

HALLOWEEN & PARTY EXPO



*Take advantage of available
Promotional & Sponsorship Opportunities!*

The following opportunities provide
tremendous exposure to attending buyers.

Pre-Marketing Opportunities:

- ◆ FREE Promotional Mail Stuffers
- ◆ FREE Email Flyers
- ◆ FREE Customized Postcards
- ◆ FREE Email Campaign Blasts
- ◆ Market Your Booth Online through Online Floorplan and Booth Listing Upgrades
- ◆ Sponsor a Buyer Newsletter and deliver announcements to registered buyers before the show

Onsite Sponsorship Area Opportunities:

- ◆ Buyers' Guide Ad
- ◆ Shuttle Bus
- ◆ Cyber Cafe
- ◆ Zen Den
- ◆ Onsite Commercials
- ◆ Signage
- ◆ Educational Seminar
- ◆ New Product Area
- ◆ Saturday Style Show
- ◆ Mannequin Display
- ◆ Pop-Out Map
- ◆ Carpet Overlays

Pre-Show Marketing Opportunities

Let Your Clients Know
You're In the Show

FREE! Promotional Mail Stuffer [Request Mail Stuffer](#)

If you are already mailing your customers catalogs and invoices, why not include a promotional stuffer to let them where to find you in Houston during the show? Just click on the link above to order some of these FREE mail stuffers for your next mailing.

FREE! Email Flyers [Request Email Flyers](#)

Looking for a more customized approach to promote your products? Send us your logo, product photo and text, and we will create a PDF free-of-charge that you can email directly to your customers.

FREE! Customized Postcard* [Request Customized Postcard](#)

Want to send a FREE customized postcard to your customers? Simply submit your logo, a product picture, note Expo discount offers, and we'll add this info with your booth number to the postcard we design for your approval. Let us know how many copies of the postcard you want, and we will send them to you at no cost. *Additional postage fees covered by exhibitor.

FREE! Email Campaign Blast [Request Email Blast](#)

Need help sending a email blast? After you approve a flyer we design, we will send the blast out to your customer list. All exhibitor email lists will be kept private and will not be used by the Halloween & Party Expo staff for additional promotional purposes.

Online Booth Upgrade - \$150+ [Request Online Booth Upgrade](#)

Upgrade your booth listing online. Display your logo, website address and contact information on the Expo's floorplan. When attendees visit the site to determine which exhibitors to visit, your booth will stand out when they roll their cursor over the floor plan. Provide buyers with a thorough company description. Showcase what you plan to exhibit by indicating product listings. Enable buyers to email prior to the show. View every buyer who clicks on your booth when they visit the interactive floorplan or send a follow-up email with information.

Sponsor a Buyer Newsletter - \$500/Newsletter

Deliver announcements to registered buyers before the show through our regular electronic newsletters to attendees. We can incorporate a company logo that links to your website or an ad in a prominent newsletter location. Availability: September - January. Email info@halloweenpartyexpo.com to confirm interest.



Sample Mail Stuffer - Just add your booth #



Sample Email Flyer - Standard 8.5"x11"



Sample Postcard (front/back) - 5.5"x8.5"

Onsite Sponsorship Opportunities



54 Passenger Shuttle Bus



Cyber Cafe



Publication Bin



Expo Floor Demo Presentation

Stand Out Onsite

The following sponsorship opportunities offer hands-on exposure with attending buyers. We are able to tailor any package to suit your needs and desired exposure. Take advantage and book your exclusive sponsorship today. If you confirm sponsorship prior to December 1st, you will be acknowledged in the *Exhibitor Directory and Buyers' Guide*. Discounts may apply if purchasing more than one sponsorship.

Shuttle Bus Service - \$5,000 per bus

Provide attendees with information about your product while they commute between hotels and the convention center on our shuttle buses.

- Logo prominently featured on external bus wrap.
- Headrest wraps with your company's logo (two color).
- Logo on schedule.
- Video loop to be shown on bus monitors every hour. (Video provided by sponsor. Additional companies may share video time.)

Cyber Cafe - \$8,000

Stay connected with attendees by sponsoring the Expo's Cyber Cafe.

- Corporate logo prominently featured on the monitors.
- Logo on Cyber Cafe Signage.
- Opportunity to distribute literature and giveaways.

Zen Den - \$6,000

The place to be, the Zen Den will provide attendees with relaxing chair massages and refreshments.

- Corporate logo featured in Zen Den and signage.
- Opportunity to distribute promotional literature and giveaways.

Publication Bin Distribution - \$500

- Your magazine, journal or corporate catalog will be placed in a high traffic location near the exhibit hall. Please note, this is an excellent opportunity for larger material distribution.
- Complimentary restocking of the bins, keeping your company on the forefront of attendees' minds.

Expo Floor Demo Presentation - \$2,000/hour

Use the show floor stage located to the right of the Party Section to announce or demonstrate new products or important company information.

- Corporate logo featured on show space signage and schedule.
- Opportunity to distribute promotional literature and giveaways.

Educational Seminar - \$1,500

Customize your exposure by sponsoring an educational session.

- Recognition during the session.
- Signage at the Continental Breakfast.
- Promotional signage throughout exhibit hall.

Onsite Sponsorship Opportunities, Cont.



Registration Giveaway



Popout Map



Expo Floor Video Exposure



Shuttle Bus Video Exposure



Film a Commercial Onsite



Announce Your Prize Drawing

Let Them Carry You Around

Registration Giveaway - \$1,500

Promote your product and allow our staff to hand samples out at registration as buyers pick up their show materials and badges.

**Giveaway item is subject to approval.*

Expo Tote Bag - SOLD!

You'll have visibility "in the bag" with your logo on all attendee tote bags.

Badge Holder - SOLD!

Make sure they remember your name by sponsoring the badge holders.

Popout Map - \$5,000

This sponsorship is a great opportunity for your company to gain exposure to attendees. PopOut Maps will guide attendees through the show and downtown Houston morning, noon and night. These will be placed at registration tables and locations throughout the Expo. Maps can be folded to fit in a pocket.

- Exposure to all attendees.
- Corporate logo prominently displayed on the back of the map.

Get Visual!

NEW! Expo Floor Video Exposure - \$500/minute (runs every hour)

Be the first to use the show's new floating video screens. Lead attendees to your booth with a video commercial that will run at the top of the hour. Trade out your video daily or run the same announcement Saturday-Tuesday. All videos must be provided by the exhibitor and submitted by December 1st.

FIRST THREE COMPANIES TO SIGN-UP RECEIVE AN EXTRA VIDEO SPOT (1 minute each).

Shuttle Bus Video Exposure - \$500/minute (runs every hour)

Catch attendees while they're on the shuttle. If you have a longer video to run, let us know and we can tailor a package. Trade out your video daily or run the same announcement Saturday-Tuesday. All videos must be provided by the exhibitor and submitted by December 1st.

NEW! Film a Commercial Onsite! - \$850

If you know you will be attending the 2012 Halloween & Party Expo, then sign up for this unique opportunity to expose your brand year-round. We provide the videographer and editing, you just tell us the best time to stop by! We will film a 30-second video to post on MapYourShow, the Expo's online floorplan provider. Buyers will appreciate the opportunity to view the video of your products and services with just a quick click!
(Includes 2012 Online Listing Upgrade).

Prize Drawing PowerPoint Announcement - FREE

Have a prize drawing you would like to announce? Submit a PPT slide by Dec. 1st. We'll include it on show floor video screens. You may not make a public announcement over a PA system or similar device. You may not require a person to be present to win. Exhibitor is responsible for notifying winners. All prizes offered must be awarded. Prizes not claimed by the close of the Expo must be sent to the winner at the exhibitor's expense.

Onsite Sponsorship Opportunities, Cont.

Lead Them To Your Booth

The following sponsorship opportunities offer excellent exposure for your product and/or booth inside and outside the exhibit hall. Exposure and pricing ranges from \$500-\$2,000+. Assistance with creating signage is offered upon request. Limited number of each sponsorship is available. If you confirm sponsorship prior to December 1st, you will be acknowledged in the *Exhibitor Directory and Buyer's Guide*. Discounts may apply if purchasing more than one sponsorship.

Sign/Banner Options

- 1Mx8' Meter Board: Single \$590 / Double Sided \$710
- 4'x8' Banner: \$1,020 Single Sided / \$1,180 Double Sided
- 4'x12' Banner: \$1,280 Single Sided / \$1,520 Double Sided
- 5'x15' Banner: \$1,750 Single Sided / \$2,125 Double Sided
- 10'x20' Banner: \$3,200 Single Sided

If you print on your own meter board or banner:

- Meter Boards: \$350 Placement Fee
- Banners: \$500 Placement Fee

Escalator Sponsor

Catch the attendees on their way up to educational sessions and meeting rooms with a sign directing attendees to your booth.

- 22"x28" sign in silver sign-holder: \$500 per sign

Four-Sided Tower Signs

Use the same creative on each side or four different creatives and rotate for different exposure and excitement each day.

- Four-Sided 3'x8' Tower Sign near Reg Area - \$2,000
- Four-Sided 3'x8' Tower Sign near Cyber Cafe - \$1,500
- Four-Sided 3'x8' Tower Sign near Concessions - \$1,500
- Four-Sided 3'x8' Tower Sign near Mtg. Rooms - \$1,250

Mannequin Display

Highlight your popular costumes by displaying them on mannequins located in key areas of the hall and in the registration area.

- 2 Mannequins Provided by H&P Expo: \$750
- 4 Mannequins Provided by H&P Expo: \$1,250
- 2 Mannequins Provided by Exhibitor: \$500
- 4 Mannequins Provided by Exhibitor: \$1,000

Carpet Footstep Overlays

Make sure attendees take the right step to your booth—purchase special carpet overlays that direct attendees right to your booth.

- Round or square, 30"x30" footprints from the show entrance to your booth: \$150/footstep (12 Max)

Exhibit Hall Aisle Logo Extension Sign

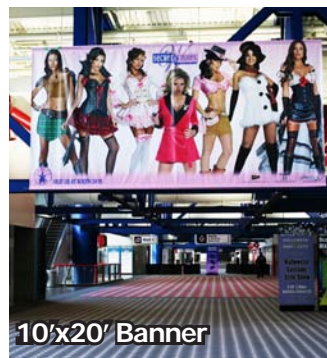
Your logo can be prominently displayed on an exhibit hall sign. Sponsor your aisle and drive traffic to your booth. Call for pricing and available locations.



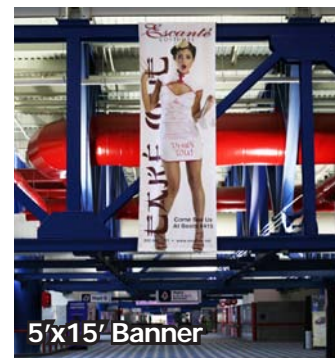
Meter Board Sign



Escalator Sign



10'x20' Banner



5'x15' Banner



Four-Sided Tower Signs



4'x8' Banner



Mannequin Display

New Product Area Showcase

New Product Area - \$300 per 4'x4' display

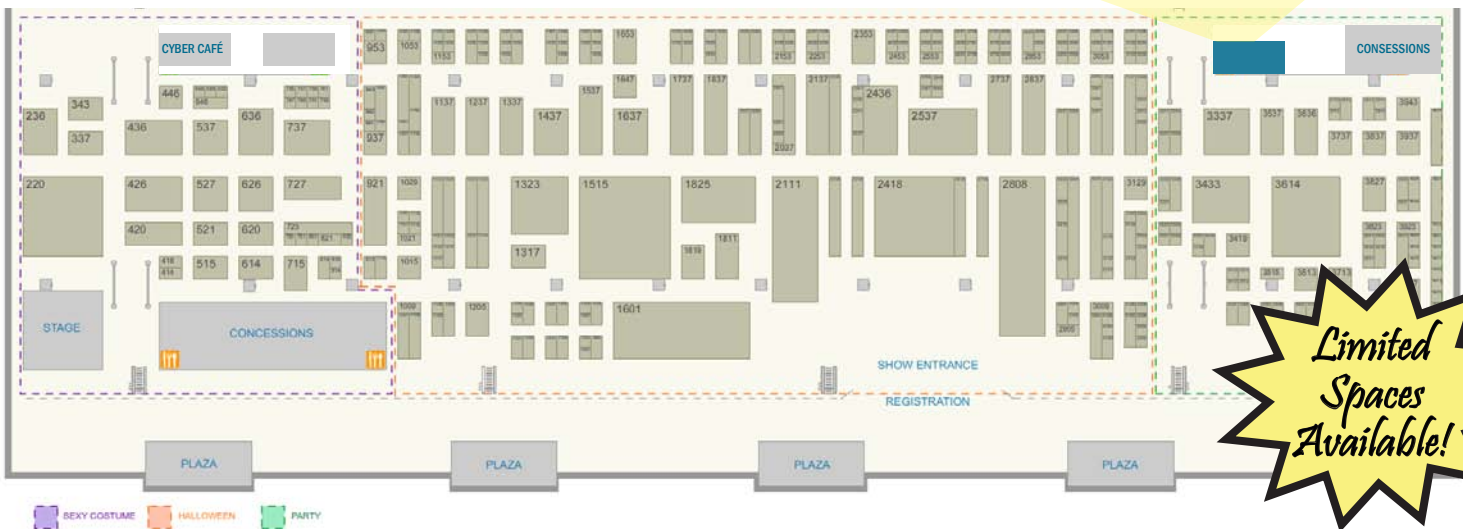
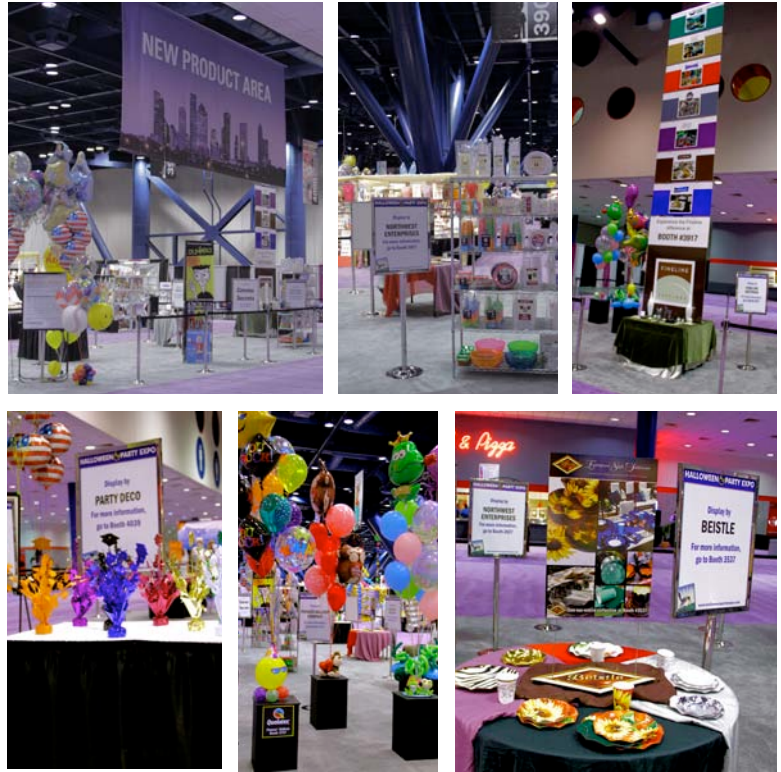
Want YOUR products to become what buyers feature in their stores? Then show them the best way to display your products. Reserve a 4 foot by 4 foot space (or more). Display the same products throughout the show or change them out daily. This is a great opportunity to:

- Drive additional traffic to your booth from another show floor location with signage;
- Show how to display your products;
- Expand exposure to attending buyers.

Put together your display before the show, take a photo, and we will post the display online through the online floorplan, allowing you to presell displays prior to the show.

Each 4'x4' Area Includes:

- Company sign with booth location
- Recognition in the Buyers' Directory
- Freedom to be creative with your space
- *Space assignments must be made on a first-come, first-served basis.



Limited Spaces Available!



Sponsorship Registration Form

YES, sign me up for sponsorship!

Let Your Clients Know You're In the Show

- FREE! Promotional Mail Stuffer # Requested: _____
- FREE! Customized Email Flyer* # Requested: _____
- FREE! Customized Postcard* # Requested: _____
- Online Booth Upgrade: \$150

Sponsor a Buyer Newsletter: \$500/Newsletter

**For free customized flyer or postcard, email info@halloweenpartyexpo.com your logo, any product pics and text you would like to include.*

Stand Out Onsite

- Shuttle Bus Service - \$5,000 per bus
- Cyber Cafe - \$8,000
- Zen Den - \$6,000
- Publication Bin Distribution - \$500
- Expo Floor Demo Presentation - \$2,000/hour
- Educational Seminar - \$1,500

Let Them Carry You Around

- Registration Giveaway - \$1,500
- Popout Map - \$5,000

Get Visual

- Expo Floor Video Exposure - \$500/min. (runs every hr.)
- Shuttle Bus Video Exposure - \$500/min. (runs every hr.)
- Film a Commercial Onsite! - \$850
- FREE! PowerPoint Announcement

Lead Them To Your Booth

Sign and Banner Options:

- Meter Board, 1mx8': Single \$590 # Requested: _____
- Double Sided \$710 # Requested: _____
- Banner, 4'x8': Single \$1,020 # Requested: _____
- Double Sided \$1,180 # Requested: _____
- Banner, 4'x12': Single \$1,280 # Requested: _____
- Double Sided \$1,520 # Requested: _____
- Banner, 5'x15': Single \$1,750 # Requested: _____
- Double Sided \$2,125 # Requested: _____
- Banner, 10'x20': Single \$3,200 # Requested: _____
- Meter Board: \$350/Placement # Requested: _____
- Banners: \$500/Placement # Requested: _____
- Escalator Sign, 22"x28": \$500 # Requested: _____
- Tower Sign, Reg Area: \$2,000 # Requested: _____
- Tower Sign, Cyber Cafe: \$1,500 # Requested: _____
- Tower Sign, Concessions: \$1,500 # Requested: _____
- Tower Sign, Mtg. Rooms: \$1,250 # Requested: _____

Mannequin Display Options:

- 2 Mannequins Provided by H&P Expo: \$750
- 4 Mannequins Provided by H&P Expo: \$1,250
- 2 Mannequins Provided by Exhibitor: \$500
- 4 Mannequins Provided by Exhibitor: \$1,000
- Carpet Footstep: \$150/footstep # Requested: _____
- Exhibit Hall Aisle Sign: Call for Availability

New Product Area - \$300 per 4'x4' display

What space(s) would you like to reserve?

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Do you need an electricity outlet? YES NO

Product/Service to be Displayed/Sold: _____

*H&P Expo has the right to restrict certain items or products your company may exhibit. Space assignments must be made on a first-come, first-served basis.

MAIL TO: H&P Expo, LLC

P.O. Box 150790

Austin, Texas 78715

FAX TO: 1-866-826-0250

Questions? Call: 1-877-347-3976

Email: info@halloweenpartyexpo.com

CONTACT INFORMATION & PAYMENT METHOD:

Sponsor: _____

Contact: _____

Ph #: _____

Email: _____

TOTAL AMOUNT DUE: _____

Full payment must be received before the January 14, 2011. Select one of the following:

Check Enclosed:

Payable to **'H&P Expo, LLC'**

Credit Card: Discover AmEx
 MasterCard VISA

CC# _____

Exp. Date: _____ CV Code: _____

Billing Address Zip Code: _____

Cardholder (Print): _____

Signature: _____

HOLD HARMLESS CLAUSE:

By signing up to sponsor at the 2011 Halloween & Party Expo, the sponsor assumes the entire responsibility and liability for losses, damage and claims arriving out of injury or damage to sponsor's displays, equipment and other property brought upon the premises of the George R. Brown Convention Center (GRBCC) and shall indemnify and hold harmless H&P Expo, LLC, GRBCC agents and employees from any and all such losses, damage and claims. **NO REFUNDS WILL BE AVAILABLE.** H&P Expo has the right to restrict certain items or products your company may exhibit, to ensure displays are appropriate.