

# TransWorld's Interactive Haunted House

featuring YOUR product!

We are taking our HAA Show to the next level by building an eight-room, Interactive Haunted House right on the exhibit floor.

## HOW DOES THIS BENEFIT YOU?

It's simple! As an added benefit to you, our valued exhibitor, you get the opportunity to feature one of your products in our Interactive Haunted House... **FOR FREE!**

- Give potential buyers an opportunity to see your product in a realistic haunt scene
- Your product (and booth number) listed on the scene index list handout distributed to all who enter
- More visibility for your product on the show floor
- Provide buyers with creative examples of the potential of your products in a real life setting
- 8 scenes in a 35x120 booth on the show floor gives everyone plenty of opportunity to participate

## HERE ARE THE DETAILS:

- The Interactive Haunted House will be built prior to show opening
- Product must be delivered by 9:00am, March 7<sup>th</sup> to the desk in front of the Interactive Haunted House
- Our design team will choose product placement and will make every effort to have the best exposure possible
- In order for your company to appear in our attendee literature, your confirmation for this opportunity must be submitted no later than February 13, 2012. Please fill out the entry form and fax it back to us as soon as possible to 847-446-3523.
- The TransWorld Interactive Haunted House is being built by a well known design team in the Haunted Attraction industry!! Your product will be treated with the utmost respect, and put in the scene in a creative, intelligent manner giving you the best visibility possible. This team will guarantee that your product will be highlighted appropriately and seamlessly into the scenes created by them.

To secure your product placement spot now in our Interactive Haunted House right on the exhibit floor, please fax the form below to Jennifer Braverman at 847-446-3523 or scan and email the form to [jen@tweshows.com](mailto:jen@tweshows.com)

Happy 2012!

Jennifer Braverman  
Executive Vice President

TransWorld Exhibits  
1850 Oak Street  
Northfield, IL 60093

(p) 847-446-8434 X215

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

**TRANSWORLD'S INTERACTIVE HAUNTED HOUSE ENTRY FORM**

**Fill out completely and fax this form to: 847-446-3523**

[ ] YES! Include our company in the Interactive Haunted House!!

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone (So we can contact you on-site at the show if needed): \_\_\_\_\_

Booth #: \_\_\_\_\_

Ideas For Submission: (Please describe in detail): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(Please note: Our Interactive Haunted House designer will contact you to discuss in detail the product for the particular scene in which you will be included. The final product will be finalized between you, the exhibitor, and the designer. There are 8 scenes in total. We will be able to get your product in one of the scenes, but we want to make sure the scene is fluid for the attendee.)

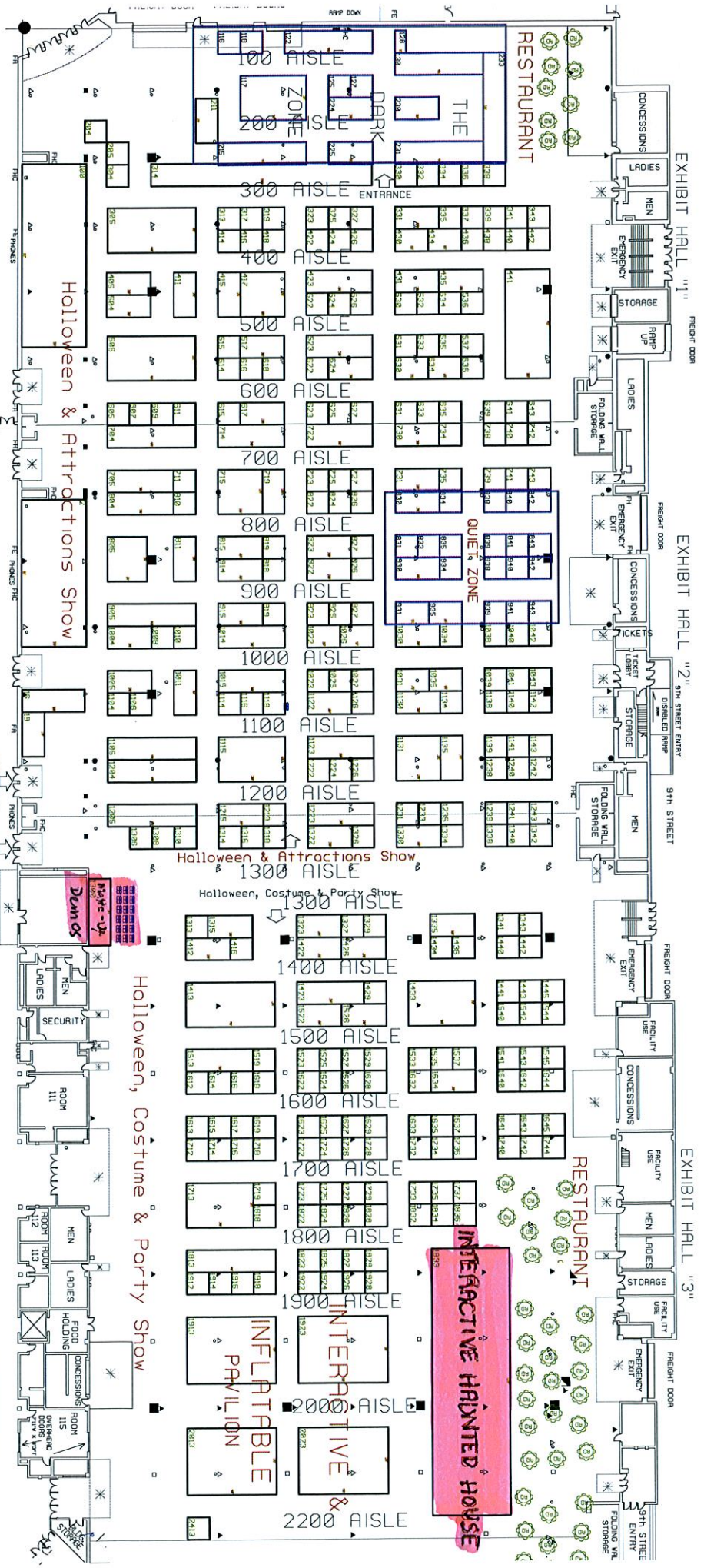
Please make sure to deliver your product to the desk at the Interactive Haunted House no later than 9:00 a.m on March 8<sup>th</sup>. Exact location of the Haunted House will be sent to you closer to the show.

All product must be picked up at the time of the close of the show, on Sunday, March 11<sup>th</sup> after 2:00 p.m.

Questions, please contact our designer: Mike "Tattoo" Krausert  
[mike@nightmarenewengland.com](mailto:mike@nightmarenewengland.com)  
cell: 603-913-9099

**Keep this form for your records**





ENTRANCE ENTRANCE  
 HALLOWEEN & ATTRACTIVE SHOW RESTAURANT THE DARK  
 HALLOWEEN, COSTUME & PARTY SHOW  
 MARCH 8-11, 2011  
 AMERICRIS CENTER, ST. LOUIS, MO

