ARGFest-o-Con 2009

Portland, Oregon
July 17-19

ARGFest-o-Con 2009
Portland, Oregon

Presented by Unfiction and ARGNet
Produced by Unfiction Inc.

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What is ARGFest-o-Con?

ARGFest-o-Con is a community organized gathering of Alternate Reality Game players, designers, and cross-media enthusiasts that has grown from its humble origins of a few friends wanting to get together in Las Vegas back in 2002, into today's full blown conference attracting many of the leaders and innovators in the field. The conference combines panels, presentations, live events, and game play into a weekend full of memories and creative takeaways for all involved - whether they prefer designing Alternate Reality Games or playing them.

Alternate Reality Games (ARGs) are interactive experiences that use the real world as the platform, often involving multiple forms of media to tell a story. ARGs are growing in popularity and, increasingly, being embraced by the mainstream entertainment and advertising industries. Many television shows and advertising campaigns use Alternate Reality Gaming to build a loyal audience.

This year's conference is being held in downtown Portland, Oregon, the weekend of July 17-19.

Who is ARGFest-o-Con?

ARGFest-o-Con audiences are a unique blend of player enthusiasts, independent developers, and companies on the cutting edge of interactive narrative.

Previous keynotes have been given by Jane McGonigal of the Institute for the Future (IFTF), Sean Stewart and Elan Lee of Fourth Wall Studios, and independent designer Dave Szulborski of ARG Studios.
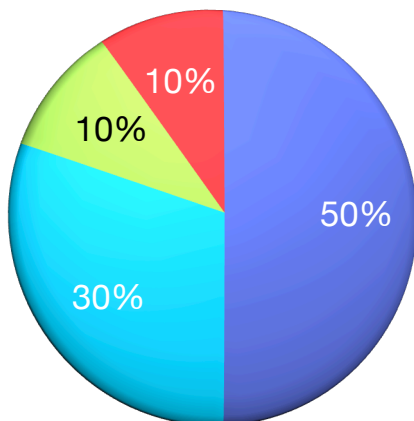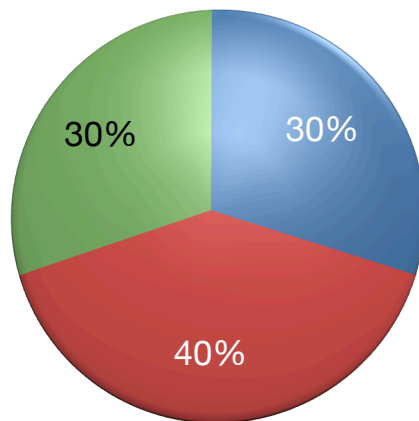

Previous host cities include Las Vegas (April, 2003), Orlando (November, 2003), Vancouver (2004), New York City (2005), Chicago (2006), San Francisco (2007), and Boston (2008).

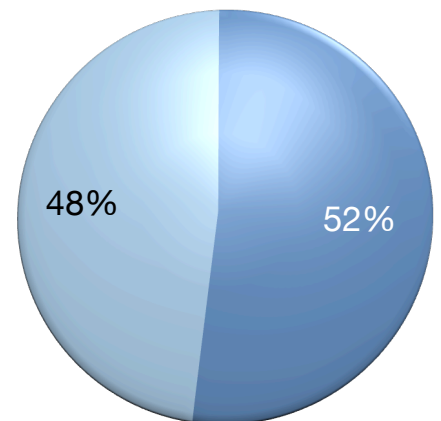## Attendee Breakdown

- Players
- Independent Designers
- Academic
- Corporate

Age Breakdown

- 18-24 years
- 25-34 years
- 34+ years

Attendance by Gender

- Male
- Female

What will this year's ARGFest-o-Con offer?

ARGFest-o-Con strives to present the most innovative, most creative, and most recognized developers in Alternate Reality Gaming. Each year, panels address the year's hottest topics, and in the past have included discussions on taking pre-existing media properties (e.g. television shows, brand names, video games, and movies) into interactive, extended media experiences; "serious" games designed to educate, train, and develop professional skills; creating ARGs for international audiences; game design and rules of audience engagement; and the future of Alternate Reality Gaming.

Beyond the stimulating panel discussions, each year ARGFest-o-Con also hosts a Keynote speaker, the Grand Inquisitor, "speech blitzes," live events, a conference-opening cocktail party, and the traditional post-Conference FestQuest - a city-wide, team-based, puzzle adventure.

Topics for ARGFest-o-Con 2009 are scheduled to include location-based narratives, innovations in game technologies, case studies, expanding horizons of alternate reality gaming, and independently produced games.

Confirmed Speakers:

Brian Clark, *GMD Studios*, Grand Inquisitor

Jay Bushman, *Alchemy Storytelling*

Patrick Moeller, *VM-People*

Jeromy Barber, *12th Street House*

Christy Dena, *Universe Creation 101*

Jeff Hull, Sara Thacher & Uriah Findley, *Nonchalance*

Jason Jakubiak, *Doner Media*

Elan Lee, *Fourth Wall Studios*

Tanner Ringerud and James Babb, *Awkward Hug*

And more! See www.argfestocon.com for latest information.

Expected Attendance: BILLIONS! (Ok, not really.)

100-200 on-site in Portland
Thousands online, interacting during the weekend of ARGFest-o-Con through Twitter (username: @ARGFest; hashtag: #argfest), online real-time chat, and the Unfiction forums.
On-site reporting by ARGNet covers panels, speeches, and live gaming events. Citizen journalism by attendees provides blog buzz, photo feeds, and real-time reviews.

How can you sponsor ARGFest-o-Con 2009?

   ARGFest is brought to you by a bevy of unpaid volunteers who generously donate their time and effort. Direct costs of ARGFest are defrayed by the help of our sponsors, who allow us to provide a venue as well as keep the cost of attendance as low as possible. Because we avoid the tremendous overhead of paying for the hundreds of human-hours (no offense, robots) required to produce ARGFest-o-Con, we can pass the savings on to you in the form of sponsorship packages at prices below those dictated by common sense.

   Sponsors are offered their choice of attractive sponsorship packages, which can include presentation of specific panels and weekend events. ARGFest-o-Con sponsorship packages also include cross-promotional options such as your logo on conference attendee swag, links to your company's website, and distribution of your materials in registration packages. Special requests may be accommodated given enough lead time.

Previous sponsors of ARGFest include:

42 Entertainment

GMD Studios

Mind Candy

Staff of the Magi

IngenBio Corporation

New Fiction Publishing

Abacus Video

Dave Szulborski

ARGFest-o-Con 2009 Sponsorship Opportunities

Lurker - $100
•Name in program and on website sponsor list
•Brochures/information in attendee handouts

Grassroots - $500
•Name, logo, and contact information in program and on website sponsor list
•Brochures/information in attendee handouts
•1 attendee pass
•ONE **panel** introduced as "Panel Presented by…" with logo
 (First come, first served. Contact us for availability)

ARGonaut - $1000
•Name, logo, and contact information in program and on website sponsor list
•Brochures/information in attendee handouts
•Logo on all printed materials
•Privilege to display a banner at the conference
•Table placard with logo at the cocktail reception
•2 attendee pass
•CHOICE of presenting **ARG Museum** or **Sunday Events** with "Event Presented by…" with logo
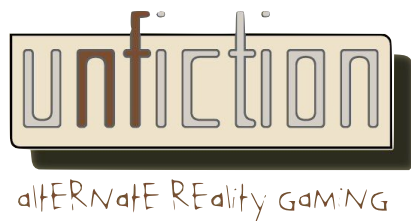 (First come, first served. Contact us for availability)

Metahead - $2500
•Name, logo, and contact information in program and on website sponsor list
•Brochures/information in attendee handouts
•Logo with link-back prominent on website
•Logo on all printed materials
•Logo on lanyards
•Privilege to display a banner at the conference
•Display table at the conference
•Announced at the conference
•Table placard with logo at the cocktail reception
•4 attendee pass
•"**FestQuest** Presented by…" with logo

Unfictologist - $5000
•Name, logo, and contact information in program and on website sponsor list
•Brochures/information in attendee handouts
•Logo with link-back prominent on website
•Logo on all printed materials
•Logo on lanyards
•Privilege to display a banner at the conference
•Display table at the conference
•Announced at the conference
•Table placard with logo at the cocktail reception
•5 attendee pass
•Legacy Sponsor at next ARGFest
•"**Friday Cocktail Party** Presented by…" with logo

Interested in creating a live event at ARGFest 2009? Let us help!
Make sure your live event doesn't get missed - **$500 coordination fee** to prevent event overlap and disruption. Contact us for details.

Note – All brochures, banners, and other materials must be supplied by the sponsor and should be shipped to the venue no less than one (1) day prior to the conference. Shipping costs are the responsibility of the sponsor. Shipping information will be provided upon request. Alternate arrangements may be made for hand delivery within the same time frame..

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