



October 1 - 4  
2026



Updated 12.4.2025

# Vendor Information Packet

Gas South Convention Center  
6400 Sugarloaf Pkwy, Duluth, GA 30097

**Presented by:**  
Level Up Games

**Website:**  
[lugcon.com](http://lugcon.com)





# Table of Contents

<input type="radio"/> > Message from the LUG Con Team	03
<input type="radio"/> > General Info	04
<input type="radio"/> > Booth Info	06
<input type="radio"/> > Application Process	08
<input type="radio"/> > Sponsorships	09
<input type="radio"/> > Specialty Sponsorships	10
<input type="radio"/> > Running Events	11
<input type="radio"/> > Hotel Info	13
<input type="radio"/> > Contact Info	15



# A Message from the LUG Con Team...

Thank you for your interest in LUG Con 2026!

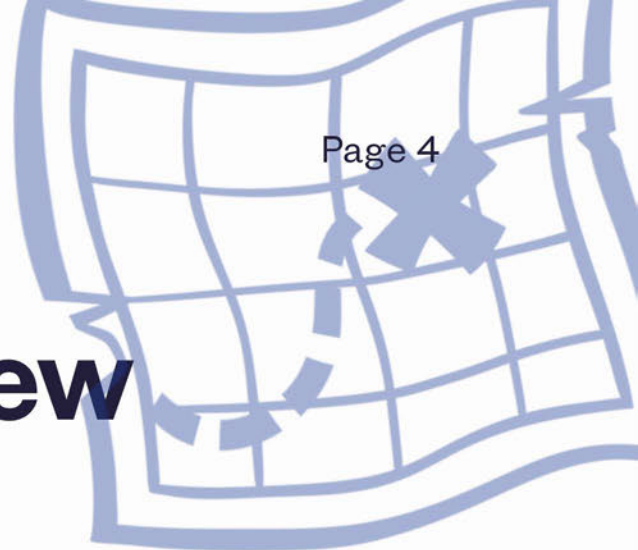
Our inaugural year was a tremendous success thanks to the incredible energy and professionalism from our vendors and community, and we are excited about partnering with you for year 2!

This packet includes an overview of all you need to know about becoming a vendor for 2026. We have made some updates based on the valuable feedback we received from both vendors and attendees last year, so please read it thoroughly.

Additional info will be provided during and after the application process, and ALL info noted here is subject to change.

Our goal is to continue building LUG Con into THE premier tabletop gaming event in the Southeast, and your success is central to that mission. If you have any questions or concerns, don't hesitate to reach out—we're here to support you and make your experience as smooth and rewarding as possible.





# Project Overview

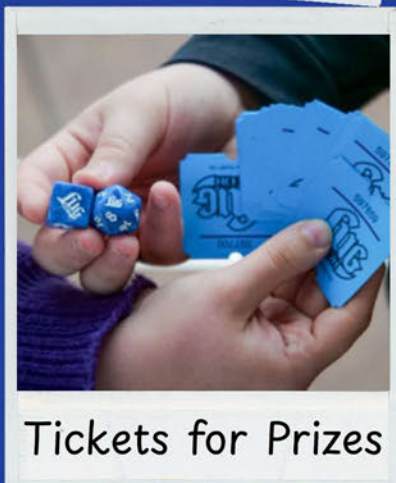
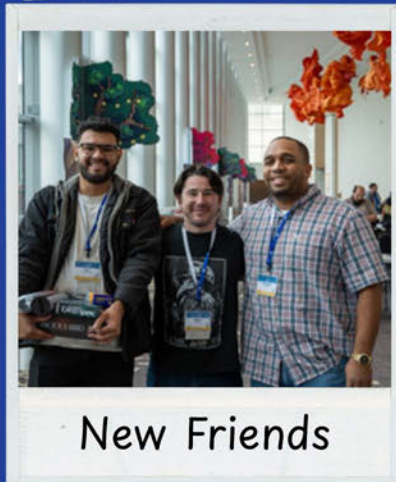
**Item**                      **Details**

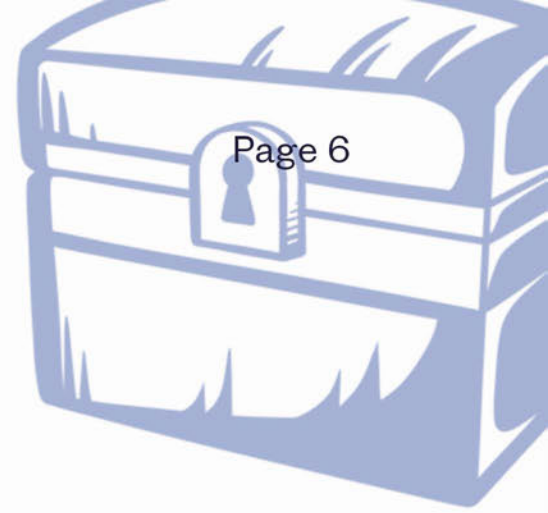
<b>WHEN</b>	Oct 1 - 4, 2026 (Load in Sept 30, 2026)
<b>WHERE</b>	Gas South Convention Center 6400 Sugarloaf Pkwy, Duluth, GA 30097
<b>FEATURES</b>	Exhibit Hall, Organized Play Events, Demos, Game Library, Prize Wall, Themed Activities, Biergarten
<b>EXHIBIT HALL HOURS</b> *subject to change	12am - 7pm Thursday - Friday 10a - 6p Saturday 10am - 4pm Sunday
<b>SHOW HOURS (Events)</b> *subject to change	10am - 11pm Thursday - Saturday 10am - 5pm Sunday
<b>ANTICIPATED ATTENDANCE</b>	3,000+ (About 1,400 came out for year 1!)
<b>WAYS TO PARTICIPATE</b>	<ol style="list-style-type: none"> <li>1. Run a Booth</li> <li>2. Host Events</li> <li>3. Be a Sponsor</li> </ol>
<b>PARKING</b> *price subject to change by venue	Parking Garage Deck 1 \$10 per day, 2-way access 12+ hrs/overnight extra charge *[Oversized vehicle arrangements TBD]



## GENERAL INFORMATION

# First Year Success





# HOW TO RUN A BOOTH

## Pricing

Booths are available in 10x10 increments at \$250 each. Vendors can purchase their desired size.

## What's Included

8ft tall, black pipe & drape, back wall only. See add-ons below.

## For Larger Booths

The configuration of booths 10x30 and up will be determined during placement. You can request a specific booth shape in your application - we will do our best to honor the requests.

## ▾ Add-ons

\*Pricing based on 2025 & represents cost for all 4 days. 2026 pricing subject to update.

Item	Price	Details
Table	\$15	8ft undressed table
Chairs	\$5	Folding chairs in sets of 2
Electricity	\$95	20 AMP-120 volt connection
Internet	starting at \$300	Wired connections start at 3MB. Routers & switch ports also available.

Rigging, A/V, and other booth elements will have separate pricing & arrangements.

## ▾ For Artists Vendors

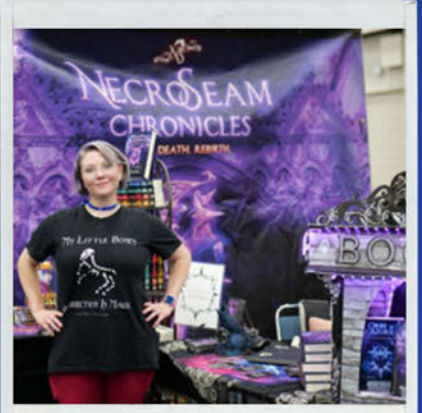
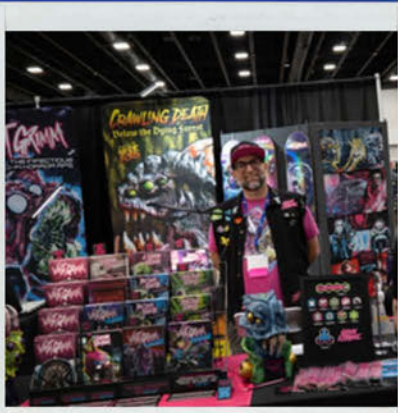
Artists can opt to join Artist Alley, which will have a separate area. These will be approximately 6ftx6ft open spaces, without pipe & drape.

\*Booth set up restrictions will still apply.

### Price

\$150, includes 1 - 6ft, undressed table

# Fun in the Vendor Hall



## ▼ Vendor Application Process

Jan - Mar 2026

### Submit Application

via tabletop.events  
\*Application will be different from 2025.

Mar - May 2026

### Review & Design

Applications will be reviewed and scope of participation discussed.

Jun - Jul 2026

### Finalize Arrangements

Payments & arrangements will be due to allow for proper marketing.

## ▼ Booth Restrictions

In compliance with show and venue policies, below are highlighted booth policies. A complete policy will be provided upon application acceptance.

- All design elements & products displayed must be family friendly and cannot contain any inappropriate images, text, etc.
- All elements must be free standing. Nothing can be attached to the venue by any means. The only exceptions are gaffers tape on the floor, and hanging signs from the pipe by hooks, zip ties, or string.
- We are only accepting vendors with original products. Resellers, as well as reproduced or AI generated product, will not be accepted. Vendors will have to submit an inventory list of products you plan to showcase in your booth as part of the application process.
- Additional elements such as tents, food, heating elements, lights, rigging, and displays over 12 ft may have additional costs and requirements.





# Sponsorships

All sponsorships come with listing on our website and ticketing platform (tabletop.events), and *may* come with additional inclusion on select signage and social media outlets.

## Lanyard Sponsor - \$3000

Your logo printed on repeat on our lanyards worn by every attendee (anticipated 3,000+ for 2026).  
1 available.

## Badge Sponsor - \$2000

Your full color logo printed on the bottom of the badge design.  
1 available.

## Shirt Sponsor - \$1000

Your black/white logo incorporated into the design of the staff/volunteer shirts.  
1 available.

## Event Sponsor

Given to vendors who run at least 1 large or 3 small organized events. You do not have to have a booth to host events.

## Product Sponsor

Donate product to be used in the Con programming. Products can be incorporated as activity supplies, part of the game library, and/or in the prize wall. All donations welcome, but must be a minimum of \$250 MSRP to qualify for sponsorship status. Unlimited availability.



# Specialty Sponsorships



## Scavenger Hunt Sponsor - \$700

In our "Pinventure" Scavenger Hunt, attendees had to solve clues that led them to various locations around the entire Con. They collected rewards at each stop, and turned in completed hunts for an exclusive LUG Con enamel trading pin.

This sponsorship makes you one of the stops in the hunt and helps drive traffic to your booth or table.  
11 available.



## Activity Sponsor

Our activities like the Dice is Right and Mega Dice Roll were some of the most memorable highlights of the Con. Collaborate with the LUG Con team to design an activity "adventure" for attendees.

These are different from game events, but should still be tabletop themed.  
These would be advertised along side the Scavenger Hunt.



## Room Sponsor

Room sponsors have the ability to have their logo on all maps and signs for the room, and can add additional advertisement signage (ie: standing banners) within the room. These sponsorships may be awarded to those who commit to multiple sponsorships or high-quantity donations. There may be multiple for larger rooms. If you are interested in sponsoring a specific room, please communicate that to the Coordinator.



# Events

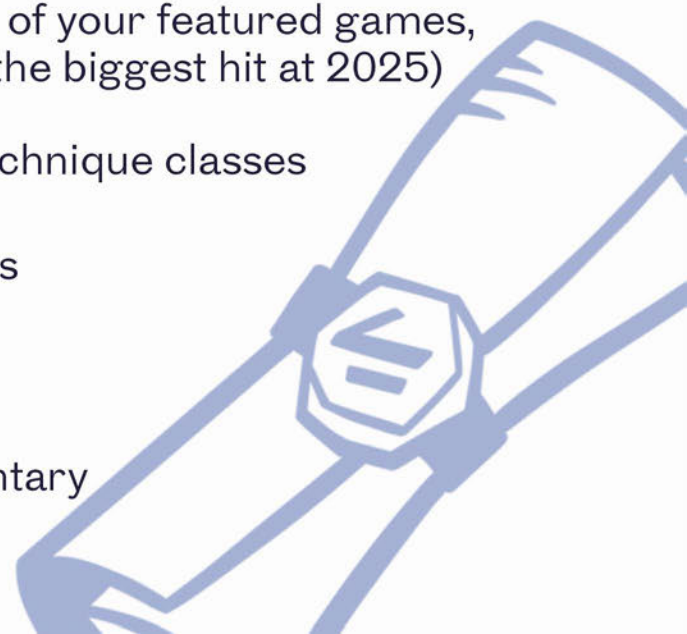
Working off our mission and attendee feedback, we are prioritizing events as a way of allowing attendees to experience the games, beloved & undiscovered.

We will have a new incentive program for invited vendors who are interested in running events. Please indicate your interest & ideas in your application to be considered.

We encourage ALL vendors to consider running events in your booth and/or the event rooms. See below for some ideas.



- Demos & guided Learn-to-Plays of your featured games, one-on-one or in groups (\*was the biggest hit at 2025)
- Speed painting competition & technique classes
- Box art or character design class
- Tournaments & competitions
- Live observed play with commentary



# Tons of Events



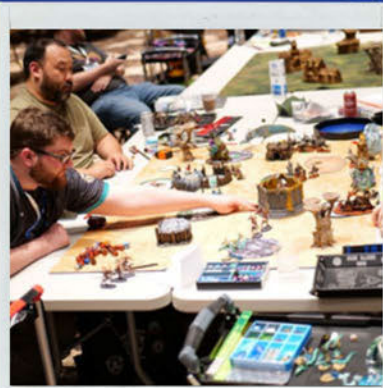
Learn to Plays



Tournaments



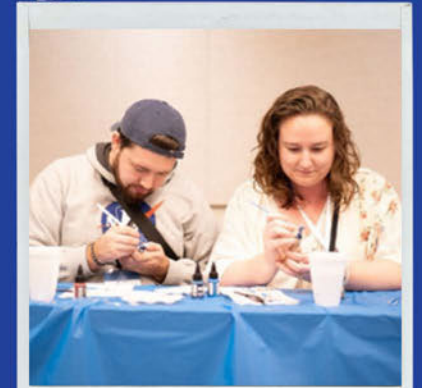
Game Library



Organized Play



The Events Room



Paint & Takes



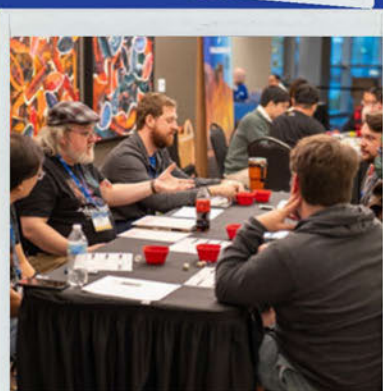
Speed Puzzles



All the Minis



RPG Demos



Play the Publisher



Open Play



LIVE Play

# Holiday Inn Gas South is our exclusive hotel partner for 2026.

Conveniently located on the Gas South District campus, we will have a special vendor block for 2026. Details and booking info will be announced at a later date.

2025 featured standard king and double queen rooms at \$129, including breakfast, WiFi, self-parking, microwave & mini-fridge. \*[2026 rates & availability may be different.]

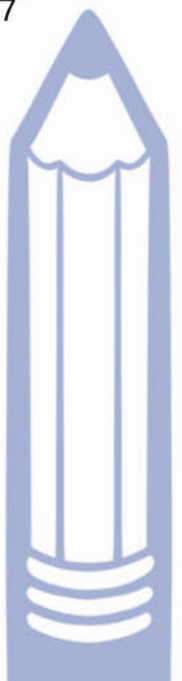


6310 Sugarloaf Pkwy, Duluth, GA 30097

## Other options

Embassy Suites  
by Hilton  
Atl NE/Gwinnett  
Sugarloaf

Westin  
Atlanta Gwinnet



# So Many Adventures



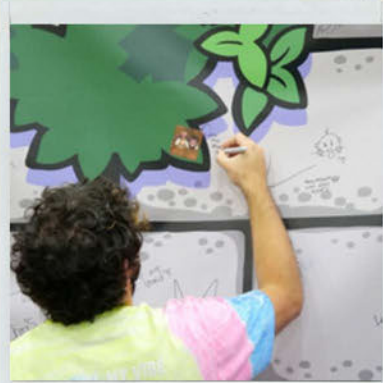
Photo Ops



New Games



Meet Ups



Wall Signing



Solo Play



Artists



Volunteer GMs



Competitions



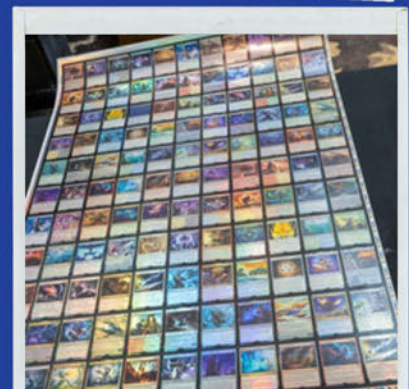
TCGs



Prize Wall



Charity Cosplay



Prize Sponsors

# Thank you for your interest!



We are grateful for your interest in joining the LUG Con 2026 experience!  
If you have any questions or concerns regarding anything in this packet or your participation, please reach out to us at [info@lugcon.com](mailto:info@lugcon.com).



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