make a new link with this infos:

C:\Programme\gmax\gmax.exe -a C:\Programme\gmax\gamepacks\WestWood\RenX\splash.bmp
-i gamepacks\WestWood\RenX\gmax.ini -p gamepacks\WestWood\RenX\plugin.ini

(it is one line, yeah a long line   )

Youst fill in your GMAX folder where you isntalled it. And be sure, that the gampack is isntled into
the GMAX directory.