

17<sup>TH</sup> ANNUAL  
**Halloween &  
Attractions Show**  
FEATURING THE HAUNT SHOW

TRANSWORLD'S 28<sup>TH</sup> International

**H C P**

HALLOWEEN, COSTUME & PARTY SHOW

FEATURING

Holiday & Special Occasion Merchandise

**TRANSWORLD**  
Producing Shows Since 1968

# SPONSORSHIP KIT

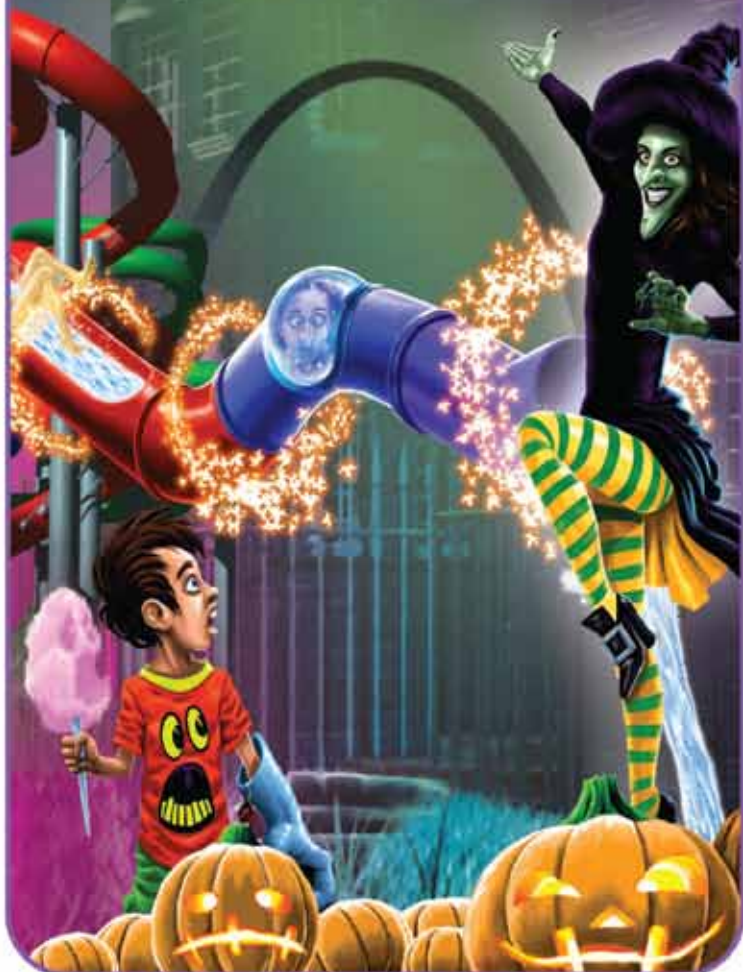
We are pleased to present the Sponsorship Kit for TransWorld's 17th Annual Halloween & Attractions Show (HAAShow) and the 28th International Halloween, Costume & Party Show (HCPShow) at America's Center in St. Louis, Missouri on March 8 - 11, 2012!

Inside this kit, you will find programs designed to elevate your visibility amongst the exhibitors at this buyer-packed event. This heightened exposure to the buyer will improve your return on investment (ROI) from being part of this year's show. Pick from one of our existing sponsorship opportunities or contact us to design a tailored package to meet your specific needs.

Secure your sponsorship opportunity today! We are offering these sponsorship opportunities on a first-come, first serve basis, so call (847) 784 - 2409 and speak to Jennifer (Thaler) Braverman. By securing your sponsorship early, you will immediately begin receiving sponsorship recognition at this year's HAAShow and HCPShow.

Show Management  
TransWorld Exhibits, Inc.

**ALL FORMS ARE DUE BY JANUARY 27, 2012!**



# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

### MARKETING & SPONSORSHIP OPPORTUNITIES

#### Pre-Show Opportunities

Online Attendee Registration Page Banner

Attendee Email Banner(s)

Attendee List Rental

#### Investment

\$350

\$350

\$300

#### Deadline

January 27, 2012

January 27, 2012

January 27, 2012

#### At-Show Opportunities

Attendee Show Bag Sponsorship

Attendee Show Bag Inserts

Attendee Badge Holder Sponsorship

Co-Sponsor of Opening Night Gala

#### Investment

~~\$2,000~~ **SOLD**

\$300

~~\$1,500~~ **SOLD**

\$3,000

#### Deadline

January 27, 2012

January 27, 2012

January 27, 2012

January 27, 2012

#### Press Opportunities

New Product Announcements

Exhibitor Press Releases & Press Kits

Exhibitor Special Event/Celebrity Announcement

#### Investment

FREE!

FREE!

FREE!

#### Deadline

January 27, 2012

January 27, 2012

January 27, 2012

#### On-Site Signage & Banner Opportunities

Registration Counter Signage

Table Tents

Banners

Aisle Signs

Meter Boards

#### Investment

\$300/Sign

\$400

Call For Details

Call For Details

\$800/Single Sided

\$1,200/Double Sided

#### Deadline

January 27, 2012

January 27, 2012

January 27, 2012

January 27, 2012

January 27, 2012

#### Complimentary Promotional Opportunities

Exhibitor Invitations

#### Investment

FREE!

#### Deadline

January 27, 2012

# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

### PRE-SHOW SPONSORSHIP OPPORTUNITIES

#### Online Attendee Registration Page Banner

The growing majority of buyers register online. Place your banner ad on the online registration page and make this page your most successful storefront. Your banner on the [www.haashow.com](http://www.haashow.com) online registration page will ensure that every buyer who registers will see your company's name. This is a great way to get early exposure to thousands of qualified buyers. *EXCLUSIVE SPONSORSHIP*

PRICE: \$350

DEADLINE: JANUARY 27, 2012

#### Attendee Email Banner(s)

Show management uses email to communicate with eager buyers during that critical time between pre-registration and the show opening. By sponsoring these e-mail reminders, it is a great way to attract buyers to your booth with any giveaways or new products you maybe introducing at the show. Include a live link to your website and you'll have them ready to place an order even before the show starts. Buyer emails are issued twice a month. Each additional email banner is only \$200! Limit one company per email.

PRICE: \$350

DEADLINE: JANUARY 27, 2012

#### Attendee List Rental

Rent our buyer list and promote your company to an audience of qualified buyers waiting to hear from you. A small investment gives you a one-time access to our list of buyer names. We can customize our list to target a specific demographic area or buyer category. Provide us with a sample of your mailing piece for approval and then submit your promotional materials to our mailing house. Please note that any additional postage, handling and mailing fees incurred are paid directly to the mailing house by your company.

PRICE: \$300

DEADLINE: JANUARY 27, 2012

### AT-SHOW SPONSORSHIP OPPORTUNITIES

#### Attendee Show Bag Sponsorship

Have thousands of buyers walk the exhibit hall carrying your company's name and logo. This is one of the most sought after sponsorships. Your company supplies the bags, and we hand them out to each buyer as they enter the show.

#### Attendee Bag Inserts

As each buyer enters the show they receive a bag that contains your company's promotional literature. Your company supplies a minimum number of flyers and TransWorld will insert them into the attendee bags. Limit 10 companies.

PRICE: \$300

DEADLINE: JANUARY 27, 2012

#### Attendee Badge Holder Sponsorship

Have thousands of buyers wear your company name and logo around their neck. This is an extremely visible sponsorship opportunity. Your company supplies the badge holders and we distribute them to each buyer as they enter the show. Your company supplies a minimum number of badge holders. *EXCLUSIVE SPONSORSHIP*

PRICE: \$1,500

DEADLINE: JANUARY 27, 2012

#### Co-Sponsor of Opening Night Gala

Co-Sponsor the Opening Night Gala Thursday, March 10th. At this event, attendees and exhibitors celebrate a successful opening day with your colleagues while you enjoy dinner, drinks, raffles and dj at the Flamingo Bowl. As the Co-Sponsor we will promote your sponsorship on our website pre-show, places you on all sponsorship signs and banners. *ONLY 3 SPONSOR SLOTS LEFT!*

PRICE: \$3,000

DEADLINE: JANUARY 27, 2012

# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

### PRESS PROMOTIONAL OPPORTUNITIES

#### New Product Announcements

Announcing a new product at the HAAShow will not only bring you publicity but also new clients. According to the HAAShow 2009 research findings, 96.3% of our buyers come to see new products! We can help you promote your product launches. All you have to do is complete a short form at [www.haashow.com](http://www.haashow.com)

**PRICE: FREE!**

**DEADLINE: JANUARY 27, 2012**

#### Exhibitor Press Releases & Press Kits

By posting your Press Releases and/or Press Kits on the HAAShow website, you make your company available to maximum exposure prior to the show. To submit your press releases and or press kits, please email [yianna@tweshows.com](mailto:yianna@tweshows.com) and attach materials in PDF format.

**PRICE: FREE!**

**DEADLINE: JANUARY 27, 2012**

#### Exhibitor Special Event/Celebrity Announcement

A great way to highlight your company is by hosting a special event or a celebrity appearance. If you have something planned and would like to share this information with the Press and buyers, simply go to [www.haashow.com](http://www.haashow.com) and complete a short form.

**PRICE: FREE!**

**DEADLINE: JANUARY 27, 2012**

### ON-SITE SIGNAGE & BANNER SPONSORSHIP OPPORTUNITIES

#### Registration Counter Signage

Your company's name and logo will appear on the lower front portion of the registration counter. This sponsorship gives your company tremendous visibility to thousands of buyers as they wait in line to register or pick up their badges. This busy area is sure to capture everyone's attention. Spots are limited so sign up early!

**PRICE: \$300/Sign**

**DEADLINE: JANUARY 27, 2012**

#### Table Tents

Your company's name, company logo and the message you would like promoted will be prominently featured on the table tent card. These tents will be placed in high traffic areas, ie the registration counters, registration sign table as well on the tables in the concession areas where people are stopping for lunch or enjoying an afternoon snack.

**PRICE: \$400**

**DEADLINE: JANUARY 27, 2012**

#### Banners

There is no better way to get your company's message across than by placing a banner on the walls of the show. Banners can be sized to the custom dimensions of your message and graphics.

**PRICE: Call For Details**

**DEADLINE: JANUARY 27, 2012**

#### Aisle Signs

The convention center is a large area to cover. By putting your company's name and booth number on these double sided aisle signs, you help buyers get directly to your booth. For greater impact, sponsor multiple aisle signs and have your company recognized throughout the entire tradeshow.

**PRICE: Call for Details**

**DEADLINE: JANUARY 27, 2012**

# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

### **Meter Boards**

These signs are a perfect advertising opportunity for any company wanting to make a BIG impact. Place your company's message on a large meter board, along with your company's name and logo. These boards are placed in high traffic areas in the America's Center to direct buyers to your booth.

**PRICE: \$800/Single Sided      DEADLINE: JANUARY 27, 2012**  
**\$1,200/Double Sided**

### **COMPLIMENTARY PROMOTIONAL OPPORTUNITIES**

#### **Exhibitor Invitations**

Use these personalized invitations to invite buyers to your booth! Exhibitor invitations are free, easy, and effective! Study after study shows that the most effective pre-show promotion is exhibitor-driven. Sending an invitation to your buyers and prospects not only gets them to the show but also steers them directly to your booth! To submit your request, email [yianna@tweshows.com](mailto:yianna@tweshows.com) with your company name, contact info, and desired quantity. Minimum order of 100 invites is required.

**PRICE: FREE!      DEADLINE: JANUARY 27, 2012**

**PLEASE SUBMIT YOUR SPONSORSHIP FORMS BY JANUARY 27, 2012.**  
**FAX YOUR COMPLETED FORMS TO YIANNA AT (847) 446-3523.**  
**IF YOU HAVE ANY QUESTIONS, PLEASE CALL (800) 323-5462.**

# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

### MARKETING & SPONSORSHIP OPPORTUNITIES

#### Pre-Show Opportunities

	Investment	Deadline	Form	Total
Online Attendee Registration Page Banner	\$350	January 27, 2012	A	\$ _____
Attendee Email Banner(s)	\$350	January 27, 2012	A	\$ _____
Attendee List Rental	\$300	January 27, 2012	A	\$ _____

#### At-Show Opportunities

	Investment	Deadline		Total
Attendee Show Bag Sponsorship	<del>-\$2,000</del> <b>SOLD</b>	January 27, 2012	A	
Attendee Show Bag Inserts	\$300	January 27, 2012	A	\$ _____
Attendee Badge Holder Sponsorship	<del>-\$1,500</del> <b>SOLD</b>	January 27, 2012	A	
Co-Sponsor of Opening Night Gala	\$3,000	January 27, 2012	A	\$ _____

#### Press Opportunities

	Investment	Deadline		Total
New Product Announcements	FREE!	January 27, 2012	A	\$ _____
Exhibitor Press Releases & Press Kits	FREE!	January 27, 2012	A	\$ _____
Exhibitor Special Event/Celebrity Announcement	FREE!	January 27, 2012	A	\$ _____

#### On-Site Signage & Banner Opportunities

	Investment	Deadline		Total
Registration Counter Signage	\$300/Sign	January 27, 2012	A	\$ _____
Table Tents	\$400	January 27, 2012	A	\$ _____
Banners	Call For Details	January 27, 2012	A	\$ _____
Aisle Signs	\$500/Sign	January 27, 2012	A	\$ _____
Meter Boards	\$800/Single Sided \$1,200/Double Sided	January 27, 2012	A	\$ _____

#### Complimentary Promotional Opportunities

	Investment	Deadline		Total
Exhibitor Invitations	FREE!	January 27, 2012	A	

Please fill out this form and fax along with the credit card form to (847) 446-3523.

AUTHORIZED SIGNATURE : \_\_\_\_\_ SPONSORSHIP GRAND TOTAL \$ \_\_\_\_\_

PAYMENT DUE UPON SUBMISSION OF ORDER

# HAASHOW & HCPSHOW

## SPONSORSHIP KIT

## FORM A

Select method of payment	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
Credit card number	
Expiration date	
Cardholder's name (as it appears on card)	
Billing address of card holder	ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
Telephone number of cardholder	
Exhibitor company name (for whom card is being used)	
Address of exhibitor	ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
Telephone number of exhibitor	

The undersigned hereby authorizes TransWorld Exhibits, Inc. ("TWE") to charge the following amounts on the above referenced credit card to satisfy payments due by Exhibitor to TWE:

**A current charge of:**      \$ \_\_\_\_\_ ; and

**future charge(s) of:**      \$ \_\_\_\_\_

**on the following date(s):** \_\_\_\_\_

1. This credit card authorization is valid until the expiration date noted on the face of the card.

2. In the event a charge is not honored the undersigned personally guarantees payments of the above amounts due by Exhibitor.

3. A facsimile of this credit card authorization shall be regarded, and have the same force and effect, as an original.

4. **NO REFUNDS.** The undersigned understand and agree that by contracting with TWE, certain exhibit/advertising space and/or services have been reserved solely for Exhibitor, and thus, are no longer available to TWE's other customers. Therefore, the undersigned understand and agree that all amounts charged to the credit card are nonrefundable.

The undersigned further agree: a) to waive any right to a charge back, b) that any dispute will be taken up directly with TWE, and c) that any claim with the entity issuing the card resulting in a charge back to TWE shall constitute a breach of contract.

\_\_\_\_\_  
CARDHOLDER

\_\_\_\_\_  
AUTHORIZED REPRESENTATIVE OF EXHIBITOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE