



ROOSTER TEETH EXPO 2012



WHERE GAMING MEETS THE INTERNET

EXHIBITOR INFORMATION

AUSTIN CONVENTION CENTER

JULY 7 - 8, 2012

WWW.RTXEVENT.COM

EXHIBITOR@RTXEVENT.COM • 512-480-0336 x213



RTX 2012 will be located at the Austin Convention Center, in the heart of downtown Austin, TX. It features over 240,000 square feet of space and state-of-the-art exhibitor facilities.

ABOUT RTX →

- Expo created for the millions of fans of online video creators ROOSTER TEETH, with a focus on gaming and online culture.
- 8,000 to 10,000 expected attendees.
- Over 300 available exhibitor spaces.
- First RTX open to the general public.
- Inaugural 2011 event sold out in three minutes.
- Guests from the game industry as well as web celebrities.
- Will be live-streamed in its entirety for millions online.
- Features all-new interactive experiences for attendees that will increase engagement with exhibitors.
- Chance for exhibitors to interact with an engaged and active community, as well as meet the online talent that is leading the next generation of social and viral media.
- Contact EXHIBITOR@RTXEVENT.COM or 512-480-0336 x213 for more information.

ABOUT ROOSTER TEETH →

- Creators of one of the most popular and longest running web series of all-time, *Red vs. Blue*, now entering its tenth season.
- Over 1 billion total video views (aggregate).
- 8th most viewed YouTube channel in the world (non-music).
- 1.7 million YouTube subscribers.
- 12 million monthly unique visitors to RoosterTeeth.com.
- 1.4 million registered community members.
- Most downloaded gaming podcast on iTunes.
- 2 million monthly podcast downloads.
- Created the first machinima broadcast on commercial television.
- Winners of multiple awards, including the 2011 Best Animated Series from the IAWTV.
- Featured by hundreds of major publications and networks including *MTV*, *G4*, *the New York Times*, *the Wall Street Journal*, *Rolling Stone Magazine*, *Wired Magazine*, and many more.



MARKETING OPTIONS



EXHIBIT SPACE

- Minimum size 10' x 10' booth.
- Includes one table, one chair and five exhibitor badges.
- Modifications and upgrades available.

ELITE SPONSORSHIP BENEFITS

- On-site event sponsorships.
- Sponsor logo inclusion in event media and assets.
- RTX website advertising and custom sponsorships.
- Celebrity sponsorships and appearances.
- Rooster Teeth podcast sponsor.
- RTX short video sponsor.
- RTX workshop sponsor.
- eMarketing and advertising.

OTHER OPPORTUNITIES INCLUDE

- Attendee newsletter promotion.
- Badge holder/badge insert.
- Badge lanyards.
- Lounge/Bar.
- Media work center/registration.
- Media hospitality lounge.
- Interactive distribution.
- Registration signage.
- Shuttle bus advertising.
- Shuttle bus wristbands.
- VIP gifts.
- VIP lounge.
- And more!

Please refer to the *RTX 2012 Exhibitor Application* for more information, including rates and options. For additional information contact EXHIBITOR@RTXEVENT.COM.

MARKETING CONTACTS



Faith Harrison
Exhibitor Relations
512.480.0336 x 213
Faith@RTXevent.com



Gustavo Sorola
Event Director
512.480.0336 x 209
Gus@RTXevent.com



FOR MORE INFORMATION:

WWW.RTXEVENT.COM | 512-480-0336 x213

AUSTIN CONVENTION CENTER | AUSTIN, TX | JULY 7 - 8, 2012

WHAT PEOPLE SAID ABOUT RTX 2011



RTX 2011 keynote speaker Frank O'Connor, Franchise Director of 343 Industries, with Burnie Burns, founder of Rooster Teeth.

"Certain Affinity showed off our new, secret game for the first time at RTX, and we were overwhelmed at how awesome the Rooster Teeth community was. We can't wait for RTX 2012!"

– Tim Fields, Director of Business Development | **Certain Affinity**

"The Rooster Teeth team really understands what makes a great event: the fans. From gaming tournaments to zombie hordes, these guys put on one hell of a show, and we can't wait to see it grow."

– David Bass, Senior Community Coordinator | **BioWare Austin**

"The best event EVER... of all time!"

– Caiti Ward, RTX 2011 Attendee from Sydney, Australia

PAST, PRESENT & FUTURE

In 2011, Rooster Teeth decided to hold a community event for a select group of fans. Within only three minutes of opening ticket sales, the event had completely sold out. Nearly six-hundred fans from around the globe came to Austin, TX for what would be the inaugural Rooster Teeth Expo: RTX.

This year Rooster Teeth is excited to welcome thousands of fans for an event that long will be remembered. With its roots in the million-strong Rooster Teeth community, RTX is poised to become one of the largest and most unique events of its kind. Like Rooster Teeth's online content, RTX will fuse the energy of gaming and the fun of online culture.

For exhibitors, RTX brings together the most passionate and innovative names in gaming, entertainment and online culture with the Internet's most engaged and creative community. With the strength and affinity of Rooster Teeth's fanbase, you'll not only be reaching thousands of convention attendees, but an enormous online audience as well. The convention floor is just the beginning...

