

TRANSWORLD'S



SPONSORSHIP KIT

April 25th-28th · www.eastcoasthauntersconvention.com

We are pleased to present the Sponsorship Kit for the East Coast Haunters Convention and Pre-Convention Bus Tour at the Greater Philadelphia Expo Center in Oaks, PA on April 25th-28th, 2024!

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 email jen@haashow.com or 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 ECHC.

Show Management

East Coast Haunters Convention

EMAIL YOUR COMPLETED FORMS TO JEN@HAASHOW.COM IF YOU HAVE ANY QUESTIONS,

PLEASE CALL (847) 453- 4285.

EAST COAST HAUNTERS CONVENTION

SPONSORSHIP KIT 2024

PAGE 2

PRE-SHOW SPONSORSHIP OPPORTUNITIES

Online Attendee Registration Page Banner: \$500

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 eastcoasthauntersconvention.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

Email Blast (Pre- or Post-Show): \$400

This sponsorship opportunity gives your company a GREAT way to reach buyers before (or after) ECHC. 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 ECHC attendees throughout the year. Please note: You will not get direct access to the ECHC email list; the email will be sent for you by ECHC to our massive list. As such, you will need to provide pre-formatted, ready-to-send HTML code (contact us with questions).

AT-SHOW SPONSORSHIP OPPORTUNITIES

Attendee Show Bag Sponsorship: \$1,500

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.

Literature Table: \$150 (ONLY 10 SPOTS AVAILABLE)

As thousands of buyers comes to the registration area, they will see your promotional literature displayed on the registration tables. This sponsorship gives buyers a chance to read about your company and stop by your booth while shopping on the show floor. (We will replenish your literature through out the day as it runs low.)

Photo Op Logo Banner: \$400 (ONLY 10 SPOTS AVAILABLE)

Get your company's logo in front of 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.

ECHC 2024 T-Shirt Sponsor: \$500 (1 SPOT AVAILABLE) (SOLD)

Get your company's logo on the sleeve of the EXCLUSIVE East Coast Hunters Convention 2024 t-shirt, designed each year by Sinister Visions' Chad Savage. This t-shirt is ONLY sold at ECHC 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!*

Pre-Convention Bus Tour Title Sponsor: Title Sponsorship (Call for details)

Here's your chance to reach a captive audience of haunted house enthusiasts and owners. We will charter buses to tour multiple attractions throughout the day before the show opens.

- Your company logo can be incorporated into the name of the bus tour.
- Promotion of the Bus Tour with sponsor logo will be on the ECHC web site, and in promotional materials/signage at the show and in announcements.
- We will distribute your souvenir item you provide; can be something with your logo on it (T-shirt, bag, flashlight, etc.) for all bus riders.
- Your company logo will be displayed on ECHC web site page that describes the tour.
- We'll also provide a link from the ECHC web site to yours.
- One complimentary bus pass. You are welcome to spend time on each bus promoting your company.
- You are welcome to spend time on each bus promoting your company.
- We'll display your promotional postcards (that you provide) on our registration table.
- Additional brochures can be on a display table near registration.

Friday Night Haunt Tours Sponsor: Call for details

This exclusive sponsorship gives you a chance to reach hundreds of haunt & Halloween enthusiasts as they travel to and from our Friday night haunted destinations.

- Your company logo can be incorporated into the name of the bus tour.
- Promotion of the Bus Tour with sponsor logo will be on the ECHC web site, and in promotional materials/signage at the show and in announcements.
- We will distribute your souvenir item you provide; can be something with your logo on it (T-shirt, bag, flashlight, etc.) for all bus riders.
- Your company logo will be displayed on ECHC web site page that describes the tour.
- We'll also provide a link from the ECHC web site to yours.
- One complimentary bus pass.
- We'll display your promotional postcards (that you provide) on our registration table.
- Additional brochures can be on a display table near registration.

ECHC Saturday Night Party Title Sponsor: Call for details

- Title Sponsorship (naming rights) of the Saturday Night Party. A DJ will provide entertainment and make announcements. Food will be served at the party.
- Your organization logo on website page that describes the Saturday Night Party
- You have the opportunity to display your banner stands on the stage or at the entry to the party.

EMAIL YOUR COMPLETED FORMS TO JEN@HAASHOW.COM IF YOU HAVE ANY QUESTIONS,
PLEASE CALL (847) 453- 4285.

Trade Show Floor Stage Sponsor: \$2,000 (The Pit)

- Your banner on the ECHC Show Floor Stage, which will host demonstrations and entertainment on Saturday and Sunday. 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.
- 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.
- We'll display your promotional postcards (that you provide) on our registration table.

Seminar Series Sponsor: Title Sponsor \$2,000 (Limit 2)

- Title Sponsorship (naming rights) of the ECHC weekend classes. The East Coast Haunters Convention is known for its exceptional educational weekend series of classes and workshops. Haunt producers, builders, actors and artists are looking for professional training and our reasonable prices attract them.
- Your company logo displayed prominently on the ECHC opening web page
- We will print your company name (naming rights) on our promotional materials
- Your company name/logo on classroom schedules provided to attendees
- We'll display your promotional postcards (that you provide) on our registration table.

East Coast Haunters Convention: Title Sponsorship (SOLD)

Sponsor will receive:

- Your company logo will be prominently displayed on all ECHC promotional materials:
 - Flyers/brochures (5,000+)
 - On location signs
 - Advertisements
 - Web site banners
- We will promote your involvement at all other conventions and events we attend
- Your company logo displayed as a top banner on all ECHC registration web pages
- Your company logo will be on a large sign at the entrance to the trade show entry point.
- You will receive numerous sponsor mentions by our Emcee during our contests and special events
- Your company logo displayed on the top portion of the ECHC opening web site page
- We'll display your promotional postcards (that you provide) on our registration table.
- Your company mentioned as a Title Sponsor in all ECHC press releases

EAST COAST HAUNTERS CONVENTION

SPONSORSHIP KIT 2024

PAGE 5

ON-SITE SIGNAGE & BANNER SPONSORSHIP OPPORTUNITIES

Registration Counter Kick Panel Signage: \$400/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: \$300

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.

Banners: 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.

Bell Stand Signs: 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 Center to direct buyers to your booth.

Easel Signs: 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 Center to direct buyers to your booth.

Lobby Sponsorship: Call for Details

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

Tailored Sponsorship: Call for Details

MARKETING & SPONSORSHIP OPPORTUNITIES

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.

EMAIL YOUR COMPLETED FORMS TO JEN@HAASHOW.COM IF YOU HAVE ANY QUESTIONS,
PLEASE CALL (847) 453- 4285.

EAST COAST HAUNTERS CONVENTION

SPONSORSHIP KIT 2024

PAGE 6

Sponsorship Opportunities Investment	Deadline	Form Total
Online Attendee Registration Page Banner \$500	March 22, 2024	\$ _____
Email Blast (Pre- or Post-Show) \$400	March 22, 2024	\$ _____
Attendee Show Bag Sponsorship \$1,500	March 22, 2024	\$ _____
Literature Table \$100 (ONLY 10 SPOTS)	March 22, 2024	\$ _____
Photo Op Logo Banner \$400 (ONLY 10 SPOTS)	March 22, 2024	\$ _____
ECHC 2024 T-Shirt Sponsor \$500 (SOLD)	March 22, 2024	\$ _____
Pre-Convention Bus Tour Title Sponsor	March 22, 2024	\$ _____
Friday Night Haunt Tours Title Sponsor	March 22, 2024	\$ _____
ECHC Saturday Night Party Title Sponsor	March 22, 2024	\$ _____
Trade Show Floor Stage Sponsor \$2,000	March 22, 2024	\$ _____
Seminar Series Title Sponsor \$2,000 (Limit 2)	March 22, 2024	\$ _____
East Coast Haunters Convention Title Sponsorship	March 22, 2024	\$ _____
Registration Counter Kick Panel Signage \$400/Sign	March 22, 2024	\$ _____
Table Tents \$300	March 22, 2024	\$ _____
Banners Call for Details	March 22, 2024	\$ _____
Bell Stand Signs Call for Details	March 22, 2024	\$ _____
Easel Signs Call for Details	March 22, 2024	\$ _____
Lobby Sponsorship Call for Details	March 22, 2024	\$ _____
Tailored Sponsorship Call for Details	March 22, 2024	\$ _____

AUTHORIZED SIGNATURE :

SPONSORSHIP GRAND TOTAL
\$ _____

PAYMENT DUE UPON SUBMISSION OF ORDER

EMAIL YOUR COMPLETED FORMS TO JEN@HAASHOW.COM IF YOU HAVE ANY QUESTIONS,
PLEASE CALL (847) 453- 4285.

EAST COAST HAUNTERS CONVENTION

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 East Coast Haunters Convention ("ECHC") to charge the following amounts on the above referenced credit card to satisfy payments due by Exhibitor to ECHC:

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

CARDHOLDER

AUTHORIZED REPRESENTATIVE OF EXHIBITOR

DATE

DATE