective agency during the period of installation, show and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of Management to supervise and protect Exhibitor's property within the Exhibition. Exhibitor may furnish additional guards at its own cost and expense only with the prior written consent of Management. Management makes no representations or warranties with respect to the number of attendees or the demographic nature of such attendees.

33. Due Execution. If the individual holding herself/himself out as duly authorized to execute the License Agreement is not so authorized, he or she hereby covenants to indemnify Management (and its affiliates and their respective officers, directors, employees and other agents) from and against all claims, losses, suits, damages, judgments, expenses, costs (including, without limitation, reasonable legal fees) and charges of every kind caused by her/his execution of the License Agreement and (without limitation) shall be personally liable to Management for all payments that would have been payable to Management by Exhibitor had the License Agreement been duly executed on behalf of Exhibitor.

34. Insurance. Exhibitor shall maintain at its sole cost and expense and throughout the duration of the Exhibition Commercial General Liability (the "CGL") insurance coverage with a minimum combined single limit of US$1,000,000, covering bodily injury (including death), personal injury, and property damage liability, with extraterritorial coverage. Such CGL insurance shall name as additional insureds RELX Inc. and their affiliates, the Venue owner, the city in which the Exhibition is being held if the city owns the Venue and any additional party Management may reasonably request. Exhibitor shall also maintain at its sole cost and expense Workers Compensation insurance in an amount compliant with at least the statutory minimum, for employees participating in the Exhibition, as required by law. Exhibitor's failure to comply with the insurance requirements in this Section shall not relieve Exhibitor of its indemnification obligations pursuant to Section 31 above. **Exhibitor understands that neither Management nor the Venue maintains insurance covering Exhibitor's property, and it is the sole responsibility of Exhibitor to obtain such insurance.** Exhibitor must maintain property insurance covering Exhibitor's property on an "all risk" basis at all times, including, without limitation, when (as applicable) property is stored in vaults on the Exhibition floor. Certificates of Insurance must be available onsite during the Exhibition and must be furnished by Exhibitor if requested by Management.

35. Non-Force Majeure Changes to Dates, Venue or Exhibit Space by Management. Management may, in its sole discretion, change the dates and/or Venue for the Exhibition upon written notice to Exhibitor (which may be communicated by e-mail). Management shall not be liable for any costs, damages, fees or other expenses of Exhibitor as a result of any such changes. Additionally, Management reserves the right to relocate Exhibitor to any exhibit space within the Venue at any time. Management may retain any portion of Exhibitor's License fee paid pursuant to Page 1 and such amount shall be applied as though no change in date, Venue or Exhibit Space relocation had occurred. Any remaining payments due from Exhibitor shall be due in accordance with Page 1. Any cancellation of the License or withdrawal from the Exhibition by Exhibitor due to any change in date, Venue or exhibit space assignment shall be subject to liquidated damages as shown for Cancel/Withdraw on Page 1.

36. Force Majeure. If the Venue shall become, in the sole discretion of Management, unfit for occupancy, or the holding of the Exhibition or the performance of Management under the License Agreement are interfered

with by virtue of a Force Majeure (as defined below), the License Agreement and/or the Exhibition (or any part thereof) may be terminated by Management or the Exhibition (or any part thereof) may be postponed and/or re-located by Management. Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of Force Majeure. A "Force Majeure" shall include, but not be limited to: fire; casualty; flood; epidemic; World Health Organization travel advisory or travel alert; earthquake; explosion or accident; blockade embargo; inclement weather; governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; act or threatened act of terrorism, strike, lockout, boycott or other labor disturbance; Venue cancellation, inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or acts of God or any other cause or causes not reasonably within the control of Management.

Termination of License Agreement and/or Exhibition. If Management terminates the License Agreement and/or the Exhibition (or any part thereof) as a result of a Force Majeure, then Management may retain such part of the License fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. Management shall not be liable for any costs, damages, fees or expenses of Exhibitor as a result of such termination.

Postponement; Relocation. If Management postpones and/or relocates the Exhibition (or any part thereof) as a result of a Force Majeure, then Management shall be entitled to retain the portion of the License fee paid to date and said amount shall be applied to the Exhibition as though no postponement and/or re-location of Venue had occurred. Any remaining payments from Exhibitor shall be due in accordance with Page 1. If Exhibitor cancels participation because Management postpones and/or re-locates the Exhibition, Exhibitor shall be subject to liquidated damages as shown for Cancel/Withdraw on Page 1. Further, Management shall not be liable for any costs, damages, fees or expenses of Exhibitor as a result of such postponement and/or re-location.

37. Admission of Attendees. Management shall have sole control over admission policies at all times. See Exhibition website for the attendee admission policy.

38. Notices. Any notices to Management shall be given in writing by e-mail (with confirmation of receipt), courier service, hand delivery, registered mail, certified mail, overnight mail or overnight courier, return receipt requested, postage prepaid to 383 Main Ave. Norwalk, CT 06851, or at such other address as may from time to time be designated by Management.

39. Governing Law; Forum Selection Clause. This License Agreement is deemed to be entered into in the State of Connecticut and governed by the laws of the State of Connecticut, without regard to its conflicts of laws principles. Exhibitor consents to the jurisdiction of the state and federal courts of the State of Connecticut for the resolution of any and all disputes and claims arising in connection with the License Agreement. Management, however, shall not be obligated to enforce its rights in the State of Connecticut, and instead, may enforce its rights in any other proper jurisdiction. Exhibitor waives any claims as to lack of personal or subject matter jurisdiction and agrees that it is subject to the jurisdiction of the State of Connecticut.

40. Reservation of Rights. Management reserves the right to take any action that is reasonably necessary in the sole judgment of Management for the protection of the Exhibition and/or the participants, including, but not limited to, exhibitors and attendees.

41. Entire Agreement; Integration of License Agreement; Non-Reliance. This License Agreement contains the entire agreement between Management and Exhibitor. Exhibitor acknowledges that in entering into the License Agreement it has not relied on, and shall have no right or remedy in respect of, any statement, representation, assurance or warranty (whether made negligently or innocently) other than as expressly set out in the License Agreement.

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11.14 APPENDIX O: INVENTORY OF IMGD TRUNK

Quantity	Name	Description
5	Headphones	One of the five is a fancy pair
3	Audio extension cables	Inside headphone boxes
2	Ethernet Cables	
5	HDMI Cables	
5	Power Cables	
6	Extension Cables	6ft
1	Power Cable	For PC/Monitor
4	Hex Key tools	2 have a red handle, 2 are multi-tool
2	Paper Towel	
½	Pack of water bottles	
2	Large hand sanitizer bottles	
2	Bottles of lotion	
2	Clorox Wipes	
4	Boxes of facial tissues	
1	Pack of Napkins	
5	Small hand sanitizer bottles	
2	Drawstring Bags	
½	Bag of Dumdum Candies	
5	Transparent Picture Stands	
2	Picture Frames	
1	PAX Booklet	Left by an attendee
1	Lanyard	Extra from a year or two ago

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