

Dice Tower East

JULY 2-6, 2025
ORLANDO, FL

ADVERTISING KIT

www.dicetowereast.com

Welcome to Dice Tower East !

BOARD GAME CONVENTION

Hosted by Tom Vasel and the Dice Tower team, Dice Tower East is a family-friendly board game convention that takes place every summer in Orlando, Florida. We invite adults and children aged 7 and up who have a passion for board games. Attendees can enjoy the incredible Dice Tower library, which boasts over 2,000 games, ensuring endless fun with enthusiastic gamers. Highlights include a Hot Games area showcasing the latest releases, a demo zone, a prototype room, and special guests along with exciting events. We would love for you to consider becoming a sponsor or exhibitor at Dice Tower East 2025!



 **340K**
The Dice Tower
subscribers

 **1800+**
2024 attendees

 **2200**
Projected 2025
attendees

 **100K ft²**
Convention Space

Sponsorship

OPPORTUNITIES



Our attendees are eager to explore new publications and discover upcoming releases, making a Dice Tower East sponsorship an ideal opportunity to enhance brand visibility and highlight your products.



Premier \$8000

Two sponsorships available
Contact us for details!

✓ **Convention Book \$1500**

- full spread ad in convention book
- preferential placement in the book

✓ **Hotel Block \$2500**

- your logo or design on one side of the key cards for hotel guests
- your logo or design on one side of a door hanger for hotel guests

✓ **Tote Bag Sponsor \$3000**

- your logo or design printed on one side of a non-woven grocery tote (DTE design printed on the other)
- a printed advertisement to be included in the tote

✓ **Pin and/or Dice**

- contact us for design ideas
- pricing depends on design and quantities produced

All I include:

- ✓ **2 General Admission Badges** to DTE 2025
- ✓ **Promotion on DTE's social media** platforms
- ✓ **Your logo on DTE's website** with a link to your website
- ✓ **Your logo on the Sponsorship Page** in the convention book
- ✓ **Your logo on sponsor signage** at the convention



Zone Sponsor

OPPORTUNITIES

Room Rental

1000 sq ft EVENT ROOM

✓ Room Rental (1 space available)

\$3500 for duration of convention

- one banner in hallway
- events listed on the DTE con schedule
- half page ad in convention book
- event sign-up on Cardboard Events

✓ Daily Room Rental (1 space available daily)

\$1000 per day

- one banner in hallway
- events listed on the DTE con schedule
- event sign-up on Cardboard Events

✓ Paint & Take (1 available)

Price dependent on terms

- one banner in hallway
- half page ad in the convention book

✓ Hot Games & Demo Zone (1 available)

\$3000

- quarter page ad in the convention book on Hot Games page
- two tables in Demo Zone with preferential placement
- one banner in hallway



All I Include:



✓ **2 General Admission Badges**
to DTE 2025

✓ **Promotion on DTE's social media** platforms

✓ **Your logo on DTE's website**
with link to your website

✓ **Your logo on the Sponsorship Page**
in the convention book

✓ **Your logo on sponsor signage**
at the convention

✓ **Full color sponsor banner**
in sponsored Zone

Exhibit Hall

OPPORTUNITIES



Participating in DTE is an excellent opportunity to showcase your products, build relationships, and expand your network within the gaming community. DTE provides a range of booth packages, including options with demo table add-ons. This year, the Demo Zone will be integrated with our Hot Games area with additional hours!

*Please note that the Exhibit Hall, Demo Zone, and Hot Games will not be open on Sunday.



EXHIBIT HALL HOURS

Wednesday 12pm - 5pm ✦ Thursday/Friday 10am - 5pm ✦ Saturday 10am - 2pm

✓ Booth - \$650 per 10x10

*no tables permitted in the isles without Demo Table Add-On

- larger booth sizes available:
10x20 - \$1300
20x20 - \$2600
- one 6'x24" table and up to 2 chairs per 10x10
- badges upgraded to allow Exhibit Hall access

+ Demo Table Add-On \$275

- *must be purchased with a booth
- this demo table is in Exhibit Hall and will be subject to the hall's hours
- includes 1 additional Exhibitor Badge

✓ Demo Table in Demo Zone - \$350

- Located in the Hot Games area
- Open additional hours on Wednesday-Saturday from 8am - 1am

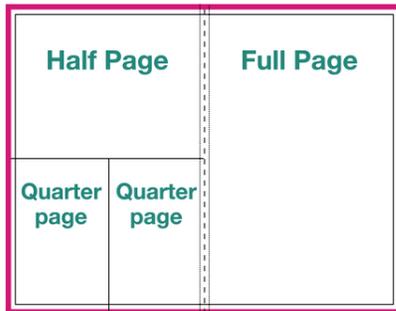
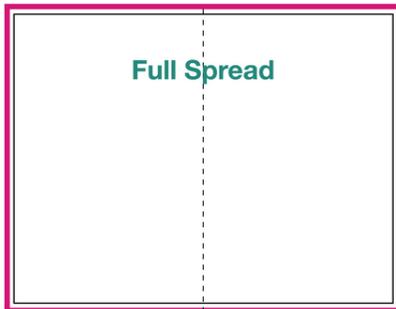
All I Include:

- ✓ **One coupon** to be included in the tote bag (optional)
- ✓ **2 General Admission Badges** to DTE 2025 per 10x10 booth or Demo Zone table
- ✓ **Promotion on DTE's social media** platforms
- ✓ **Your logo on DTE's website** with a link to your website
- ✓ **Your logo on the Exhibitor Page** in the convention book
- ✓ **Your logo on exhibitor signage** at the convention

Convention Book Ad

- Quarter Page \$75
- Full Page \$250
- Half-Page \$130
- Full Spread \$450

ARTWORK DUE BY APRIL 1ST



Advertising

OPPORTUNITIES

Promoting your brand through DTE will showcase it to enthusiastic gamers and enhance brand visibility. We offer the following advertising opportunities:

CON BOOK DETAILS

5.5" x 8.5"
con book size

Full color version
printed in limited quantities

Digital version
available for download at
www.dicetowereast.com

Art files accepted
PDF, JPEG, TIF & PNG



✓ **Last Chance Sales \$1000 (2 slots available)**

- up to 2 tables in the Palms Atrium to sell games on Sun., July 6th from 10am - 6pm

✓ **Rollup Banner Signage \$400 (3 slots available)**

- one 30" x 81" rollup banner of your design placed for the duration of the convention in the Palms Atrium

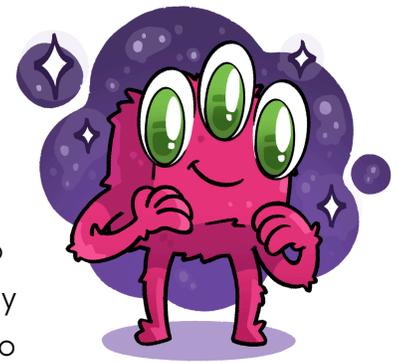
✓ **Signage Around the Caribe Royale**

Contact us for other advertising options throughout the Caribe Royale and our Convention Space!



WHY ATTEND

For 2025, our goal is to increase attendance by 20%, while continuing to highlight Special Guests and thrilling events.



We are thrilled to enhance our presence at The Caribe Royale Resort, which will include a larger Exhibit Hall, Demo Zone, and Hot Games areas, complemented by improved signage for better visibility.

HOW TO APPLY

Applications will open on November 1, 2024. For complete details on each opportunity and to submit your application, please visit our website at www.dicetowereast.com.

If you have any questions or suggestions regarding additional opportunities, feel free to email us at dte@dicetower.com.



dte@dicetower.com
www.dicetowereast.com



GET IN TOUCH

We welcome any promotional ideas beyond those we have already mentioned. If you have a suggestion, please share it with us, and we will collaborate to bring it to life!

*Camilla. Sharon
& Tom*