



# GAME MANUFACTURERS ASSOCIATION

## FACT SHEET

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GAMA was formed in 1977 to protect the interests of the Origins Game Expo. It incorporated as a non-profit organization in 1982. Since then, GAMA has expanded to become the premier trade association for the hobby games industry. Its mission is to promote the general interest of all persons engaged in the buying, selling, licensing, and manufacturing of hobby game products. To that end, GAMA provides member affinity programs such as handbooks, business to business support, outreach programs, trade and consumer shows, and education programs.

GAMA supports and promotes the interests of the hobby game industry through a variety of divisions focused on the specific interests and concerns of segments of the industry. Through the Retail Division and the Wholesale Division, the needs and concerns of retailers and distributors are addressed.

GAMA is overseen by a board of directors. The ten members of the board volunteer their time and are elected for two year-terms for at large members and one-year terms for officers.

The home office for the Game Manufacturers Association is located in Columbus, Ohio, home of the Origins International Game Expo. The office relocated to Columbus in May, 2004 from Broomfield, Colorado.

For further details on the organization, please visit the GAMA Web site at [www.gama.org](http://www.gama.org).

For more information, contact:

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## PROGRAMS AND INITIATIVES

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GAMA has created and supports programs and initiatives that promotes and supports the hobby games industry. We've also improved our increased our industry programs. Here are some of those initiatives.

### INDUSTRY BUSINESS TO BUSINESS SUPPORT

**GAMA Trade Show:** Our trade show brings together publishers, distributors, and retailers, and other industry professionals, offering them education on how they can run their businesses better and improving communications between all members of our industry.

**\*Industry Resource Lists:** In addition to our Member Directory, GAMA started lists in 2005 of distributors and vendors on our Web site for members to access to help them in their businesses. We are constantly updating these lists

### MARKETING GAMES TO CONSUMERS

**Origins International Games Expo:** Our consumer show. Here, game players from across the US and around the world come to play their favorite games, meet game designers, and buy the newest releases from publishers.

**Games in Education:** This program strives to teach educators how they can use games in their curricula. Anchored by the Teacher's Hall Pass program at Origins and our Games in Education Booklets, our staff has also been attending educational conferences and reaching out to educational organizations.

**Origins Awards:** Academy strives to create national recognition and prestige for these awards, and reward innovation and achievement in our industry. Look for GAMA posters and shelf-talkers for winning products.

**\*National Advertising Campaign:** To help our retail members spread the word about their stores and the fun of games, GAMA created three generic "Let's play a game!" commercials that include time at the end for custom information (in TV parlance, to "tag" the ad with the store's info). The ads became available to free to all GAMA members starting on 2005. Each tape includes instructions on buying ad time.

**Industry Watch Committee:** Led by Michael Stackpole, the Industry Watch Committee helps stores and publishers deal with negative press about games. Luckily you don't hear much about our work in this area as Mike's done a great job handling issues.

**\*Retail Locator:** To assist in the sale of more games, GAMA offers a retail locator on our Web site for people looking for game stores to use. Our list of retailers is also available in one file for our members to use in their marketing efforts. We do a yearly call-down of our retailer list.

**What is Gaming? Web Site and Pamphlets:** We started this in 2005, and plan to expand the program for 2006. We have written pamphlets for all of the gaming genres to help in educating new players, parents, and so forth.

**Games to Troops:** The troops overseas are never far from our minds and hearts. In 2006, GAMA coordinated with several companies to provide over 150 Morale, Welfare, and Recreation locations in forward operating areas with games. We've received very positive reports about this program.

### BENEFITS AND PROGRAMS GAMA IS WORKING ON

**\*Store Fixtures:** There have been a few plans and ideas over the years regarding store fixtures – from discount plans to fixture sets with the "GAMA Retail Seal of Approval." We're looking into these ideas to see if any are feasible and desirable.

**The Games Museum:** Our industry lacks the opportunity to show off the rich traditions of our hobby as well as to inform about the educational and social benefits we provide to the world that a museum would provide. We are actively searching for a site for this museum, and have begun the funding and planning process with the help of several folks, including Duke Seifried and Dr. Toy.

**PROGRAMS WITH AN ASTERISK (\*) ARE FOR GAMA MEMBERS ONLY**



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## MEMBER BENEFITS

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GAMA is in the business of helping and supporting member businesses as well as the industry as a whole. Here is a list of the benefits offered to our membership.

**Health Insurance:** GAMA offers health insurance benefits to its US-based members at rates or with benefits that large companies enjoy. The insurance comes through Assurant Affinity, a company specializing in health insurance solutions for non-profit trade organizations.

**Credit Card Merchant Program:** GAMA has negotiated to provide the best rates for credit transaction processing we've seen.

**Retailer and Publisher Handbooks:** Mailed when someone first becomes a member, these handbooks have proven to be exceedingly useful resources to our members.

**Retail Mentorship Program:** The GAMA Retail Division sponsors a mentor program for retailers in the hobby games industry. Part of this program is available to non-members with the idea that supporting stores supports the industry. The deepest support in the program is aimed at GAMA members.

**GAMA Store Decor Program:** Retail members can receive sign files for their stores that the retailers can have printed at their local print shop.

**Booth Rebates:** GAMA Members receive a 10 percent rebate on their Exhibitor Booth fees with GAMA for the year (totaling both GTS and Origins), up to the full cost of their membership fee.

**Advertising Discounts and Free Subscriptions:** Check out the GAMA Web site for a list of partner publications who will offer you a discount on advertising and a free subscription for being a GAMA member. Publications include Knucklebones, Dragon, Dungeon, GameBuyer, and others.

**Retailer Badges:** GAMA retail members receive one free Buyers Badge for GTS, and two free Origins badges to either use themselves or to give away at their store.

**Trade Organization Survey:** For the past few years GAMA has surveyed other trade organizations of our size to compare the programs we offer to theirs. GAMA looks very good in comparison, and we will continue to do the survey as one way to make sure we're offering our members a more than the average benefits package.

**Surveys:** Industry information is one of the chief things we want to be able to offer our members. As many of you know, gathering good information about sales trends to turn around to our members is quite a challenge. GAMA restarted its survey program in 2006 with some improvements. Results are available to members.

**Convention Directory:** Working with a partner, GAMA has gathered comprehensive convention data for our members and our industry.

**Advertising Design Service:** Many companies and stores don't have the staff and/or resources for advertising design. We provide this service, mostly through templates, and will do more as our marketing department grows.



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## CONTACT LIST

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