

TRANSWORLD'S

# HALLOWEEN & ATTRACTIONS SHOW

**March 22-25, 2018**

**America's Center • St. Louis, MO**

## SPONSORSHIP KIT

[www.HAAShow.com](http://www.HAAShow.com)

We are pleased to present the Sponsorship Kit for TransWorld's Halloween & Attractions Show at America's Center in St. Louis, Missouri on March 22-25, 2018!

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. We have sponsorship opportunities available for every budget.

Secure your sponsorship today! We are offering these opportunities on a first-come, first serve basis, so call (847) 453-4285 and speak to Jennifer Braverman. By securing your sponsorship early, you will immediately begin receiving sponsorship recognition at this year's HAAShow.

Show Management  
TransWorld Trade Shows, LLC

## SPONSORSHIP KIT

### MARKETING & SPONSORSHIP OPPORTUNITIES

#### Pre-Show Opportunities

Online Attendee Registration Page Banner

Attendee Email Banner(s)

Email Blast

**NEW FOR 2018!** HAAShow.com Sidebar Banner

**NEW FOR 2018!** HAAShow.com Home Page Slide

#### At-Show Opportunities

Attendee Show Bag Sponsorship

Attendee Show Bag Inserts

Attendee Badge Holder/Lanyard Sponsorship

Show Directory Advertising

Trade Show Demo Stage Title Sponsorship

Trade Show Demo Stage Daily Sponsorship

Photo Op Logo Banner

Halloween & Attractions Show T-Shirt Sponsorship

TransWorld Attendee Breakfast

Seminar Title Sponsor

Charging Stations

Conference Pens

Conference Notepads

**NEW FOR 2018!** Hotel Key Cards

**NEW FOR 2018!** Marriott Grand Lobby Screen Advertising

#### Event Opportunities

Co-Sponsor of Opening Night Gala (1 SPOT LEFT!)

Escape Room City Sponsor

**NEW FOR 2018!** Escape Room Mixer Sponsor

**NEW FOR 2018!** Friday Night Party Sponsor

**NEW FOR 2018!** Witches & Warlocks Ball Sponsor

#### On-Site Signage & Banner Opportunities

Registration Counter Kick Panel Signage

Table Tents

Banners

Aisle Signs

Bell Stand Signs

Easel Signs

Meter Boards

Show Floor Decals

Lobby Sponsorship

Tailored Sponsorship

### DEADLINE: FEBRUARY 1, 2018

#### Investment

\$400

\$500

\$400

\$500/Month December-March; \$250/Month April-November

\$350/Month December-March; \$175/Month April-November

#### Investment

\$2,000 **SOLD**

\$400

\$2,000 **SOLD**

\$500

\$1,500 **SOLD**

\$500/Day

\$500

\$1,500

\$1,500

\$3,500 **SOLD**

\$2,800 Per Station

Call For Details **SOLD**

Call For Details **SOLD**

Call For Details

See Page 5 For Details

#### Investment

\$3,500

\$1,500

Call For Details

Call For Details **SOLD**

Call For Details

#### Investment

\$500/Sign

\$400

Call For Details

Call For Details

Call For Details

Call For Details

\$800/Single Sided

\$1,200/Double Sided

Call For Details

Call For Details

Call For Details

## 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: \$400**

#### 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: \$500**

#### Email Blast (Pre- or Post-Show)

This sponsorship opportunity gives your company a GREAT way to reach buyers before (or after) the Halloween & Attractions Show. A pre-show email blast will start driving business to your booth even before you set foot on the show floor! Your company can promote the products you will be displaying or the show specials you may be offering at the event. This sponsorship is also a great way to keep the momentum built from the show by doing post-show email blasts. This sponsorship enables you to connect with all TransWorld attendees throughout the year. Please note: You will not get direct access to the TransWorld email list; the email will be sent for you by TransWorld to our massive list. As such, you will need to provide pre-formatted, ready-to-send HTML code (contact us with questions).

**PRICE: \$400**

#### **NEW FOR 2018!** HAAShow.com Sidebar Banner (LIMIT 3)

Take advantage of the HUGE number of website visitors that HAAShow.com gets leading up to the event by having your company's banner at the top of the website's right sidebar on every page of the site! Banner image must be 700 px wide x 300 px tall\*; file size may not exceed 150 Kb; may be delivered as a JPG, GIF or PNG file.

**PRICE: \$500/Month December through March  
\$250/Month April through November**

#### **NEW FOR 2018!** HAAShow.com Home Page Slide (LIMIT 3)

Take advantage of the HUGE number of website visitors that HAAShow.com gets leading up to the event by having your company's slide be one of the first things people see when they land on the website! Slide image must be 800 wide x 250 px tall\*; file size may not exceed 200 Kb; may be delivered as a JPG or PNG file.

**PRICE: \$350/Month December through March  
\$175/Month April through November**

*\*HAAShow.com is a responsive website, which means different elements will be displayed at different sizes depending on the device on which the site is being viewed. As such, the sizes provided represent the maximum width that may be displayed, not the actual width that the image will be displayed.*

### AT-SHOW SPONSORSHIP OPPORTUNITIES

#### Attendee Show Bag Sponsorship **SOLD**

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.

**PRICE: \$2,000**

#### 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: \$400**

## SPONSORSHIP KIT

### Attendee Badge Holder/Lanyard Sponsorship **SOLD**

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: \$2,000**

### Show Directory Advertising

Get into the hands of every attendee that enters the show floor. Your company ad will appear in our show directory as a full color 8 1/2" x 11" page. Don't miss this opportunity to have your brand seen in this year's show directory!

**PRICE: \$500**

### Trade Show Demo Stage Title Sponsorship **SOLD**

Title sponsorship (naming rights) of the HAA Show demo stage. The Halloween and Attractions Show will host demonstrations on Thursday, Friday, Saturday and Sunday on this stage. The stage is visible to all trade show attendees and we host demo events, contests and make announcements from it. The stage seating is always flooded with buyers!

- Your company logo displayed prominently on the backdrop of the stage.
- Two complimentary admissions to the show.
- You'll have the opportunity to teach a class (promoting your products) on the demo stage (Provided we have an opening).
- Your company name/logo will appear on our website.
- Your company name will appear as a show sponsor on signage at the show.
- An opportunity to place product in our attendee bags.

**PRICE: \$1,500**

### Trade Show Demo Stage Daily Sponsorship

Co-sponsor the show floor stage for a day with the title sponsor. The Halloween and Attractions Show will host demonstrations on Thursday, Friday, Saturday and Sunday on this stage. The stage is visible to all trade show attendees and we host demo events, contests and make announcements from it. The stage seating is always flooded with buyers!

- You'll have the opportunity to teach a class (promoting your products) on the demo stage (Provided we have an opening).
- Your company name/logo will appear on our website.
- Your company name will appear on a sign next to the demo stage on the day you are co-sponsoring.

**PRICE: \$500 Per Day**

### Photo Op Logo Banner

Get your company's logo in front of 8,000+ buyers as they take photos on our first-ever red carpet Photo Op with backdrop logo banner and oversized props. Just like you've seen at major award and sporting events, this banner will feature 10 logos in a repeating grid pattern, which will show up in the background of thousands of buyers' social media photos throughout the show! This Photo Op will be in the lobby of the convention center as buyers come to pick up their badges.

**PRICE: \$500 ONLY 10 SPOTS AVAILABLE**

### Halloween & Attractions Show T-Shirt Sponsor

Get your company's logo on the EXCLUSIVE Halloween & Attractions Show t-shirt, designed each year by Sinister Visions' Chad Savage. This t-shirt is ONLY sold at the Halloween & Attractions show and sells out every year, with hundreds of attendees wearing the shirt at the event itself, and then to future haunt, Halloween & horror-themed conventions and trade shows! This is a marketing opportunity that doesn't end when the show does! *EXCLUSIVE SPONSORSHIP: Limit ONE Sponsor!*

**PRICE: \$1,500**

### TransWorld Attendee Breakfast Sponsor

The TransWorld Attendee Breakfast teaches attendees the tricks of the trade (show). Industry leaders will answer questions on how they got started at the Halloween & Attractions Show and how they utilize their time to get the most out of the show experience. This sponsorship gives you a chance to get in front of new buyers and promote your product directly to them. We can customize this sponsorship to fit your company's needs. *EXCLUSIVE SPONSORSHIP: Limit ONE Sponsor!*

**PRICE: \$1,500**

## SPONSORSHIP KIT

### Seminar Title Sponsor **SOLD**

Get your company's logo in front of every single person who takes a seminar at TransWorld (there are thousands of them). *EXCLUSIVE SPONSORSHIP: Limit ONE Sponsor!* This sponsorship includes:

- Signs in each seminar room with (a) your company logo & booth number or (b) artwork you provide (your choice).
- Signs with (a) your company logo & booth number or (b) artwork you provide (your choice) outside of rooms 100, 101, 102 & 104.
- Mentions of the HAA Show Seminar Series will include your company name as the sponsor on the website, in email blasts and on all event signage.
- You may provide marketing/promotional materials to all seminar attendees. You are responsible for the production and delivery (to TransWorld) of said materials; TransWorld will distribute them to the seminar attendees for you.

**PRICE: \$3,500**

### Charging Station Sponsor

Help attendees stay connected and charged up! The Charging Station, located in key areas of the convention center and on the show floor, provides great visibility for your company. Kiosk style charging station will feature your company's name, logo and message. The charging station is backlit and includes the price of electric. It's a great way to reach attendees while they charge their cell phones. *EXCLUSIVE SPONSORSHIP: Limit TWO Sponsors!*

**PRICE: \$2,800 Per Station**

### Conference Pen Sponsor **SOLD**

Thousands of Attendees will need something to write with while they take notes at our high-impact sessions. These pens will be placed at every seat in the seminar rooms. We make pens available to all attendees throughout the conference.

**PRICE: Please Call for Details**

### Conference Notepad Sponsor **SOLD**

Attendees will also need something to write on while taking notes at our sessions! These notepads will be placed at every seat in the seminar rooms and available to all attendees throughout the conference.

**PRICE: Please Call for Details**

### **NEW FOR 2018!** Hotel Key Cards

As each buyer/exhibitor checks into their hotel, they receive a key card to enter their room. Most of these cards can be personalized with your company name and logo. Reach thousands of people by promoting yourself on a hotel key card at one hotel or numerous hotels. *Limit 2 Sponsors.*

**PRICE: Please Call for Details**

### **NEW FOR 2018!** Marriott Grand Lobby Screen Advertising

Promote your company on the lobby screen at the Marriott Grand, the official host hotel of the 2018 HAA Show. Sponsorship package includes one-time lobby screen display on day and time specified. The lobby screen is 20' wide by 12.5' tall.

- Ad will display on half the screen (regular TV programming will display on the other half).
- **Full Day (9:00 am-5:00 pm) - \$1600 per day**
- **Half Day (9:00 am-1:00 pm) - \$1000 per day**
- **Half Day (1:00 pm-5:00 pm) - \$1000 per day**
- **Late Night\* (5:00 pm-12:00 am) - \$1400 per night**

\*Based on NCAA Basketball/Blues Schedule

*The Marriott Grand must approve artwork before it is displayed. Preferred format is a JPEG file; PowerPoint will also work as a second option.*

## EVENT SPONSORSHIP OPPORTUNITIES

### **NEW FOR 2018!** Escape Room Mixer Sponsor

Provide appetizers and/or drinks at the Escape Room Mixer held at Holiday Inn on Saturday after the show. Mingle with your friends and coworkers and network with other Escape Room owners, suppliers and buyers.

**PRICE: Please Call for Details**

## SPONSORSHIP KIT

### **NEW FOR 2018! The Friday Night Party Sponsorship SOLD**

Be part of our 10 Year Anniversary Party in St Louis. We are excited to announce this new sponsorship. The block party will have a few different levels of sponsorship. This party will be heavily promoted and your name will appear everywhere; pre-show, on site and post-show. It's an amazing opportunity to get your name in front of thousands of buyers.

**PRICES: Please Call for Details**

### **NEW FOR 2018! Witches & Warlocks Ball**

The Witches & Warlocks Ball is held Saturday evening in the Ballroom at America's Center. As TransWorld's Halloween & Attractions Show winds down... the party is just getting started! Be one of the sponsors of this highly attended party! There is a live DJ, dancing and door prizes. Party with haunters from around the world and celebrate the end of another successful 2018 show. This sponsorship gives your company its last chance to mix and mingle with your clients while getting your company additional exposure after the show floor closes. There are a few different levels of sponsorship available.

**PRICES: Please Call for Details**

### **Co-Sponsor of Opening Night Gala ONE SPOT REMAINING**

Co-Sponsor the Opening Night Gala Thursday, March 22nd, 2018. At this event, attendees and exhibitors celebrate a successful opening day with your colleagues while you enjoy dinner, drinks and a DJ. As the Co-Sponsor we will promote your sponsorship on our website and place your logo on all sponsorship signs and banners. *Limit THREE Sponsors!*

**PRICE: \$3,500**

## ESCAPE ROOM CITY SPONSORSHIP OPPORTUNITIES

### **Escape Room City Sponsorship**

Your company's name/logo will appear (as a sponsor) on signs in the Escape Room Seminar Room, Escape Room City lobby signs and in Escape Room City on the trade show floor, on the Escape Room City website and in all emails relating to escape rooms at the 2018 Halloween & Attractions Show. *Limit FIVE Sponsors!*

**PRICE: \$1,500**

## ON-SITE SIGNAGE & BANNER SPONSORSHIP OPPORTUNITIES

### **Registration Counter Kick Panel 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: \$500/Sign**

### **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**

### **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**

### **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**



## SPONSORSHIP KIT

### **Bell Stand Signs**

Signs are the perfect advertising opportunity for any company wanting to make a BIG impact. Place your company's name, logo and message on signs in high traffic areas at the America's Center to direct buyers to your booth.

**PRICE: Call for Details**

### **Easel Signs**

Signs are the perfect advertising opportunity for any company wanting to make a BIG impact. Place your company's name, logo and message on signs in high traffic areas at the America's Center to direct buyers to your booth.

**PRICE: Call for Details**

### **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  
\$1,200/Double Sided**

### **Show Floor Decals**

Drive traffic to your booth from the show entrance with customized graphics that adhere to the show floor carpet and mark the path to your exhibit. This high profile opportunity will be sure to draw attention your your booth

**PRICE: Please Call for Details**

### **Lobby Sponsorship**

This sponsorship is a great way to get exposure to 10,000 buyers as they enter the show. We will place your company's display in the lobby of The America's Center that will include your logo and booth number to help direct traffic directly to your booth!

**PRICE: Please Call for Details**

### **Tailored Sponsorship**

If you have any ideas that are not included in our sponsorship kit, we would love to tailor make something that fits your company's needs.

**PRICE: Please Call for Details**

**PLEASE SUBMIT YOUR SPONSORSHIP FORMS  
BY THE DEADLINE DATES PROVIDED**

**EMAIL YOUR COMPLETED FORMS TO [JEN@HAASHOW.COM](mailto:JEN@HAASHOW.COM)**

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL (847) 453-4285**

## SPONSORSHIP KIT

| Sponsorship   | Investment            | Total           | Date (or Dates) Preferred |
|---|-----------------------|-----------------|---------------------------|
| <b>Pre-Show Opportunities</b>                         |                       |                 |                           |
| Online Attendee Registration Page Banner              | \$400                 | \$ _____        |                           |
| Attendee Email Banner(s)                              | \$500                 | \$ _____        |                           |
| Email Blast   | \$400                 | \$ _____        |                           |
| HAAShow.com Website Sidebar Banner                    | \$500/Month Dec-March |                 |                           |
|   | \$250/Month April-Nov | \$ _____        | _____                     |
| HAAShow.com Home Page Slide                           | \$350/Month Dec-March |                 |                           |
|   | \$175/Month April-Nov | \$ _____        | _____                     |
| <b>At-Show Opportunities</b>                          |                       |                 |                           |
| Attendee Show Bag Sponsorship                         | \$2,000               | SOLD            |                           |
| Attendee Show Bag Inserts                             | \$400                 | \$ _____        |                           |
| Attendee Badge Holder/Lanyard Sponsorship             | \$2,000               | SOLD            |                           |
| Show Directory Advertising                            | \$500                 | \$ _____        |                           |
| Trade Show Demo Stage Title Sponsorship               | \$1,500               | SOLD            |                           |
| Trade Show Demo Stage Daily Sponsorship               | \$500/Day             | \$ _____        |                           |
| Photo Op Logo Banner                                  | \$500                 | \$ _____        |                           |
| Halloween & Attractions Show T-Shirt Sponsorship      | \$1,500               | \$ _____        |                           |
| TransWorld Attendee Breakfast                         | \$1,500               | \$ _____        |                           |
| Seminar Title Sponsor                                 | \$3,500               | SOLD            |                           |
| Conference Pen Sponsor                                | Call For Details      | SOLD            |                           |
| Conference Notepad Sponsor                            | Call For Details      | SOLD            |                           |
| Charging Station Sponsor                              | \$2,800               | \$ _____        |                           |
| Hotel Key Cards Sponsor                               | Call For Details      | \$ _____        |                           |
| Marriott Grand Lobby Screen Ad: Full Day (9am-5pm)    | \$1,600               | \$ _____        | _____                     |
| Marriott Grand Lobby Screen Ad: Half Day (9am-1pm)    | \$1,000               | \$ _____        | _____                     |
| Marriott Grand Lobby Screen Ad: Half Day (1pm-5pm)    | \$1,000               | \$ _____        | _____                     |
| Marriott Grand Lobby Screen Ad: Late Night (5pm-12am) | \$1,400               | \$ _____        | _____                     |
| <b>Event Opportunities</b>                            |                       |                 |                           |
| Escape Room Mixer Sponsor                             | Call for Details      | \$ _____        |                           |
| Friday Night Party Sponsor                            | Call for Details      | SOLD            |                           |
| Witches & Warlocks Ball Sponsor                       | Call for Details      | \$ _____        |                           |
| Co-Sponsor of Opening Night Gala                      | \$3,500               | \$ _____        |                           |
| Escape Room City Sponsor                              | \$1,500               | \$ _____        |                           |
| <b>On-Site Signage &amp; Banner Opportunities</b>     |                       |                 |                           |
| Registration Counter Kick Panel Signage               | \$500/Sign            | \$ _____        |                           |
| Table Tents   | \$400                 | \$ _____        |                           |
| Banners   | Call For Details      | \$ _____        |                           |
| Aisle Signs   | Call For Details      | \$ _____        |                           |
| Bell Stand Signs                                      | Call For Details      | \$ _____        |                           |
| Easel Signs   | Call For Details      | \$ _____        |                           |
| Meter Boards  | \$800/Single Sided    | \$ _____        |                           |
|   | \$1,200/Double Sided  |                 |                           |
| Show Floor Decals                                     | Call For Details      | \$ _____        |                           |
| Lobby Sponsorship                                     | Call For Details      | \$ _____        |                           |
| Tailored Sponsorship                                  | Call For Details      | \$ _____        |                           |
| <b>SPONSORSHIP GRAND TOTAL</b>                        |                       | <b>\$ _____</b> |                           |

AUTHORIZED SIGNATURE : \_\_\_\_\_



## 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   |   |                                     | 3 Digit (CVC) Code                        |
| Cardholder's name<br>(as it appears on card)            |   |                                     |   |
| Billing address<br>of card holder                       | ADDRESS: _____<br>CITY: _____ STATE: _____ ZIP: _____ |                                     |   |
| Telephone number of cardholder                          |   |                                     |   |
| Email address of cardholder                             |   |                                     |   |
| Exhibitor company name<br>(for whom card is being used) |   |                                     |   |
| Street address of exhibitor                             |   |                                     |   |
| City, State & Zip Code                                  |   |                                     |   |
| Telephone number of exhibitor                           |   |                                     |   |
| Email address of exhibitor                              |   |                                     |   |

The undersigned hereby authorizes TransWorld Trade Shows, LLC ("TransWorld") to charge the following amounts on the above referenced credit card to satisfy payments due by Exhibitor to TransWorld:

**AMOUNT DUE:** \$ \_\_\_\_\_

**SPONSORSHIP ITEMS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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 TransWorld, certain exhibit/advertising space and/or services have been reserved solely for Exhibitor, and thus, are no longer available to TransWorld'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 TransWorld, and c) that any claim with the entity issuing the card resulting in a charge back to TransWorld shall constitute a breach of contract.

\_\_\_\_\_  
CARDHOLDER

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

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

