

TRANSWORLD'S
HALLOWEEN & ATTRACTIONS SHOW

FEATURING The Haunt Show, Holiday & Special Occasion Merchandise



Buyers will be searching for suppliers so they can stock up for their stores & attractions like these:

- Amusement Parks/Carnivals/
Family Entertainment Centers
- Toy stores/Novelty shops
- Grocery/drug stores
- Florists
- Costume & rental shops
- Party stores & gift shops
- And more!



Buyers come to the show to:

- Stay current with what's selling and what's not
- Pursue continuing education
- Gather ideas for marketing, promotion and merchandising
- Network with industry leaders

The TransWorld HAAShow provides all this and much more!



...And they'll be looking for products like yours, and more:

- Costumes & wigs
- Make-up & masks
- Sexy lingerie & props
- Party & paper products
- Holiday-related merchandise of all kinds!



More than 350 exhibitors will be on the show floor in 2013 and 75% have already reserved their booth space. Take a look at the floor plan now and pick out your booth – before it's gone.

MARCH 7-10
2013

AMERICA'S CENTER
ST. LOUIS, MO

“After attending 12 continuous years, we have come to the conclusion that the TWE show is the only show to attend if you want to write solid business.”

Michael J. Chaille
President
Ghost Ride Productions, INC.
Exhibitor Since 2000

**RESERVE YOUR
BOOTH TODAY!**
800.323.5462



“This is **THE INDUSTRY BUYING SHOW** that will make your year...
...you **MUST** be here!”

Using a QR reader app snap a photo of this tag with your smart phone to be directed to our website and video.

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www.hcpshow.com

BE A KEY PLAYER IN THIS HALLOWEEN AND PARTY EXTRAVAGANZA!

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During these four days in March, the entire Halloween industry will gather under one gigantic roof for one BIG buying session.

Attendees and exhibitors alike will network and connect with new resources and techniques, all geared to jumpstart business.



28 years ago, TransWorld launched the first Halloween Show.
We had the vision then and we have the experience now.

Here's what else is attracting buyers to the show...

- Enhanced variety of **educational seminars**.
- **Keynote** address by industry icon.
- Make-up **demos**.
- **Interactive and Inflatable Pavilion** – a hands-on, demonstration area filled with inflatables, laser-tag systems, outdoor carnival rides and games. Real profit generators for attendees are big sellers at the show.
- **The Interactive Haunted House** – always a show favorite! This professionally-produced haunted house, located in the Interactive and Inflatable Pavilion, lets buyers see products in play, and that's a big sales booster.
- **Expanded product scope**, featuring special occasion and holiday merchandise.
- **Aggressive marketing campaign** – largest and most comprehensive buyer list in the industry, direct mail, email, Facebook, industry advertising, pr campaigns...we blanket the industry with irresistible attendee info and drive thousands of buyers to attend the show.

Central location draws more buyers!

St. Louis is the perfect place for work...and play

- Heart of the Midwest location is home to the majority of U.S. Halloween and haunt market buyers.
- Affordable access via planes, trains and automobiles (Lambert International Airport has many non-stop flights from locations all around the U.S.).
- Low negotiated hotel rates – book early, though, because rooms sell out fast.
- Variety of popular bars and restaurants within walking distance of the Convention Center!



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MARCH 7-10 2013

AMERICA'S CENTER ST. LOUIS, MO

Power buyers can't resist this show!

- 90% of buyers said they will return in 2013
- 85% of buyers say the show dates are perfect
- 94% say this show meets all their merchandise inventory needs
- 89% say they found new suppliers!

Buyers are looking for you – but you have to be there!

**Booths are moving fast this year -
RESERVE YOURS TODAY!**

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