ARCADE CITY: Bring Your Game Setup Rules

On July 10 and 11, 2027, the Greater Richmond Convention Center becomes 40,000 square feet of arcade metropolis. A city you walk through, with districts, a DJ, and its own economy.

The city runs on ImmerseCoins. You cannot buy them and they do not come with your ticket. You earn them on the floor by interacting. Coins buy game plays. Game plays win tickets. Tickets cash out at the Prize Wall for $5,000 in prizes and giveaways. Everyone starts at zero. What you leave with is what you earned.

Bring the whole crew. Bring the kids. Bring the friend who still holds a high score somewhere. This is STEM, gaming, and geek culture in one place. It is built for people who want more from a convention than a swap meet.

The Trade

Bring a game setup people can play. Get 2 free weekend passes.

A setup is a complete station. An attendee walks up and starts playing. No assembly, no logins, no coins.

Every Setup Needs

- A screen
- All power cords
- At least 5 playable games, loaded and ready
- At least two durable controllers ready for multiplayer

Exceptions

These setups can run a single game and a single player:

- Dedicated arcade cabinets
- Pinball machines, physical or virtual
- Rhythm cabinets like DDR, Pump It Up, Taiko, or Guitar Freaks
- All sim rigs: racing, flight, space, mech, trucking, and VR

- Custom and homebrew builds

Exceptions still need to be complete, powered, and set to free play.

Strongly Encouraged

We want these on the floor. Tell us about them when you apply.

- **Simulators:** Racing, flight, space, and mech rigs. The bigger the build, the better.
- **Sim players who can show off:** If you have real skill in a simulation game, bring your rig and run demos. Show attendees what the game looks like in expert hands.
- **Hardware builders:** If you design your own game systems, controllers, cabinets, or homebrew hardware, bring it. Custom builds are the heart of Arcade City.
- **PC sim setups:** Gaming PCs running current simulation games on wheels, pedals, flight sticks, or VR. Racing, flight, space, trucking, and mech sims all count.

Eligible

Arcade and Cabinets

- Full-size coin-op cabinets set to free play
- Sit-down candy cabs
- Custom multicades and Jamma builds
- Arcade1Up and similar home cabinets
- Cocktail table cabinets
- Pinball machines, physical or virtual
- Rhythm cabinets
- Driving and shooter cabinets with their original controls

Simulation Rigs

- Racing sims with wheel, pedals, seat or stand, and screen
- Flight sims with yoke or HOTAS and screen
- Space and mech sims with full control setups
- VR stations on PC or standalone headsets, with a spectator screen
- Dance pad setups running StepMania or ITG on a PC

Retro Consoles

We want big experiences, not a console on a table. Every retro setup must deliver the full experience:

- A CRT TV for any retro console
- Multitaps for 4+ players where the game supports it
- Light guns where the console supports them

Eligible retro consoles:

- **Neo Geo AES:** Arcade hardware in a home console. Metal Slug, King of Fighters, and Samurai Shodown.
- **TurboGrafx-16 with a TurboTap:** 5-player Bomberman.
- **Vectrex:** Glowing vector graphics. Counts on its own because the screen is built in.
- **Sega Genesis:** 4-player Gauntlet IV and Sonic.
- **Sega Saturn:** Light gun games like Virtua Cop on a CRT.
- **Atari 2600 with paddles:** 4-player Warlords.

Modern Hardware

- Gaming PCs with monitor and controllers
- Atari VCS (2021)
- Evercade VS (the home console, not the handheld)
- Polymega
- MiSTer FPGA setups
- Intellivision Amico
- Ouya and Nvidia Shield TV

Not Eligible

Sony (any generation)

- PlayStation 1, 2, 3, 4, and 5
- PlayStation Classic
- PSP and PS Vita
- PSVR and PSVR2

Xbox (any generation)

- Original Xbox
- Xbox 360
- Xbox One, One S, and One X
- Xbox Series X and Series S

Nintendo (any generation)

- NES, Famicom, and NES Classic
- SNES, Super Famicom, and SNES Classic
- Nintendo 64
- GameCube
- Wii and Wii U
- Switch, Switch OLED, Switch Lite, and Switch 2
- Game Boy, GBA, DS, and 3DS families
- Virtual Boy

Sega Dreamcast

Handhelds (any brand)

- Steam Deck, ROG Ally, Legion Go
- Game Gear, Atari Lynx, Neo Geo Pocket
- Retro handhelds like Anbernic or Miyoo

Incomplete Gear

- A console with no TV
- A PC tower with no monitor
- Controllers, wheels, or headsets alone
- Fewer than 5 playable games (unless it is an exception)
- Fewer than two controllers (unless it is an exception)

Access Restrictions

- Stations that make attendees pay

- Stations that make attendees sign into a personal account

How to Apply

- Submit your setup https://www.immersecon.com/bring-a-setup by June 01, 2027.
- Include a photo of the setup, the hardware, a list of games, the dimensions, and the power draw.
- ImmerseCon reviews every submission. Approval is required before you bring gear.
- Approved owners receive a waiver. Sign and return it before load-in.
- Space is limited. Approved setups are placed on the floor by ImmerseCon staff.

Load-In and Load-Out

- Your setup must be running for full show hours both days.
- Show hours: Saturday 11:00 AM to 7:00 PM. Sunday 11:00 AM to 6:00 PM.
- Do not break down early. Early breakdown forfeits the trade.

Owner Responsibilities

- Bring everything the setup needs to run, including power strips and extension cords.
- Test your setup before doors open each day.
- Check on your setup during the show. Fix or reset it when needed.
- Label your gear with your name and phone number.
- Keep cords taped and walkways clear.

Your Gear, Your Risk

- You bring your gear at your own risk.
- ImmerseCon is not responsible for loss, theft, or damage.
- Consider insurance for high-value equipment.
- ImmerseCon staff may shut down any setup that is unsafe, broken, or out of compliance.

Content Rules

- No mature games. Nothing rated M, AO, or 18+.
- ImmerseCon may ask you to remove any game from rotation.

Your Tickets

- Approved owners receive 2 free weekend passes.
- Tickets are issued after approval at event setup.
- Tickets are non-transferable and have no cash value.

Questions

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