



September 4-7, 2009

Atlanta, Georgia

Hyatt Regency
Marriott Marquis
Hilton
Atlanta Sheraton



Over 3000 hours of Science Fiction, Fantasy, Gaming, Comics, Science-related Panels, Seminars, Demonstrations, and Workshops are scheduled over all four convention days.



Attendance at all of our programming events are included in your Dragon*Con 2009 Membership. From autograph sessions with celebrity guests to costume contests, there are events for everyone.



Dragon*Con was launched in 1987 as an outgrowth of a local Science Fiction and Gaming group. Now in our 23rd year, we endeavor to bring fans a premier multi-genre event featuring the best of pop-culture entertainment.

Dragon*Con 2009

The Largest Pop-Culture Convention in the United States



Welcome!

Thank you very much for your interest in the 2009 Dragon*Con MMORPG Programming Track. Our mission is to provide our fans with an opportunity to get acquainted with the people behind their favorite MMOGs, and offer companies a fun, unique opportunity to talk about their games in an interactive and fan-friendly setting. Rather than keeping the focus on industry insiders and hardcore gamers, we provide an opportunity for game companies to meet with fans of every stripe - including newcomers to the genre. So far, we have been very successful in our goals, with the MMO track attendance numbers matching or exceeding many of Dragon*Con's most popular events.

We would love to have you join us in 2009. Last year was our first year as a separate programming track, which has given us the marvelous ability to serve the MMOG community within the macrocosm of Dragon*Con. To that end, if there is anything my team or I can do at any time during the year to help make your involvement in D*C 2009 a reality, we are happily at your service.

Also, please note that we have finalized contract negotiations into the future. Our confirmed dates are:

September 3 – 6, 2010

September 2 – 5, 2011

We look forward to seeing you at Dragon*Con 2009!

Kevin Stallard

MMORPG Track Director

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Information on general events & celebrity guests
<http://www.dragoncon.org>.

Information regarding the MMORPG track:
<http://www.dc-mmo.org>.

Dragon*Con

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About Dragon*Con:

Dragon*Con is a Science Fiction/Fantasy/Pop-culture convention started in Atlanta Georgia in 1987. Since its inception, the convention has grown to encompass the entirety of 4 host hotels, with approximately 31,000 attendees per year. Today, Dragon*Con is the largest convention of its kind in North America, hosting a variety of diverse, eclectic events such as writer's workshops; exciting robot battles; professional wrestling; discussion panels with stars; short films; comics; gaming; and live concerts from bands such as Gwar, The Misfits, and Blue Oyster Cult.

Dragon*Con is staffed exclusively by an enormous team of volunteers - it takes nearly 2,000 of them to run the convention each year! In addition to our concerts and myriad other events, Dragon*Con hosts an annual parade each year, drawing tens of thousands of fans and onlookers lining Peachtree Street to take part in the festivities. In recent years, due to the overwhelming popularity of some of our events, Dragon*Con TV - which is available in each of the convention hotels - rebroadcasts events from current and past years along with several fan-made videos for our guests' enjoyment.

For more information about guests, current and past:

- Current: http://dragoncon.org/dc_guests_list.php
- Previous years: http://dragoncon.org/dc_past_guests.php

More information on the history of Dragon*Con, including yearly attendance figures:

- <http://dragoncon.org/history.php>
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About the MMO Track:

Over the past 6 years, Dragon*Con's MMORPG track has been one of the fastest growing, most anticipated programming tracks at the convention. In 2002, Trevor Legg, Waylon Adams, Elonka Dunin, and Kevin Stallard hosted the first panels on MMO gaming as part of the Electronic Frontier Foundation track at Dragon*Con.

By 2005, what started out as one or two panels had grown to a half dozen panels - with fans calling for even more. Rooms that were meant to hold 50 or 60 people were now packed with hundreds, all intent on checking out what our panelists had to say. In 2007, we were offered a chance to do a "half-track" of panels for the Gaming programming track. That year, we hosted nearly a dozen panels on MMORPGs including *EverQuest* (still a favorite with Dragon*Con regulars), *Age of Conan* (in development at the time), and of course, *World of Warcraft*. The interest in our panels exceeded everyone's wildest expectations. We were forced to split the *Age of Conan* demo into two sessions due to the lines, and still had to turn away 300 people due to limitations. Our *World of Warcraft* panels overflowed into two additional rooms and still had a line of over 500 people waiting to get in. There was no denying that the MMO track had become one of the hottest events at the convention without much in the way of fanfare or publicity.

In 2008, Dragon*Con decided that due to overwhelming fan response, it was time to make the MMORPG track an entirely separate series of events to allow for more physical space and additional panel timeslots. Thanks to the support of our friends at WoW Insider/Massively, Sony, Funcom, and others, we were able to go back to convention management and get a second - and then third - room. We planned nearly 50 panels full of content, and the fans gobbled up all the great new options opened to them. By way of example: we once again had standing room crowds at many of our MMO events in 2008. This year, we expect to grow this track further, and we'd like you to be part of it!

What can Dragon*Con do for your company?

Dragon*Con is a unique event combining nearly all elements of Sci-Fi and Fantasy fandom. Many of you that we have talked to have compared Dragon*Con to industry events such as Penny Arcade Expo and the Austin Game Developers Conference. Respectfully, we believe that Dragon*Con is something far different.

We're not just another Trade Show

One big difference is that Dragon*Con is not a "trade show". We provide companies like yours a chance to interact directly with the attendees in a wide variety of ways. Some of our previous guests have elected to use their time to throw large parties and social events, others have chosen to show product demonstrations, still others have engaged in direct Q&A with our audience – or a combination of all three! How you choose to participate is entirely up to you, and we are here to help you in any way we can. Unlike most industry shows, Dragon*Con's focus is on bringing the best experience we can for attendees while also making the event fun for our sponsors and featured guests.

Untapped Fan Base

The biggest difference between Dragon*Con and most other events is that our fans are not necessarily gamers - at least, not yet. At PAX, GenCon, or other industry shows, the core audience is already familiar with the state of the art in gaming. These shows are focused on gaming, and essentially game developers are "preaching to the choir" while there. Dragon*Con's audience is a wide mix of people with equally wide interests. What this means is that many of our fans and guests are not avid computer gamers, but are fans of other forms of Science Fiction/Fantasy. Dragon*Con provides game developers with an excellent opportunity to attract new fans to their games, and new people to the genre. We have Tolkien fans that have never heard of *Lord of the Rings Online*, Star Wars fans that have never seen *Star Wars Galaxies* or *Star Wars: The Old Republic*, and Fantasy aficionados who have never played *World of Warcraft*, *EverQuest* or many other fantasy-based titles. We offer a unique opportunity to find scores of potential players, concentrated in one place, and curious about what you have to say.

More "play" than "work"

Ultimately, what sets Dragon*Con apart from everyone else is the atmosphere. When we spoke with some of the game developers who have attended Dragon*Con and asked them why they come back every year, their answers were surprising to us. To a man (and woman), each person we spoke with said that they would come to Dragon*Con on their own time and on their own budget because **it's just that much fun**. Where else can you walk into an elevator and find yourself face-to-face with someone like George Takei or James Marsters? Where else can you sit down for dinner only to realize that Lou Ferrigno and Adam West are at the next table over? Where else can you walk up to the bar and have a drink with Peter Mayhew (and 10 other folks who happen to be in Chewbacca costumes)?

According to one person at Sony, *"I can come here and spend 3 hours doing panels talking to nearly as many people as I do at Fan Faire, then spend the rest of my weekend having a good time. I'd gladly come here every year, even if they **didn't** pay me to do it."*

Room for Independent developers, not just the big boys

Our team is dedicated to taking care of all those nitpicky details like setting up AV equipment, seating, lights, security, etc. so you can arrive relaxed, and your game can have time to shine. However you'd like to structure your time, we'll happily work with you to make it happen. Interested in throwing a launch party or getting new people to check out your game? Dragon*Con is an excellent venue to build interest in a wide variety of titles by providing product demos, free trials, video teasers, or other promotional materials to 31,000 potential players over a 4 day weekend.

Regardless of how you would like to participate in Dragon*Con, please feel free to contact the MMORPG Programming Track (mmorpgs@dragoncon.org) if you have any questions or concerns. We are available, year round, to assist you in making your participation as successful as possible.

Many different ways to participate

Guest

If you would like to participate as a guest of the convention, please fill out the online guest application at http://www.dragoncon.org/dc_guest_app.php. The deadline for guest applications is June 6, 2009. No guest applications will be considered after this date. Guest registrations are for individuals only, however, each guest is allowed to bring one companion guest free of charge. Make sure you check the "Gaming – MMO" box on the application so that I will be notified of your application and can assist the guest committee in its approval.

Guests of the convention will be expected to participate in media activities at the convention. If your application is approved, we will be happy to work with you to arrange panels, parties, or other activities connected to your games.

Panelist

If you do not wish to participate as a guest of the convention, you can still participate in panels and MMO Track events by simply attending the convention. Tickets at the door are \$100, but you can save money by buying tickets earlier in the year.

\$70 until 02/13/2009
\$80 until 05/15/2009
\$90 until 07/15/2009
\$100 thereafter

We are available throughout the year to help you plan your activities at Dragon*Con. There is no additional charge to participate in MMORPG Programming Track events. You can contact the MMO Track Director at mmorpgs@dragoncon.org.

Dealer

Dealers at the convention will have space in the Dealer's Room throughout the weekend (Please see the schedule and details in the Dealer Information section.). If you would like to participate as a dealer, then see the agreements in the Dealer Information section. In addition to having a table throughout the weekend, you may contact the MMO Track Director to set up any panels or special events for your game.

Exhibitor

Participation as an exhibitor is similar to running a booth at any other trade show or convention. You will be responsible for staffing and running your booth throughout the weekend, but we will be happy to work with you to run any panels or events that you may wish to run. The Exhibitor Information section of this packet will provide you with details and costs if you wish to participate.

More information regarding these services is available on the Dragon*Con main website:

- Guest Services - http://www.dragoncon.org/guest_services.php
- Dealers/Exhibitors - <http://www.dragoncon.org/dealers.php>

For all other information regarding attending as a guest or panelist as part of the MMO Track, please contact us at mmorpgs@dragoncon.org

What's in store for Dragon*Con 2009

- Over 30 Simultaneous Programming Tracks
- The South's Largest Costume Contest
- 12th Annual \$1,000 Dawn Look Alike Contest!
- 10th Annual Classic Comic Art Exhibition
- Comic Book Quick Sketch Competition
- Hundreds of RGP, Board, Card, Miniature and Computer Gaming Events, and Multiple LARPs
- Live Concerts and Dances until 6:00 AM Each Morning
- Guest of Honor and Awards Banquet
- 23rd Annual Dragon*Con Independent Short Film Festival
- 20th Annual Robot Battles Competition
- 11th Annual Miss Klingon Empire Beauty Pageant
- 8th Annual Dragon*Con Parade
- An Evening of Professional Wrestling
- Largest Art Show in Fandom
- Free Shuttle Service Between All Convention Hotels

Events & Activities

Over 2750 hours of Science Fiction, Fantasy, Gaming, Comics and Science-related Panels, Seminars, Demonstrations, and Workshops are schedule over all four convention days. All programming events are included in your Dragon*Con 2009 Membership.

Special program tracks for fans include *Star Wars*, *Star Trek*, *X-Files*, *Pern*, Podcasting, Tolkien's *Middle-earth*, *Apocalypse Rising*, *Wheel of Time*, Comics, Sci-Fi Literature, Anime, Short/Independent Film, Costuming, *Electronic Frontier Foundation*, Gothic Journeys, British and American Television, Space and Science, Computer Technology, Writing, Art, and Anime / Machinima / short film video rooms.

Feedback from Past MMORPG Program Participants

*"What do I like most about Dragon*Con? The atmosphere. It is truly a fan event, rather than corporate."*
- Alan Crosby, **Sony Online Entertainment**

"Dragon Con was an amazing show with regards to the Gaia events. The main panel event which was held out side of the MMO track was a huge hit."
- Chris Castagnetto, **Gaia Interactive**

*"We've been coming here for the past 5 years, and Dragon*Con is more of a vacation for us than work. Our guys would take vacation time to come here if they had to."*
- Terri Perkins, **Funcom**

"We definitely want more panels with you next year, you were awesome! I can't tell you how much we appreciated being made to feel welcome at Dragon Con by you and your staff."
- Courtney Nawara, **Artix Entertainment**

"I absolutely loved the Parade, the crowds, all the costume dress, all the events, parties and all of the different tracks. If the Con went for seven days, I think I would go all seven days. There was so much to do and see and people to speak with and about; it was mind-boggling. And that's not even talking about our own game, or doing our presentation - that's just enjoying a great time with fellow geeks like us having a good time."
- Brian Hoadley, **Wardog Studios**