

TRANSWORLD'S

# **HALLOWEEN & ATTRACTIONS SHOW**

**March 7th-10th, 2024**  
**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!

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 Thaler. By securing your sponsorship early, you will immediately begin receiving sponsorship recognition at this year's HAAShow. Sponsorship fees are due in full upon acceptance of your sponsorship application and fees are non-refundable.

Show Management  
TransWorld Trade Shows, LLC

## SPONSORSHIP KIT

### MARKETING & SPONSORSHIP OPPORTUNITIES

#### Pre-Show Opportunities

Online Attendee Registration Page Banner

Bounce-Back Registration Page Banner

Attendee Email Banner(s)

Email Blast

HAAShow.com Sidebar Banner

HAAShow.com Home Page Slide

#### At-Show Opportunities

Attendee Show Bag Sponsorship

Attendee Postcard

Attendee Badge Holder/Lanyard Sponsorship

Show Digital Directory Advertising

Trade Show Demo Stage Title Sponsorship

Photo Op Logo Banner

Halloween & Attractions Show T-Shirt Sponsorship

Seminar Title Sponsor

Seminar Pens

Seminar Notepads

Hotel Key Cards

Registration Pens

Featured Listing on Show Floor Map Sign

#### Event Opportunities

Interactive Entertainment Show Premier Sponsor

Interactive Entertainment Show Seminar Sponsor

Interactive Entertainment Mixer Sponsor

City Museum Thursday Night Party Sponsor

Saturday Night 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: January, 2024

#### Investment

\$1500

\$1700

\$600

\$550

\$500/Month November-March; \$250/Month March-October

\$350/Month November-March; \$175/Month March-October

#### Investment

\$2,000 + Bag Production Costs

\$500

\$6,000 SOLD

\$600-\$1000 - See page 4 for details

\$4,000

\$550

\$2,000

SOLD

Call for Details

Call for Details

Call for Details

\$2,000

\$400

#### Investment

SOLD

Call for Details

Call for Details

Call for Details

Call for Details

#### Investment

\$600/Sign

\$500

Call for Details

Call for Details

Call for Details

Call for Details

Call for Details

Call for Details

Call for Details

Call for Details

# SPONSORSHIP KIT

## PRE-SHOW SPONSORSHIP OPPORTUNITIES

### Online Attendee Registration Page Banner | PRICE: \$1500

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*

### Bounce-Back Registration Page Banner | PRICE: \$1700

The growing majority of buyers register online. Place your banner ad on the online registration receipt page and make this page your most successful storefront. Your banner on the [www.haashow.com](http://www.haashow.com) online registration page receipt 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*

### Attendee Email Banner(s) | PRICE: \$600

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.

### Email Blast (Pre- or Post-Show) | PRICE: \$550

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).

### HAAShow.com Sidebar Banner (LIMIT 3)

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

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.

### HAAShow.com Home Page Slide (LIMIT 3)

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

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.

*\*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 | PRICE: \$2,000 + Bag Production Costs (procurement/printing/shipping)

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 Postcard | PRICE: \$500

As each buyer comes up to the registration area your company's postcard will be placed on the registration promotional literature counter. Your company supplies a minimum number of 5,000 postcards and TransWorld will place them in the registration area. Limit 10 companies.

# SPONSORSHIP KIT

**Attendee Badge Holder/Lanyard Sponsorship | PRICE: \$6,000 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*

**Show Digital Directory Advertising**

**Interior Page: \$600**

**Inside Front Cover: \$700**

**Inside Back Cover: \$700**

**Outside Back Cover: \$1,000**

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 page. Don't miss this opportunity to have your brand seen in this year's show directory!

**Trade Show Demo Stage Title Sponsorship | PRICE: \$4,000**

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.

**Photo Op Logo Banner | PRICE: \$550**

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.

**Halloween & Attractions Show T-Shirt Sponsor | PRICE: \$2,000**

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!*

**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 the seminar rooms.
- 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.

**Seminar Pen Sponsor | PRICE: Please Call for Details**

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.

**Seminar Notepad Sponsor | PRICE: Please Call for Details**

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.

# SPONSORSHIP KIT

**Hotel Key Cards | PRICE: Please Call for Details**

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.*

**Registration Pen Sponsor | PRICE: \$2,000**

Thousands of Attendees will need something to write with while they register. We make pens available to all attendees throughout the conference.

**Featured Listing on Show Floor Map Sign | PRICE: \$400 (10 Spots Available)**

Have your company featured on an oversized map of the trade show floor that will be placed near the floor's main entrance. While all vendors' booths on the map will be called out by name and booth number, this sponsorship entitles you to have your booth colored in on the map and your vendor name highlighted in the corresponding vendor list, both of which will draw attendee eyes to your location on the show floor! This opportunity is only open to the first 10 exhibitors who respond, so act quickly!

## EVENT SPONSORSHIP OPPORTUNITIES

**Interactive Entertainment Show Premier Sponsor | SOLD**

Simply put, this sponsorship gets your logo on EVERYTHING related to the Interactive Entertainment show - anywhere the show logo appears, your logo also appears as "PREMIER SHOW SPONSOR". Your company will also be listed first in the many "Thank You Sponsor" signs around the show, the header of every page of the website, every email blast about the show, the top of the Sponsors page of the website, etc.

**Interactive Entertainment Show Seminar Sponsor | PRICE: Please Call for Details**

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 the seminar rooms.
- Mentions of the Interactive Entertainment 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.

**Interactive Entertainment Show Mixer Sponsor | PRICE: Please Call for Details**

Provide appetizers and/or drinks at the Interactive Entertainment Show Mixer. Mingle with your friends and coworkers and network with other Interactive Entertainment owners, suppliers and buyers.

**City Museum Thursday Night Party Sponsorship | PRICE: Please Call for Details**

The always popular City Museum party is back and is now completely private! Come have fun with friends and fellow haunters, you will have the museums all to yourself! Any sponsorship opportunities are available.

**The Vampire Circus Friday Night Sponsorship PRICES: Please Call for Details**

Be a sponsor of this live show! Vampire Circus is a spirited journey through an abandoned cemetery where an extraordinary circus comes back to life. Populated by a motley collection of off-the-wall characters and incomparable acrobats, The Vampire Circus is a visual vortex set in a twisted acrobatic fantasy universe where, little by little, chaos and craziness give way to a true celebration at The Vampire Circus. Be a sponsor of this live show at the Ferrara Theatre in America's Center!

**Saturday Night Ball Sponsorship | PRICE: Please Call for Details**

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 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.

# SPONSORSHIP KIT

## ON-SITE SIGNAGE & BANNER SPONSORSHIP OPPORTUNITIES

### **Registration Counter Kick Panel Signage | PRICE: \$600/Sign**

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!

### **Table Tents | PRICE: \$500**

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, i.e. the registration counters, registration as well as on the tables in the concession areas where people are stopping for lunch or enjoying an afternoon snack.

### **Banners | PRICE: Call For Details**

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.

### **Aisle Signs | PRICE: Call For Details**

The convention center is a large area to cover. By putting your company's name and booth number which drops from 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.

### **Bell Stand Signs | PRICE: Call For Details**

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.

### **Easel Signs | PRICE: Call For Details**

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.

### **Meter Boards PRICE: \$800/Single Sided | Call For Details**

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.

### **Show Floor Decals | PRICE: Call For Details**

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

### **Lobby Sponsorship | PRICE: Call For Details**

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!

### **Tailored Sponsorship | PRICE: Call For Details**

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.

**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	\$1500	\$ _____	
Bounce-Back Registration Page Banner	\$1700	\$ _____	
Attendee Email Banner(s)	\$600	\$ _____	
Email Blast	\$550	\$ _____	
HAAShow.com Website Sidebar Banner	\$500/Month Nov-Mar \$250/Month Mar-Oct		
HAAShow.com Home Page Slide	\$350/Month Nov-Mar \$175/Month Mar-Oct	\$ _____	_____
<b>At-Show Opportunities</b>			
Attendee Show Bag Sponsorship	\$2,000+ Bag Production Costs	\$ _____	
Attendee Postcards	\$500	\$ _____	
Attendee Badge Holder/Lanyard Sponsorship	\$6,000 SOLD	\$ _____	
Show Directory Advertising	\$600/\$700/\$1000	\$ _____	
Trade Show Demo Stage Title Sponsorship	\$4,000	\$ _____	
Photo Op Logo Banner	\$550	\$ _____	
Halloween & Attractions Show T-Shirt Sponsorship	\$2,000	\$ _____	
TransWorld Attendee Breakfast	\$2,000	\$ _____	
Seminar Title Sponsor	SOLD	\$ _____	
Seminar Pen Sponsor	Call for Details	\$ _____	
Seminar Notepad Sponsor	Call for Details	\$ _____	
Hotel Key Cards Sponsor	Call for Details	\$ _____	
Registration Pen Sponsor	\$2,000	\$ _____	
Featured Listing on Show Floor Map Sign	\$400	\$ _____	
<b>Event Opportunities</b>			
Interactive Entertainment Show Premier Sponsor	SOLD	\$ _____	
Interactive Entertainment Show Seminars Sponsor	Call for Details	\$ _____	
Interactive Entertainment Show Mixer Sponsor	Call for Details	\$ _____	
City Museum Thursday Night Party Sponsor	Call for Details	\$ _____	
Saturday Night Ball Sponsor	Call for Details	\$ _____	
<b>On-Site Signage &amp; Banner Opportunities</b>			
Registration Counter Kick Panel Signage (4 Remaning)	\$600/Sign	\$ _____	
Table Tents	\$500	\$ _____	
Banners	Call For Details	\$ _____	
Aisle Signs	Call For Details	\$ _____	
Bell Stand Signs	Call For Details	\$ _____	
Easel Signs	Call For Details	\$ _____	
Meter Boards	Call for Details	\$ _____	
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 : \_\_\_\_\_

PAYMENT DUE UPON SUBMISSION OF ORDER

## 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 (as it appears on card)			
Billing address of card holder	ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____		
Telephone number of cardholder			
Email address of cardholder			
Exhibitor company name (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

\_\_\_\_\_  
DATE

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

\_\_\_\_\_  
DATE





**REGISTRATION COUNTER  
KICK PANELS**



**PHOTO OP LOGO BANNER**



**CHARGING  
STATION**

**EASEL  
SIGN**



**BELL  
STAND  
SIGN**

**EASEL  
SIGN**

**METER BOARD**

**BADGE HOLDER/  
LANYARD**

**ATTENDEE  
SHOW BAG**

**ATTENDEE SHOW  
BAG INSERTS**



**AISLE SIGNS**



**SPONSORS LISTED HERE, IN  
SHOW DIRECTORY & ON WEBSITE**