



Don't Miss
THE DARK ZONE

STEP 1: COMPLETE ALL SECTIONS OF THIS FORM (Please Print Using Black Ink)

NAME _____
 TITLE _____
 COMPANY NAME _____
 ADDRESS _____ SUITE/APT _____
 CITY _____
 STATE _____ ZIP _____ COUNTRY _____
 TEL _____ FAX _____
 EMAIL (Requested for immediate confirmation.) _____
 ADDITIONAL REGISTRANTS 1) _____ 2) _____
 3) _____ 4) _____

1. DESCRIBE YOUR BUSINESS (Please Check Only One):

- | | | |
|--|--|---|
| <input type="checkbox"/> Pumpkin Patch/Hay Ride | <input type="checkbox"/> Entertainer/Theatre/Dance | <input type="checkbox"/> Haunted Event |
| <input type="checkbox"/> Catalog/Internet Sales | <input type="checkbox"/> Haunt Website/Marketing Media | <input type="checkbox"/> Manufacturer's Rep |
| <input type="checkbox"/> Special Events/Fund Raiser | <input type="checkbox"/> Home Haunter | <input type="checkbox"/> Other |
| <input type="checkbox"/> Family Entertainment Center | <input type="checkbox"/> Amusement Park/Facility | |

2. IS YOUR BUSINESS RETAIL?

- Yes No

3. SALES VOLUME:

- | | |
|--|---|
| <input type="checkbox"/> Under \$100,000 | <input type="checkbox"/> Over \$1 million |
| <input type="checkbox"/> \$100,001 - \$500,000 | <input type="checkbox"/> Not Applicable |
| <input type="checkbox"/> \$500,001 - \$1 million | |

4. TITLE/POSITION:

- | | |
|--|---|
| <input type="checkbox"/> Owner Operator/Operator | <input type="checkbox"/> Vendor/Supplier |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Makeup Artist |
| <input type="checkbox"/> Enthusiast | <input type="checkbox"/> Manufacturer's Rep |
| <input type="checkbox"/> Entertainer/Actor | <input type="checkbox"/> Other |

6. SEND INFORMATION ON:

- Halloween & Attractions Show Conference Programs
- Exhibiting at future Halloween & Attractions Shows



STEP 3: SUBMIT FORM AND CREDENTIALS

Mail: TransWorld Exhibits, Inc. 1850 Oak Street Northfield, IL 60093-3077
Fax: 847-446-3523 **Online:** www.haashow.com
Questions: 800-323-5462 **info@tweshows.com**

All documentation must be complete to be issued a badge. Badges will be mailed 4 weeks prior to the show. No one under age 16 admitted. Photo ID with proof of age required.

www.haashow.com (800) 323-5462 Must be 16 years of age or older to attend.



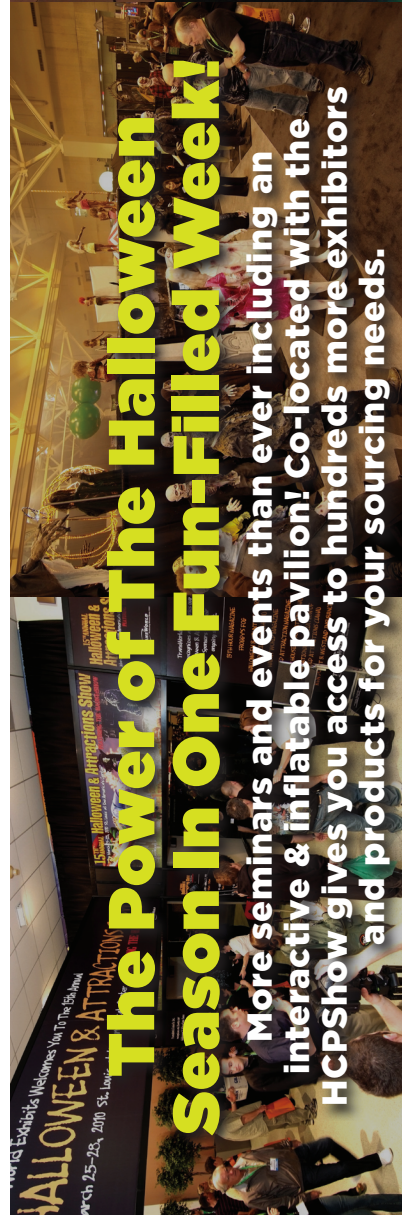
Don't Miss
THE DARK ZONE

Register Today!

haashow.com (800) 323-5462 (847) 446-8434

TRANSWORLD

1850 Oak Street
Northfield, IL 60093-3077



The Power of The Halloween Season In One Fun-Filled Week!

More seminars and events than ever including an interactive & inflatable pavilion! Co-located with the HCPShow gives you access to hundreds more exhibitors and products for your sourcing needs.

TransWorld's 16th Annual Halloween & Attractions Show

FEATURING THE HAUNTSHOW

March 10-13, 2011 • America's Center • St. Louis, MO

Show Dates & Hours

Thursday, March 10 9:30 am to 5:00 pm
Saturday, March 12 9:30 am to 5:00 pm
Friday, March 11 9:30 am to 5:00 pm
Sunday, March 13 9:30 am to 2:00 pm

Register today at www.haashow.com



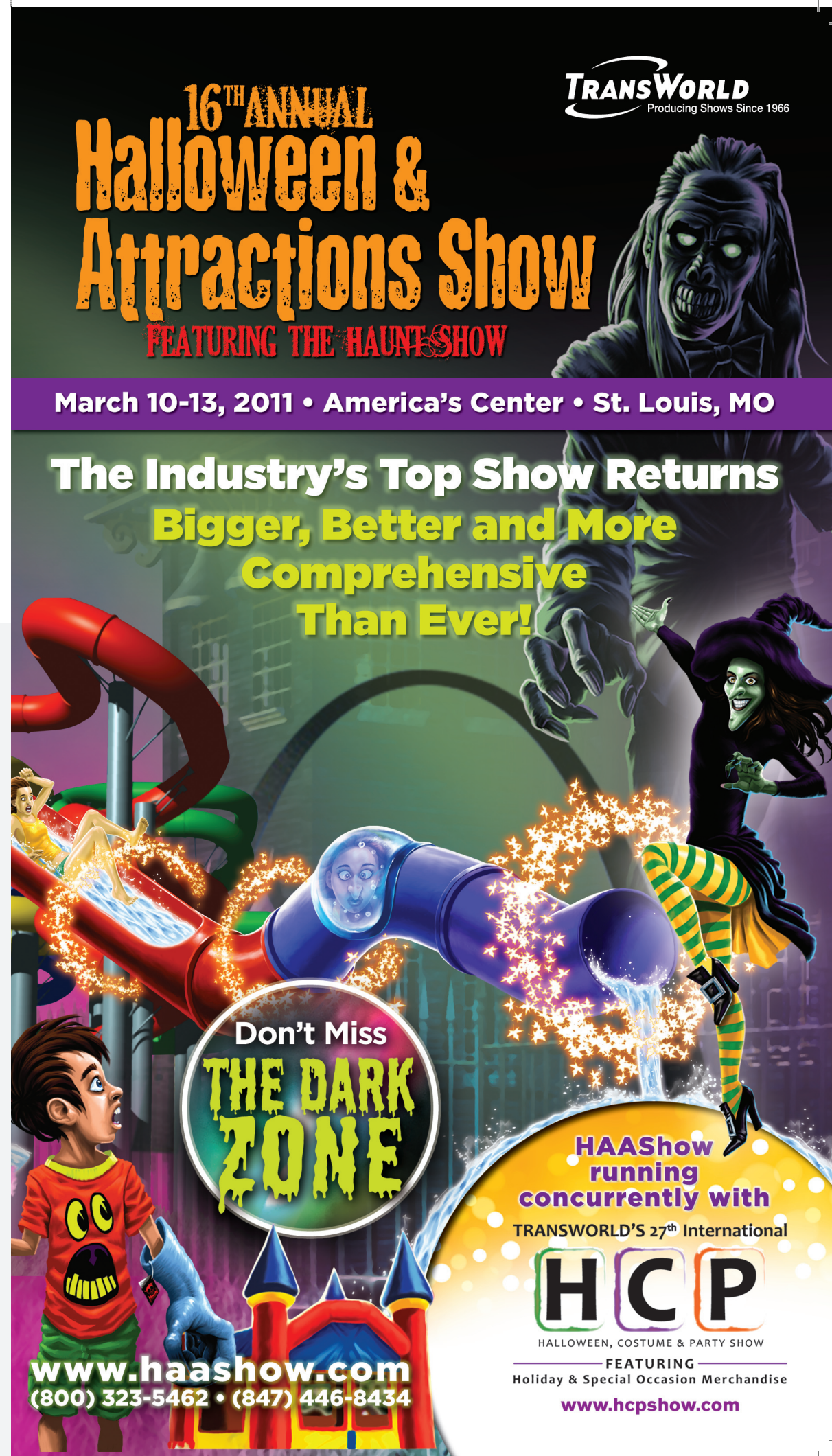
HAAShow running concurrently with TRANSWORLD'S 27th International

HCP

HALLOWEEN, COSTUME & PARTY SHOW
 FEATURING Holiday & Special Occasion Merchandise
www.hcpshow.com

"St. Louis is in the center of the country where a huge part of the Halloween market is located - St. Louis has a lot to offer. The HAAShow has been here for the past two years and has been a resounding success. Having the HCP and HAA Shows together again will only make them better!"
 - Mark McDonough, owner of Creative Visions and Haunt Visions and long time HAAShow Exhibitor, is a resident of St. Louis and knows this is the greatest location for the shows -

Your HAAShow badge also gains you access to the HCPShow for all show days including the opening night party.



16th ANNUAL Halloween & Attractions Show
 FEATURING THE HAUNTSHOW

TRANSWORLD
Producing Shows Since 1966

March 10-13, 2011 • America's Center • St. Louis, MO

The Industry's Top Show Returns Bigger, Better and More Comprehensive Than Ever!

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HCP

HALLOWEEN, COSTUME & PARTY SHOW

FEATURING Holiday & Special Occasion Merchandise

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Fast Becoming a Tradition Halloween in March Means Big Profits For You!

The 16th Annual Halloween & Attractions Show (HAAShow) featuring the Haunt Show is co-located with the Halloween, Costume & Party Show (HCPShow) March 10 - 13, 2011 St. Louis America's Center



Join us for a bigger than ever HAAShow!

- Running concurrently with the HCPShow, this year's HAAShow will be 3x the size
- More vendors than ever for your sourcing needs
- Over 40 seminars of educational opportunities available
- Cross merchandising opportunities with hundred's more exhibitors
- On-floor make-up demonstrations by Make-Up Artist Magazine
- NEW: Interactive and Inflatable Pavilion
 - View hands-on inflatable and entertainment product demos
 - Visit our Interactive Haunted House

The Ultimate Event for...

Haunted House Operators
Amusement, Theme and Water Park Operators
Museums, Zoos and Aquariums
Pumpkin Patch Farms and Corn Mazes
Specialty Retailers

Family Entertainment Centers
Entertainment Venues
Municipalities
and more!

**Network With Your Colleagues, Discover New Opportunities
And Party Your Way To Success!**

Tuesday, March 8, 2011 New This Year

Talon Falls Tour - Melber, KY

Wednesday, March 9, 2011

Haunted Attraction Association
Safety Seminar

9:00 am - 11:30 am

HAAShow Speed Seminars

10:00 am - 6:30 pm

The Darkness, Terror Visions and
Lemp Brewery Behind the Scenes Tour

7:00 pm - 10:00 pm

Thursday, March 10, 2011

HAAShow Open

9:30 am - 5:00 pm

HAAShow Seminars

9:00 am - 4:30 pm

Haunted Attraction Association
Brainstorming Event*

4:00 pm

Opening Night Industry Party
at Flamingo Bowl

Sponsored by Westland Insurance

5:30 pm - 7:30 pm

Insane Shane's Kick-Off Party

7:30 pm - 12:30 am

The Darkness and Terror Visions Tour

LIVE with real actors

7:30 pm - 10:30 pm

Friday, March 11, 2011

HAAShow Open

9:30 am - 5:00 pm

HAAShow Seminars

9:00 am - 4:30 pm

Haunted Attraction Association

Auction & Party*

5:30 pm

Lemp Brewery Haunted House Tour

LIVE with real actors

7:30 pm - 11:30 pm

Saturday, March 12, 2011

HAAShow Open

9:30 am - 5:00 pm

HAAShow Seminars

9:00 am - 4:30 pm

Haunted Attraction Association

4th Annual Awards Banquet*

6:00 pm

The Darkness and Terror Visions Tour

LIVE with real actors

7:30 pm - 10:30 pm

Sunday, March 13, 2011

HAAShow Open

9:30 am - 2:00 pm

**For Complete Details on
Seminars, Events and to Order
Tickets - Visit www.haashow.com**

Seminars Overview

Wednesday March 9th

SPEED SEMINARS: 13 Power Packed Classes in One Day!

10:00 am - 10:30 am History of Haunted Attractions	12:55 pm - 1:25 pm Logistics and Operations	4:50 pm - 5:20 pm Prepare for Disaster: Confronting Major Emergencies at Your Event
10:35 am - 11:05 am Terror Zoo! Spiders & Insects in Your Haunted House!	1:25 pm - 2:30 pm Lunch Break	5:25 pm - 5:55 pm Free Rent!
11:10 am - 11:40 am Scaring Together: Partnering with your "Competitors"	2:30 pm - 3:00 pm Radio Spots that Rock!	6:00 pm - 6:30 pm Top 5 Things You Need To Know To Succeed in the Haunted House Business
11:45 am - 12:15 pm Creating Nightmarish Soundscapes	3:05 pm - 3:35 pm Introduction to DMX Control	
12:20 pm - 12:50 pm Why Are We Afraid Of Clowns?	3:40 pm - 4:10 pm Steampunk Your Haunt!	
	4:15 pm - 4:45 pm Care and Feeding of Costumes	

TransWorld's Haunt and Attractions Educational Seminars

Morning Session 9 am - 12:30 pm Everyday but Sunday For three days TransWorld will bring you speakers and topics designed to make you more money, market and run your attractions and leave your guests screaming in terror!	Afternoon Session 1:00 pm - 4:30 pm Everyday but Sunday
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Thursday March 10th

Morning Session 9 am - 12:30 pm three seminars 9:00 am - 10:00 am Adding a Permanent Haunt to Your FEC 10:15 am - 11:15 am The Essential Elements for Creating a Haunted House Acting Troupe 11:30 am - 12:30 pm Make Your Haunt Look Like a Hollywood Horror Movie!	Afternoon Session 1:00 pm - 4:30 pm three seminars 1:00 pm - 2:00 pm All Out Media Assault! Marketing Your Haunted House 2:15 pm - 3:15 pm Let us Feast! Catering for FECs and Haunted Attractions 3:30 pm - 4:30 pm How To Scare the @#\$\$ Out of Anyone!
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Friday March 11th

Morning Session 9 am - 12:30 pm three seminars 9:00 am - 10:00 am The Asylum: Bringing Seasonal Terror to FECs 10:15 am - 11:15 am Introduction to Fire/Safety Codes 11:30 am - 12:30 pm Live Animals in Haunted Attractions: Be Safe not Sorry!	Afternoon Session 1:00 pm - 4:30 pm three seminars 1:00 pm - 2:00 pm Air Brush Make-Up for Haunted Attractions 2:15 pm - 3:15 pm Trailer Haunts: Portable Haunts for FECs and Other Venues 3:30 pm - 4:30 pm Carving Cathedrals: The Art and Science of Foam Carving
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Saturday March 12th

Morning Session 9 am - 12:30 pm three seminars 9:00 am - 10:00 am Welcome to The Haunted Attraction Industry: How to Get Started! 10:15 am - 11:15 am Extreme Art Direction: The Wild World of Phobia Haunts! 11:30 am - 12:30 pm Faux Terror! Detail Painting in Haunted Attractions	Afternoon Session 1:00 pm - 4:30 pm three seminars 1:00 pm - 2:00 pm Over The Top Haunt Costuming! What You Need To Know 2:15 pm - 3:15 pm Branding Your Event! Using Social Media to Wow Your Customers 3:30 pm - 4:30 pm Ultimate 3D Haunted Attractions
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Demonstration Seminars

Friday March 11th 9:00 am - 10:00 am Giant Suits and Puppets - How to Bring your Giant Costumes and Puppet Characters to Life! 10:15 am - 11:15 am Creating and maintaining Air and Motorized Systems 11:30 am - 12:30 pm Audio for Haunts 1:00 pm - 2:00 pm Design and Fabrication Techniques for Props 2:15 pm - 3:15 pm Face and Body Painting	Saturday March 12th 9:00 am - 10:00 am 12 Volt: An Introduction to Low Voltage Power 10:15 am - 11:15 am Air Brush Fundamentals 11:30 am - 12:30 pm Use of LED Lighting in Haunted Attractions 1:00 pm - 2:00 pm Creating Killer Corpse Makeups 2:15 pm - 3:15 pm How Animatronic Talking Characters Can Make You MONEY!
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**SPEED Seminars: \$80 for all 13 seminars
Educational & Demonstration Seminar Fees:
Pre-Show: \$40 per seminar
At-Show: \$60 per seminar**

**For Complete Seminar
Information
Visit www.haashow.com**

All seminars subject to change, no refunds.

Hotel Rates

Renaissance Grand & Suites Hotel
800 Washington Avenue

(Headquarters Hotel for the 16th Annual Halloween & Attractions Show
and the 27th Halloween, Costume & Party Show)

Single/Double **\$115** Triple/Quad **\$125**

To reserve your room please call (800) 394-1282 and refer to the TransWorld Exhibit Shows.

Holiday Inn Select Downtown

811 North 9th Street

Single/Double **\$99**
Triple/Quad **\$99**

To reserve your room please
call (314) 421-4000 and refer to
the TransWorld Exhibits Shows.

Hampton Inn - Gateway Arch

333 Washington Avenue

Single/Double **\$99**
Triple/Quad **\$99**

To reserve your room please
call (314) 621-7900 and refer to
the TransWorld Exhibits Shows.

Drury Inn & Suites

711 North Broadway

Single/Double **\$95**
Triple/Quad **\$105**

To reserve your room please
call (800) 325-0720 and refer to
the TransWorld Exhibits Shows.

Crowne Plaza - Downtown 200

North 4th Street

Single/Double **\$85**

To reserve your room please
call (800) 925-1395 and refer to
the TransWorld Exhibits Show.

Rates available through February 21, 2011.

Connecting Buyers & Exhibitors 365 Days a Year!

TransWorld 365: Gain access to exclusive
exhibitor specials, connect with your favorite
exhibitors *before and after* the show, AND find
the products/services you need to better your
business - **365 days a year!**

Must register separately for TransWorld 365.



A Special Thanks to Our Show Sponsors



A Special Thanks to Our Association Members



A Special Thanks to Our Advisory Board Members

Creative Visions, Darkrides, Digital Sound &
Lighting, Distortions Unlimited, Fright Props,
Froggy's Fog, GEP Productions, Inc.,
Ghost Ride Productions, Gore Galore,
Haunted Enterprises, Indy Acres Paintball,
Netherworld Haunted House,
Oak Island Attractions, The Scarefactory, Inc.

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