



Dear Exhibitor:

Welcome to the Game Developers Conference (GDC) 2020, taking place March 16th, 2020 to March 20th, 2020, at the Moscone Convention Center in San Francisco, California. This conference welcomes thousands of game development professionals from around the world and hundreds of innovative companies in game development.

This manual includes important deadlines, rules & regulations, and order forms that will help make the event a success for all exhibitors.

WHERE DO I BEGIN?

- **Review the Deadlines and all of the Show Information** - Depending on your booth structure this will help determine which items pertain to your booth and this will also give you a brief outline of show hours and information. Please note that there are both new and updated rules for GDC 2020.
- **Read the Frequently Asked Show Management Questions** - This section may answer many of your questions, or direct you to further information.
- **Review the Included in Your Booth Space Information** - You may also need to look on your contract if you have ordered a Career Pavilion Package, Turnkey, or Business Meeting Room Package. This will help you determine what must be ordered.
- **NEW FOR 2020:**
 - Review the booth rules within the Regulations and Guidelines section as some booth construction regulations have changed.
 - Exhibitors and Exhibitor Appointed Contractors (EACs) will submit appropriate documentation to EACA (see EAC and third-party section of this ESM).
 - If you are involved in a Sponsored Session, Sponsor Developer Summit (formerly known as Developer Day Sessions), or Lobby Lounge, there will be a dedicated section within the Exhibitor Portal with logistical details, order information and deadlines. Information coming soon! Check back for more details.
 - There are new sustainability initiatives when it comes to your booth; please be sure to review.
- **Read the Shipping, Drayage and Material Handling Information** - This will provide you with deadlines and guidance on receiving your booth on show site.
- **Read through the Frequently Asked Labor Questions** - You will need to decide if you are using GES for labor or if you will be bringing in an Exhibitor Appointed Contractor (EAC). The process has changed in the last two years, so make sure to read over this section carefully.

GDC

- **Career Pavilion and Business Center Participants should review the dedicated Section** – Move-in Information, Hours, and Rules & Regulations can be found here.
- **GDC Play Participants should review the dedicated Section** – Move-in Information, Hours, and Rules & Regulations can be found here.
- **Optional Services such as Audio Visual, Internet and Catering can be found in Additional Show Services. Electrical and Plumbing will be found in the Utilities Section.**
- **Reserve your hotel rooms** – Go to <https://www.gdconf.com/hotels-travel> for up to date housing information and to book your hotel. Hotels do sell out - so book now!

Don't forget to bring copies of all your orders, approved booth drawings with the proper official stamps, as well as proof of payment to the show for reference. If you have any questions about this exhibitor service manual, please contact me at Danielle.Tempesta@ubm.com. We are excited about the upcoming show and are dedicated to making this year's event successful for everyone! I look forward to seeing you in San Francisco!

Sincerely,

Danielle Tempesta
Operations Manager
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