2027 BREAKOUT TORONTO

March 18-21, 2027

SHERATON CENTRE TORONTO

123 QUEEN ST W, TORONTO, ON M5H 2M9

Exhibitor and Sponsor Information Kit

Exhibitor and Sponsor Information Kit

Thank you for your interest in being a part of Breakout 2027. We have four opportunities for you to promote your business with Breakout. These include:

- Exhibitor Tables
- Program Booklet (digital)
- Sponsorship
- Flyers

To be part of Breakout, ensure that you have read this document, specifically our Terms and Conditions, Booklet Material Specifications, and corresponding deadlines. The Exhibitor and Sponsor Form on pages 12 - 13 must be printed, completed, and sent along with your payment. Failure to meet deadlines may forfeit some or all of these opportunities. Exhibitors are expected to uphold the policies of Breakout as noted on our website.

Breakout Exhibitor & Sponsor Coordinator
Pete Lipson
www.breakoutcon.com
pete@breakoutcon.com

Venue Location
Sheraton Centre
123 Queen St. West
Toronto, ON M5H 2M9

Sheraton

Breakout Mailing Address
Breakout Attention: Peter Lipson
Contact pete@breakoutcon.com
for address information.

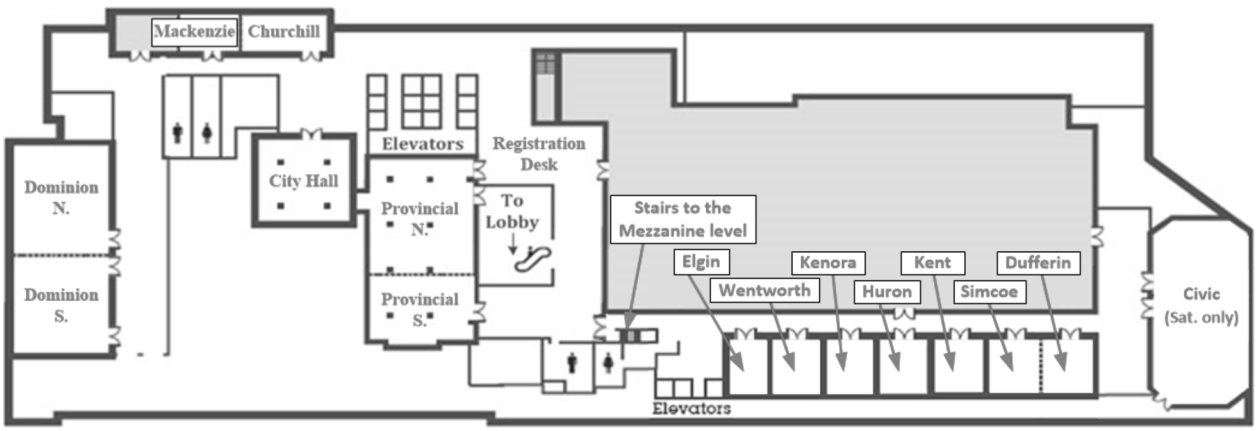
Hotel Rooms/Parking
To ensure that you get our convention room rate, please call the hotel at:
1-888-627-7175 and ask for the "Breakout 2027 Convention" rate

The best parking option is across the street in the Green P underground parking garage below City Hall located at 110 Queen Street West. See Load-In and Loud-Out instructions on page 8.

For more information on this parking location, call (416) 393-7275 or visit:
https://parking.greenp.com/find-parking/?a=123+Queen+St.+West

1. Exhibitor Tables

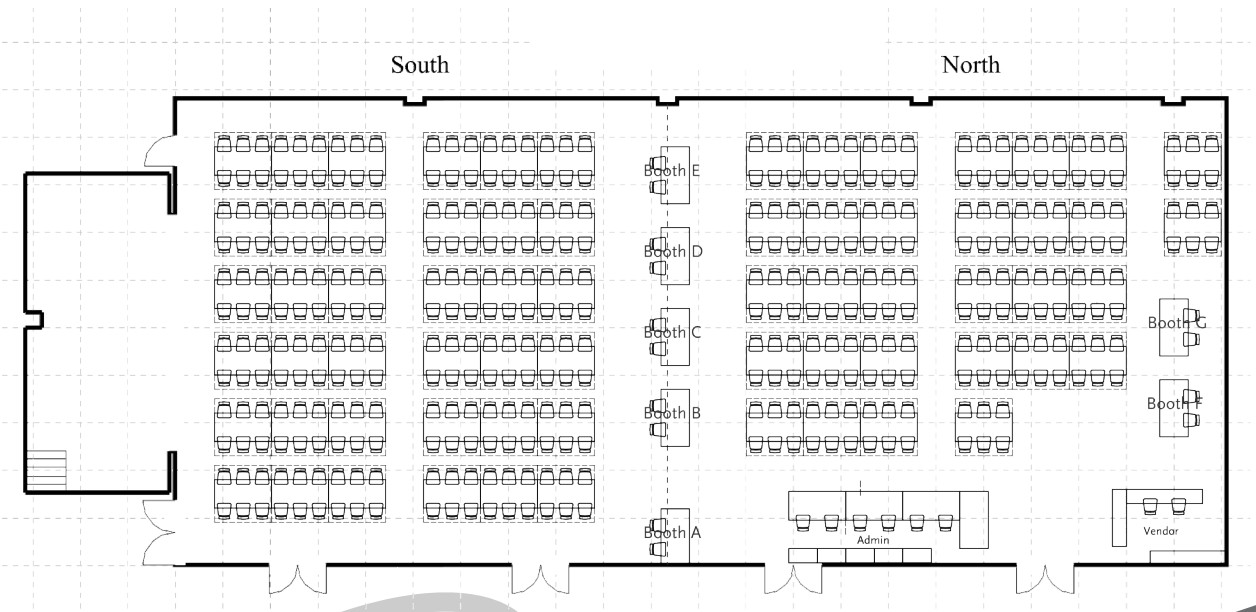
Sheraton Centre (Downtown Toronto) - 2nd Floor Hall Layout



Exhibitor tables are available in the following areas:

Dominion Ballroom (Main Board Game Hall) - $550

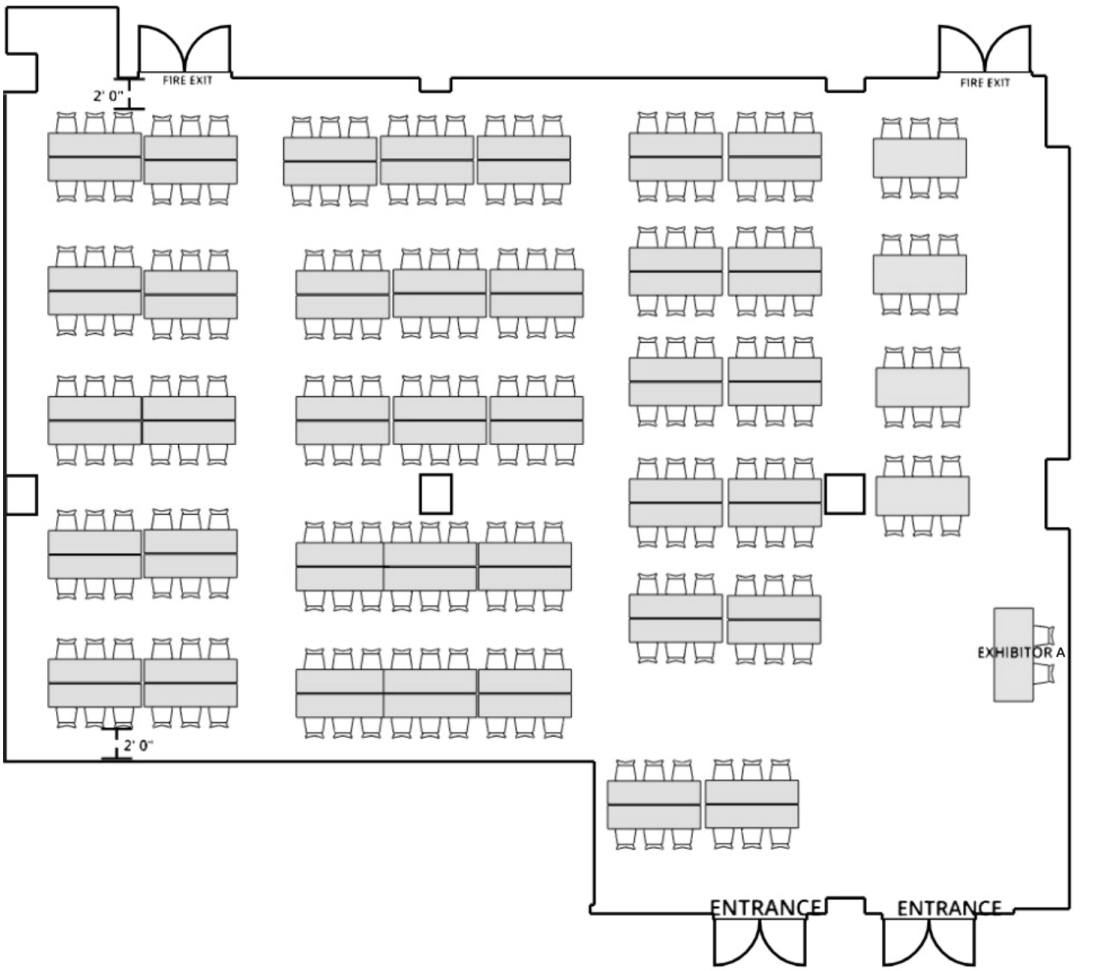
Each booth is a 2.5 x 6 ft. table and one (1) Exhibitor Badge at $550. Included is a Website Sponsorship (see page 10) and a Quarter Page ad in the convention booklet (digital). Booths **must be manned** during Exhibitor hours.



Provincial Hall North (Backup Board Game Hall) - $450

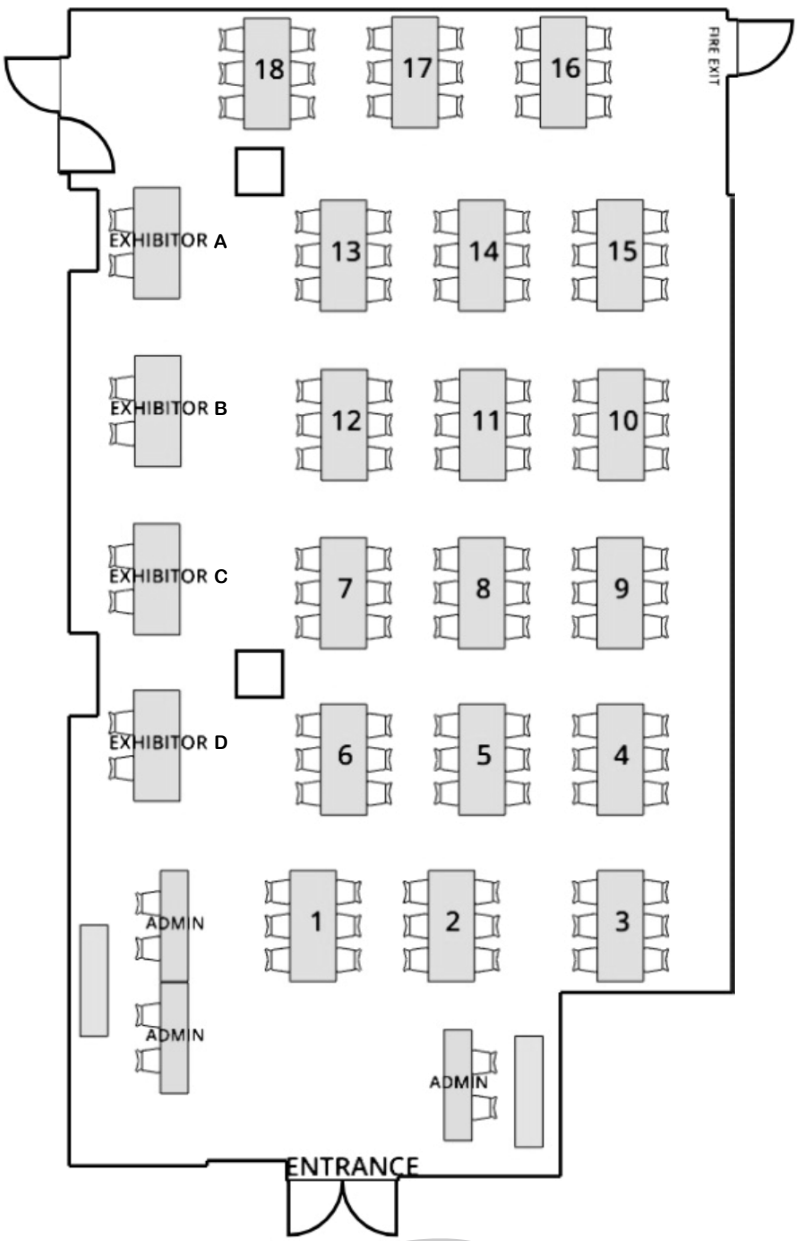
Each booth is a 2.5 x 6 ft. table and one (1) Exhibitor Badge at $450. Included is a Website Sponsorship (see page 10) and a Quarter Page ad in the convention booklet (digital). Booths **must be manned** during Exhibitor hours.

Provincial Ballroom North



Provincial Hall South (RPG Admin Hall) - $450

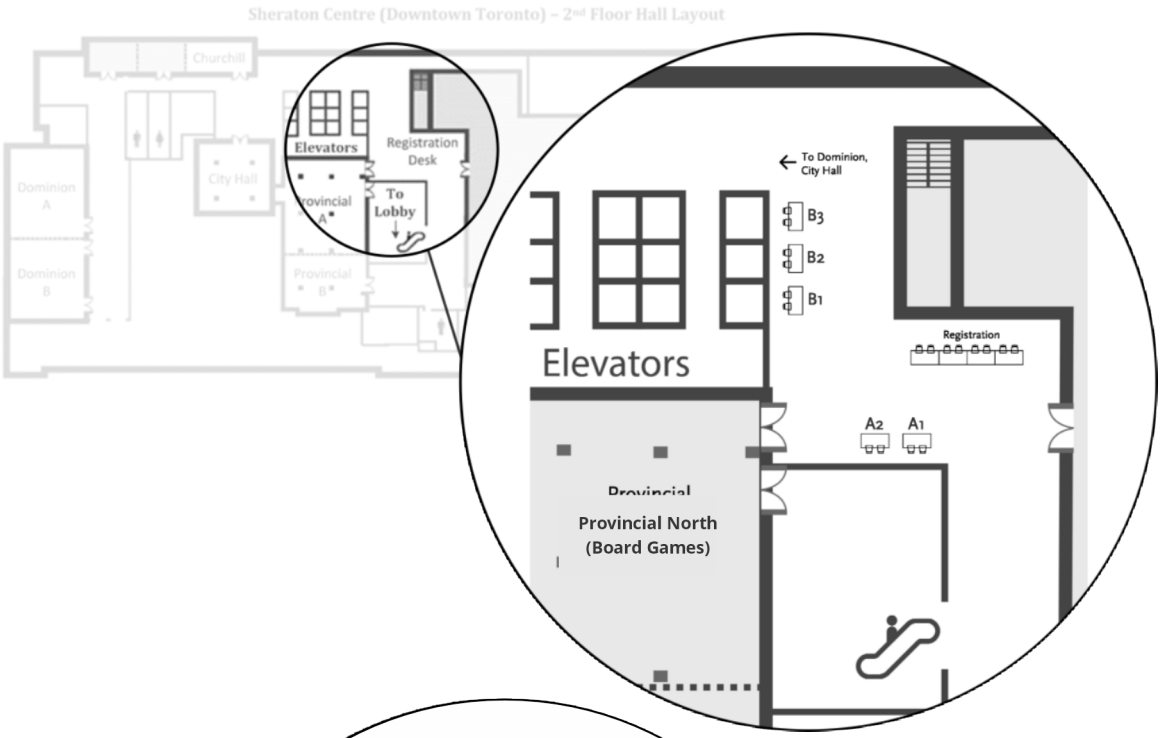
Each booth is a 2.5 x 6 ft. table and one (1) Exhibitor Badge at $450. Included is a Website Sponsorship (see page 10) and a Quarter Page ad in the convention booklet (digital). Booths **must be manned** during Exhibitor hours.

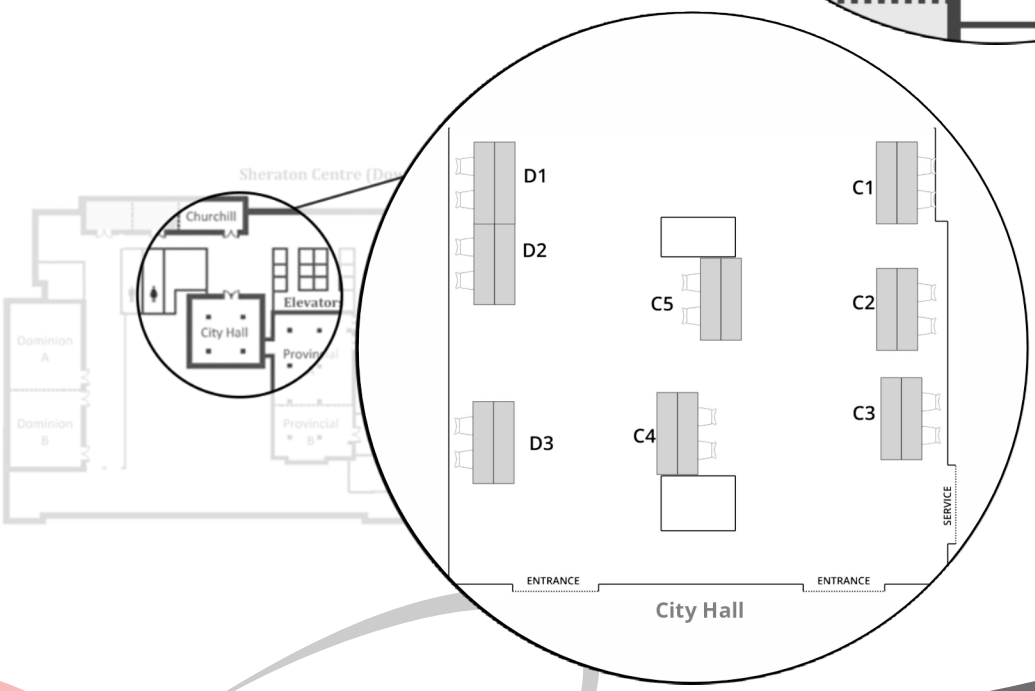


Atrium Spaces Outside of the Halls - $300

Each booth is a 2.5 x 6 ft. table and one (1) Exhibitor Badge at $300. This includes a Website Sponsorship only (see page 10).

There is a maximum limit of three atrium tables available per Exhibitor. Tables in the atrium spaces are also available for Artists.





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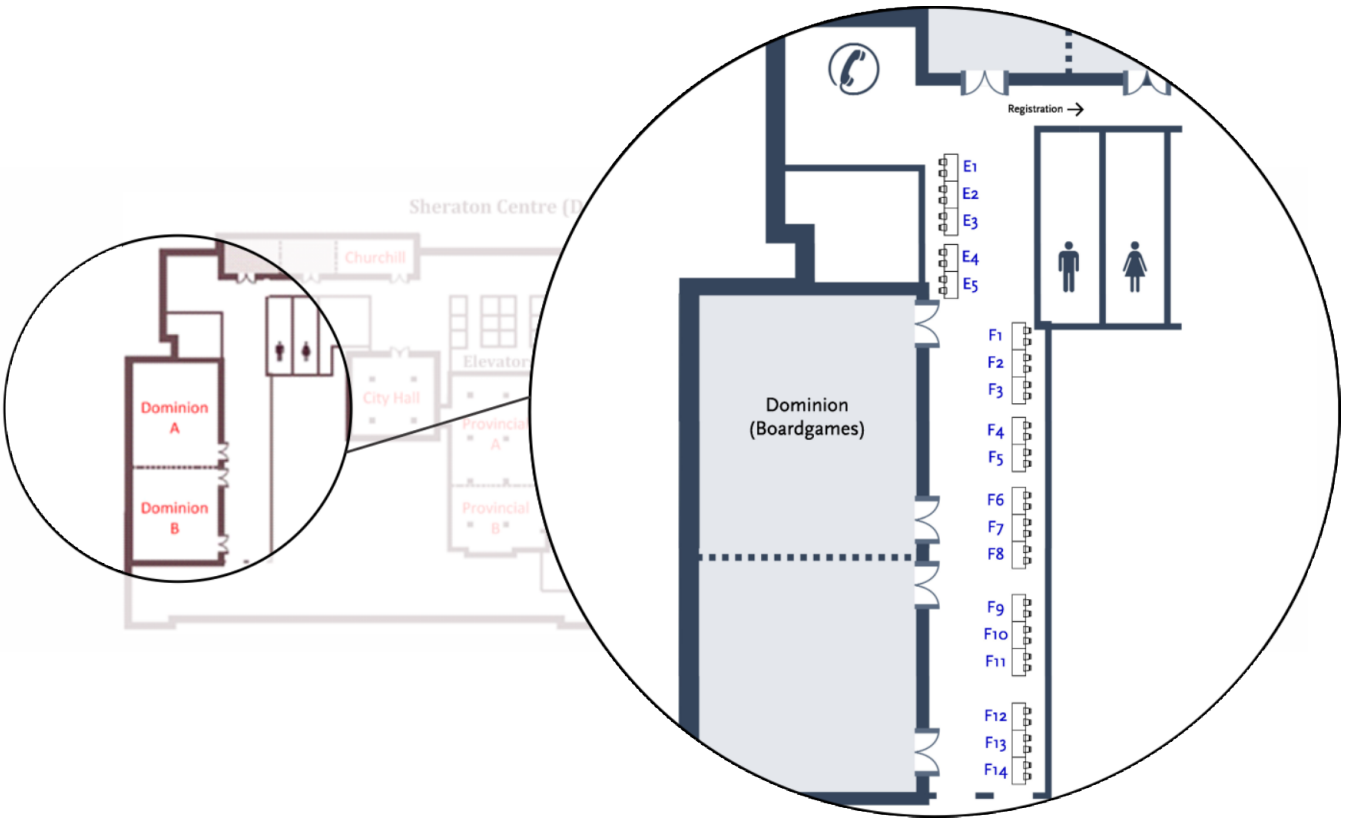

1.1 Table Location

All table assignments, whether in a hall or located in one of the atrium spaces, will be determined ahead of time by the Exhibitor Coordinator. Location availability is on a first-come, first-served basis, so if you have a particular preference for a location, including being adjacent next to a particular Exhibitor, please note that in your application and/or let the coordinator know.

1.2 Exhibitor Hours of Operation

Registration begins at 10:00 AM on Thursday at the Registration desk by the top of the escalator from the main lobby. All Exhibitors and their assistants must sign-in with our Exhibitor and Sponsor coordinator before setting up in your assigned spaces. Your booth must be manned during Exhibitor hours. Spaces not claimed by signing in with our Exhibitor team before Thursday 5:00 PM may be assigned to another party (unless prior arrangements are made) and any incurred charges for re-purposed tablespace would be non-refundable.

> All Exhibitors are expected to vacate their allocated spaces (hall or atrium) by closing times. Re-stocking on Saturday and Sunday is from 8:00 AM – 9:00 AM. Hours of operation may be amended unilaterally by Breakout as it deems fit. Unless required for operational reasons, Exhibitor hours will not change.

Breakout reserves the right to remove any Exhibitor's products from Breakout convention space, including illegal, offensive, hazardous and adult materials. Failure to comply may result in the expulsion of said Exhibitor from Breakout, without remedy.

Day	Setup / Tear Down times	Exhibitor Times
Thursday, March 18	Registration: 10 am – 6 pm Setup: 9 am – Noon	Noon – 6 pm
Friday, March 19	Restock: 9 am – 10 am	10 am – 6 pm
Saturday, March 20	Restock: 8 am – 9 am	9 am – 6 pm
Sunday, March 21	Restock: 8 am – 9 am Tear Down: 2 pm – 4 pm	9 am – 2 pm

1.3 Load-In and Load-Out

The Sheraton Centre does have some carts for load-in or load-out, subject to availability. The Loading dock is located at 100 Richmond St. It's on the left side down at the bottom of the ramp. The loading area is underground and therefore sheltered from the elements. There is a garage door leading into the loading dock which if it is closed, will open when a vehicle approaches it.

Load-In begins at 9:00 AM on Thursday at the 100 Richmond St. garage entrance. If you will be operating anything larger than a panel van, contact us in advance.

Load-Out time will be on Sunday 2:00 PM – 4:00 PM. Please do not close your table prior to this as it can create a perception that the room has closed. If you need to depart earlier than 2:00 PM on Sunday, speak with our Exhibitor and Sponsor coordinator by **no later than Friday, February 5th**.

1.4 Security

The Sheraton Centre provides basic security, though neither Breakout (its Officers or Management Team) nor the Sheraton are responsible for theft or damage (see "Terms and Conditions" page 14). The Dominion, and Provincial halls will be secured each evening from 11 PM – 8 AM.

IMPORTANT – Booths located in the atrium spaces will not be secured. It is up to each Exhibitor to take whatever steps they feel are necessary to secure their products each night before closing up and leaving.

1.5 Additional Exhibitor Badges

Additional badges are available at $25 per day or $75 for the full four days. There is a limit of two (2) discounted additional Exhibitor badges per Full Table. All Exhibitors must display their Exhibitor Badge. Payment must be received at time of booking. Exhibitor badges provide access to all gaming events.

1.6 Power

Exhibitors will be required to supply their own power supply/bars and extension cords (15-20ft.) to facilitate their needs.

1.7 Wi-Fi

While the hotel has it's own internal Wi-fi service, the quality is not guaranteed, especially on the convention level. Exhibitors who require Wi-fi service should note it on the form and will have to pay an additional cost to use the on-site third-party service provided by the hotel. Email pete@breakoutcon.com for more information.

2. Program Booklet

Our convention book will be available in digital-format only. Contents to include: Guest Bios, Board Game events, Role-Playing events, Panels and Special events. Booklets will be made available online to download.

All ad space reservations must be pre-paid. Advertising content cannot include coupons or customer discounts. Any ads deemed to include this content by Breakout, will be withheld from the booklet and payments will be refunded.

Deadline for material submitting materials for the program booklet is Friday, February 19, 2027.

2.1 Booklet Pricing

Ad Unit	Specifications	Exhibitor Cost
Quarter Page	3.25" (wide) x 4" (tall)	$50
Half Page	7" (wide) x 4" (tall)	$75
Full Page	7" (wide) x 8.5" (tall)	$100

2.2 Program Booklet Specifications:

1. Artwork files must be submitted as separate attachments.
2. Black and White type should be a minimum font size of 6 point.
3. Colour type should be a minimum font size of 10 point.
4. Type on non-white backgrounds should be a minimum of 12 point.
5. Picture/Image resolution - minimum of 300 dpi. If necessary, we reserve the right to adjust the image size to fit the specifications.
6. Filename should make reference to Exhibitor's business name.
7. Breakout assumes ad materials are press-ready and will not be held accountable for any reproduction issues.

3. Sponsorship

Breakout 2027 offers a great range of Sponsorship opportunities to help you engage with the Greater Toronto Gaming Scene and effectively promote your brands once the event is over, to an anticipated 2000 attendees. Please contact **pete@breakoutcon.com** to discuss how you would like to be a Breakout Sponsor.

- **Advertising in the Digital Program Booklet:** all events, guests, maps etc are located in the Digital Program Guide; it's the essential reference for all Breakout attendees. Full Page Ad = $100, Half Page = $75 and Quarter Page is $50. Some of the Exhibitor Booth packages already have Ad space as part of the package but you can upgrade on the difference for a big, better impact.
- **Sponsored Event:** Would you like your Company to sponsor a game event, game space, demo or tournament with you name prominently featured at the table and in the Digital Program Booklet? Speak to us about how you'd like to promote "something outside the box" for incredible impact during the Breakout weekend.
- **Play To Win:** This is one of our most popular events, and your donation to the PTW program will be promoted heavily throughout the entire weekend.
- **Official Lanyard Sponsor for Breakout 2027** ($2500): We've seen a steady increase in attendees over the past couple of years and we're anticipating at least 1600 attendees. If you sponsor this, we'll produce a high-quality 5/8th-inch lanyard with a bulldog clip. You'll be able to choose the lanyard colour on which your logo will be printed (one colour).
- **Official Tote Bag Sponsor for Breakout 2027** ($TBD based on quantity – contact for more details): Between the Exhibitors, and the giant auction, there's a lot of purchases to be had at Breakout. Have your logo displayed on one of a number of different tote bag options by our attendees, ever on the hunt for their next gaming acquisition.
- **Stand-up Banner** ($300): Look to have your business logo and other information proudly displayed on a stand-up banner. These can be placed near Registration, or outside a hall.
- **Sponsor a Hall** ($ varies): Want to have a big presence in a particular part of the convention? Consider sponsoring a specific hall (Large Hall - $1000, Small Hall - $500, Auction Hall - $500).

3.1 Logo Specifications:

Final Deadline for logo submission is Friday, February 20, 2027 at 11:59 pm.

1. Please send logos in bitmap/raster format with a pixel resolution of 1800 x 900 or larger (7" x 8.5" at 300 DPI). Images should be compressed so as to not be larger than 5 MB in size.
2. We will adjust image size to fit our page.
3. Link to your web page must be working at time of submission.

4. Flyers

We will permit flyers at select tables on the convention floor as determined by the Exhibitor manager. Limit your flyer size to 4.25“ wide x 5.5” tall (quarter page of letter paper) with a stacking limit of 50 per pile.

The Exhibitor is responsible for bringing and setting up any marketing material in pre-approved designated locations.

Contact pete@breakoutcon.com for any inquiries. Breakout reserves the right to display or withhold any flyers received.

Advertising content cannot include coupons or customer discounts. Any flyers deemed to message in this way will be withheld by Breakout.

"I anxiously look forward to Breakout each year - not only as our premiere event for showcasing our board game tables, but also as an opportunity to provide some wonderful gaming experiences... People recognize that it provides a world class gaming venue that is amazingly well organized and staffed by a dedicated and professional group."

- Bob McFadden, McFadden Board Game Tables

2027 BREAKOUT TORONTO

March 18-21, 2027
SHERATON CENTRE TORONTO

Exhibitor and Sponsor Form

Exhibitor/Company Name: _____
(please print)

Contact Person: _____ **Phone:** _____

Mailing Address: _____

City: _____ **Province:** _____

Postal Code: _____ **Country:** _____

Email: _____ **Website:** _____

Brief Description of Product/Services: _____

_____

Do you require power?

☐ Yes ☐ No

Do you require a Wi-Fi connection?

☐ Yes ☐ No

Would you like to donate games to the Breakout Games Library?

☐ Yes ☐ No
(please provide the names of the games you would like to donate)

_____
_____
_____

Would you like to donate swag or games for our volunteers?

☐ Yes ☐ No
(please provide details of what you would like to offer)

_____
_____
_____

Is there any promotional material you would like to have us distribute at the Registration area?

☐ Yes ☐ No
(please provide details)

_____
_____

Do you have a store or location that is open to the public?

☐ Yes, at the address above.
☐ Yes, at the address below:
☐ No
☐ But we do mail order retail and/or by appointment only retail.

Mailing Address: _____

City: _____ Province: _____

Postal Code: _____ Country: _____

Store Phone: _____ Store Email: _____

Additional Exhibitor contacts who will be attending Breakout:

Contact Person: _____ Phone: _____

Contact Person: _____ Phone: _____

Contact Person: _____ Phone: _____

Contact Person: _____ Phone: _____

Indicate, in the boxes below, which Exhibitor packages you are purchasing:

- ☐ Exhibitor Hall Booth
- ☐ Dominion Full Table
- ☐ Atrium Full Table
- ☐ Program Booklet (full)
- ☐ Program Booklet (half)
- ☐ Program Booklet (quarter)
- ☐ Sponsored Event
- ☐ Play To Win
- ☐ Additional Passes

Description	Cost	Qty.	Sub-Total
Dominion Full Table	$ 550		
Provincial Full Table	$ 450		
Atrium Full Table	$ 300		
Additional Exhibitor Full Four-Day Passes	$ 75		
Program Booklet – Full Page	$ 100		
Program Booklet – Half Page	$ 75		
Program Booklet – Quarter Page	$ 50		
Sponsored Event	contact for details	contact for details	
Play To Win	contact for details	contact for details	
		Total Enclosed*:	

E-transfer or cheque payment options:

Contact pete@breakoutcon.com for address info for either payment option.

To secure your Breakout package, a non-refundable 25% deposit will be due no later than Friday, January 15, 2027. The balance will be due on Friday, February 19, 2027.

I have read the Exhibitor and Sponsor Information Kit and comply with all requirement and details contained herein:

Name: _____ Signature: _____ Date: _____

Terms and Conditions

1. Exhibitors will comply with all Ontario and Federal applicable laws, rules and regulations as well as those of the municipality and host facility in which Breakout 2027 is held. Exhibitors will be solely responsible for payments of all taxes and levies, as they relate to participation in Breakout. Exhibitor will hold Breakout harmless from any claims, suits or causes of action for violations thereof.

2. Exhibitor will hold harmless Breakout and the Host Facility, or any of their respective officers, agents, directors, employees, volunteers, representatives or affiliates, from any liability, damage, loss, harm, claim or injury to property or person(s) of the Exhibitor, Exhibitor's officers, agents, employees or other person, whether caused by the negligence of Breakout or the Host Facility, or from theft, fire, water, accident or any other cause whatsoever.

3. Exhibitor is responsible to provide its own insurance, if desirable, to protect Exhibitor and Exhibitor's property from damage, loss, theft, harm or injury. Neither Breakout nor the Host Facility will obtain insurance on the Exhibitor's behalf. Exhibitor is solely responsible for their own material, goods, samples and other property.

4. If Exhibitor fails to comply in any respect with the terms and conditions of this Agreement, whether now or hereafter to become effective, Breakout has the right to terminate this Agreement upon notice to the Exhibitor. Notice can be given orally or by mailing, in which event notice shall be deemed given upon delivery by Breakout to a Canadian mailbox. Upon terminating by Breakout, Breakout shall retain any fees forwarded by the Exhibitor as liquidated damages (not a penalty) it being agreed that Breakout will be damaged by Exhibitor's failure to comply. Exhibitor and Breakout agree to this measure of damage because there is no other precise method of determining Breakout's damages. If Exhibitor fails to occupy said space, Breakout is authorized to occupy said space as it sees fit.

5. In the event that Breakout is not held or Breakout is unable to permit Exhibitor to occupy said space due to any cause or circumstance whatsoever, Exhibitor shall pay for space on a pro-rated basis only for the period the space was or should be occupied. Breakout is released from any or all claims arising from consequences.

6. Breakout or the Host Facility will provide general security on the premises.

7. Exhibitor will obtain all necessary licenses and permits required for the operation of Exhibitor's display.

8. Exhibitor shall keep its designated area clean and return said area in the same condition in which it was received. Any damage caused by Exhibitor, its employees, agents or representatives to the space shall be borne solely by the Exhibitor. Exhibitor shall not nail, screw or otherwise attach anything to any part of said hall or building.

9. Breakout has the right to restrict or expel any exhibit, person or thing, in whole or in part, which Breakout believes in its sole judgment, may detract or is otherwise objectionable to the general character of Breakout.

10. Any subletting or assigning of Exhibitor space or of this Agreement, in whole or in part is prohibited without the prior written consent of Breakout, which consent may be withheld on Breakout's sole discretion.

11. Breakout may, at its discretion, alter the official floor plan or utilize such space to sponsor related matters.

12. Exhibitors will not be permitted entrance to the Exhibitors' Room more than one hour (I) prior to the scheduled opening of said room each day, excepting the opening day; or (ii) after closing hours after each day, excepting the closing day.

13. Exhibitors shall not solicit or distribute any material outside of the Dealers Room (excepting the "flyer table" and designated posting areas). Exhibitor space is used solely to promote, market, display or sell merchandise and/or services.

14. All merchandise, displays, tables, chairs and equipment must be maintained within each Exhibitor's designated area.

15. Distribution, selling or consumption of food or beverages outside of designated areas (including alcoholic beverages) is prohibited.

16. Any disruptive behaviour, in the judgment of the Breakout, by the Exhibitor, its agents, employees or representatives shall result in expulsion from Breakout - membership and other fees being non-refundable.

17. This agreement shall be governed by and construed in accordance with the laws of the Province of Ontario and all parties agree to submit to the jurisdiction of the town where Breakout is being held. The parties agree to waive all rights to a trial by jury on any cause of action directly or indirectly involving the terms, covenants or conditions of this Agreement.

18. Breakout shall have the right to amend any of the foregoing terms and conditions and space rentals. Exhibitor agrees to comply with all foregoing terms and conditions and any other terms and conditions in existence at the time of Breakout as well as all local rules, regulation and other ordinances.

I have read and agree to the above Terms and Conditions:

Signature: _____ Date: _____