

This was our Execution Guide for Gen Con 2014, the first time we implemented it, with some additions from the 2015 document. Note that since this was our first time using it, some of the rules outlined in my article (like always assigning someone to a specific task) weren't followed.

There are minor redactions, enclosed in double quotes.

Tuesday

- \* Print a copy of this document [Adam]
- \* Print 4 copies of the Gen Con Price List [Adam]
- \* Print the Booth Map [Adam]
- \* Test the Square Stand and Cash Box [Adam]
- \* Test Square on Sprite's mobile [Sprite]
- \* Withdraw cash for floats, place in 4 labelled envelopes. (TBD denominations.) [Sprite]
- \* Figure out plan for PDF sales [Adam/Sarah/Sprite]

Wednesday - Convention Center

- \* Pick up Badges. Verify that they are correct! [Any Partner]
- \* [[Specific question about Gen Con badges]] [Sprite]
- \* File paperwork and deposit for Gen Con 2015 booth. Get a receipt. Receipt must go to Boyle by end of day. Doublecheck on our Priority Points.[Sprite]
- \* Find Fred Hicks; acquire Fate Dice. Get Fate Dice to Marc to give to Fate DMs [Any partner?, Marc]
- \* Find the following rooms where our games are taking place, and make sure we know how to give directions to get there from the booth: [Marc, relay to principles.]
  - [[Game Location 1]] [Shinobi Clans]
  - [[Game Location 2]] [Eclipse Phase]
- \* Make a one-pager that explains directions to the above two rooms. Print 4 copies. Place at booth. [Adam]
- \* Place Ryan Macklin's labelled t-shirt in a place convenient for him to pick it up. Or deliver it to him. [Adam]
- \* Find NEN, hand her a copy of Shinobi Clans for her booth. Pick up art prints from her. [Someone]

## Wednesday - Hotel

- \* Pick up shipments. There are two shipments addressed to Adam:
  - some books from DriveThruRPG.
  - all the art bags and bags for the character sheet cards.

- \* Distribute seed money to openers (Sprite)

## Wednesday - Booth

- \* We should have 4 pallets in the booth. Two from PSI, one Shinobi Clans, one Morph Recognition Guide. As of Sunday, not knowing some Morph Tracking Info, it's possible that one may be the last to arrive, and may arrive Weds evening. [Adam has to deal with all shipping stuff. [[Phone number for shipping partner]]]

- \* Move everything out of the booth into the aisle. We probably want to move everything to the smaller aisle between us and booth 459 as that will probably be the least trafficked aisle.

-- run a power cord from the plugin. Plug it into our extension cord. Test that the outlets work. If we do not have power, someone needs to get Geo Fern to turn it on [Adam, Sprite]

- \* Lay down floor mats; using the Booth Map. Put the older beat up tiles where they will be covered by tables and backdrops. Snake the power cord under the mats so it emerges under one of the tables. Cut a hole in the (beat up) tile for the cord to snake out of.

- \* Inventory our booth supplies -- the white drawers and stuff. Check to see if anything obvious is missing. We may need to run to grab some basic office supplies if they are missing and vital. If they aren't vital, note them down in The Binder and we will pick them up before the next convention.

- \* Team Tall People:

-- Assemble the backdrop and banners. We have a new backdrop and new banners. The old backdrop panels can stay in the big black case.

-- move the sales tables into position, and get the drawers and fixtures roughly into place.

-- open up the book racks, verify that they are undamaged.

- \* Team Game Inventory:

--- Open every box and physically count the books. This includes the smaller books brought from Chicago.

--- count all the Shinobi Clans cases.

--- Total for each book is inputted into the PS+ Gen Con Sales spreadsheet.

--- Repeat for t-shirts, dice bags, and all other merchandise.

--- Bag the Sample Character Packs with the correct covers in the 8.5x11 magazine bags.

--- Bag 10 pieces of each size of art.

--- Set aside the First Day Stock, as outlined in the spreadsheet

--- Box up everything that is not in the First Day Stock.

--- pick the pallets up and carry them to the Pallet Graveyard, which is conveniently about a quarter mile away.

\* Team Combined:

-- figure out some good way to display some of the art prints.

-- lay out the first day inventory on tables, shelves, etc.

-- figure how much under table space is needed for remaining first day inventory.

-- Stack up the remaining inventory behind the booth backdrop.

-- attach the Shinobi Clans fabric between our backdrop and the railing between our booth and the booth behind us, creating a loose door to the storeroom.

-- designate and label a box as the "loose stuff" box. Things like demo copies of games, USB drives, and other small stuff that can't sit on the table overnight go into it.

-- ensure that we have two open copies of Shinobi Clans; one for demos, one for display. The demo copy should be sleeved.

-- Set up the small square Shinobi Clans demo table. Set one of the playmats on top of it!

-- figure out if we are going to take the table skirt off one of the tables -- the EP demo table.

-- get the fixtures into place, and all banners and backdrops.

Wednesday - Evening

-- Probably some stuff to print at Kinkos.

-- Helpful if we can play Shinobi Clans with the people who haven't played it yet.

Daily Tasks: See Last Page, print 4 copies of it, one for each day.

Sunday - Teardown

-- Take six copies of [[Relevant Book]] and the proper paperwork to the ENnies booth. (#[[booth number]], any Partner)

\* Get copies of [[Relevant Books]] to Indie Press Revolution (#[[booth number]], any Partner)

-- Go back to the pallet graveyard and reclaim some lost souls. Probably 2 of them.

\* Put a note on the box of Postcards that makes it easy for PSI to find them.

\* Do the same with the cash box and square stand. And with anything else that we might want to have PSI break out and ship to us for some reason.

\* Before wrapping the booth supplies pallet, place the labels for it on all four sides.

\* Make notes on what we need for next year, save them on G Docs for everyone.

Week Following:

\* Deposit cash in bank [Partner]

DAILY BOOTH TASKS:      Thursday      Friday      Saturday      Sunday

Before Booth Open:

- Tidy up! Pick up any crud on the floor. Check for stray tape, anything that may have fallen.
- Refresh all books and all other products according to the planogram.
- Do a quick walk up and down the neighboring aisles to make sure that other booths haven't changed in a way that inhibits our sight lines. If they have, figure out if there's a good way to make our stuff more visible.
- Fire up the iPad and Square, make sure the iPad is connected to the internet OK, make sure that we have power. [If no power, Partner runs to convention center to get it fixed]
- Put the float in the till!

At Shift Change:

- Leaving: Communicate anything noteworthy or odd or relevant to people coming on-shift. Such as selling out of a title, \_nearly\_ selling out of a title, someone coming by and wanting to meet, etc. This stuff should go into the Binder, too!
- Leaving: About 15 minutes before shift-end, someone should do a walk-around of the booth, restock any missing books, do a quick tidy, etc.
- Arriving: If there are random food/bags/boxes/etc lying around, figure out who they belong to and hide them. Please stash your own bag in a hidden place.

Booth Close:

- [[Payment related stuff for booth-sharing company]] [Partner]
- All remaining cash goes into the float envelope for that day, and is delivered to [[Name]] or [[Name]]. [Partner]