



MIDWEST HAUNTERS CONVENTION

SPONSORSHIP KIT

June 25-27, 2021 - www.MidwestHauntersConvention.com

We are pleased to present the Sponsorship Kit for the Midwest Haunters Convention at the Wisconsin Center in Milwaukee, WI on June 25-27, 2021!

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 MHC.

Show Management
Midwest Haunters Convention

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

PRE-SHOW SPONSORSHIP OPPORTUNITIES

Online Attendee Registration Page Banner: \$400

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.midwesthauntersconvention.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

Attendee Email Banner(s): \$400

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): \$400

This sponsorship opportunity gives your company a GREAT way to reach buyers before (or after) MHC. 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 MHC attendees throughout the year. Please note: You will not get direct access to the MHC email list; the email will be sent for you by MHC 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: \$1,000

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 Badge Holder/Lanyard Sponsorship: \$1,000

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

Literature Table: \$100 (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: \$300 (ONLY 10 SPOTS AVAILABLE)

Get your company's logo in front of 5,000+ 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.

MHC 2021 T-Shirt Sponsor: \$500

Get your company's logo on the sleeve of the EXCLUSIVE Midwest Hunters Convention 2021 t-shirt, designed each year by Sinister Visions' Chad Savage. This t-shirt is ONLY sold at MHC 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 \$1500 (limit one)

Here's your chance to reach a captive audience of haunted house enthusiasts and owners. We will charter four to five buses to tour multiple Haunted Houses in Chicagoland.

- 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 MHC 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 MHC web site page that describes the tour.
- We'll also provide a link from the MHC web site to yours.
- If you provide them, we will play a DVD featuring your company/products on the buses.
- 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.

MHC Costume Party Title Sponsor: \$1500 (limit two)

The party will be held in a 15,000 sq ft ballroom. We'll have a DJ, Emcee, contests and decorations. Food will be served at the party

- Title Sponsorship (naming rights) of the Saturday night Costume Party with costume contest. A DJ will provide entertainment and an Emcee will entertain us and make announcements. Food will be served at the party.
- Numerous sponsor mentions by our Emcee during the contests
- Your organization logo on website page that describes the Costume Party
- An opportunity to place something in our welcome packet
- We'll display your logo during our slide show at the party
- You have the opportunity to display your banner stands on the stage or at the entry to the party.
- One reserved table at the Costume Party with your name on it.

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Trade Show Floor Makeup Demo Sponsor: \$1,500

Your banner on the MHC demo stage, which will host demonstrations 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.

Kids Zone Sponsor: \$1,000 (Limit 2)

- Your company name will appear at the entrance of The Kids Zone
- We will display your company name on all signage for The Kids Zone
- Your company name and logo will appear as a show sponsor, on our website, in the show directory, and on all emails blasts to attendees
- We will display your name on the step and repeat banner
- You may place your company flyers in The Kids Zone

Seminar Series Sponsor: Title Sponsor \$1,500 (limit 1)

- Title Sponsorship (naming rights) of the MHC weekend classes; including our Friday classes. The Midwest Haunters Convention is known for 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. We'll have 30+ classes scheduled Friday through Sunday.
- Your company logo displayed prominently on the MHC opening web page
- We will print your company name (naming rights) on our promotional materials (5,000+ postcards).
- Your company name/logo on each MHC classroom sign
- Your company name/logo on classroom schedules provided to attendees
- We'll display your promotional postcards (that you provide) on our registration table.

Midwest Haunters Convention: Title Sponsorship (CALL FOR PRICING)

Sponsor will receive:

- Your company logo will be predominately displayed on all MHC 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 MHC 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 MHC 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 MHC press releases
- One reserved table at the Costume Party with your name on it.

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: \$400

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 Wisconsin 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 Wisconsin Center to direct buyers to your booth.

Lobby Sponsorship: Call for Details

This sponsorship is a great way to get exposure to 5,000 buyers as they enter the show. We will place your company's display in the lobby of the Wisconsin Center that will include your logo and booth number to help direct traffic directly to your booth!

Tailored Sponsorship: 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.

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MARKETING & SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities	Investment	Deadline	Form	Total
Online Attendee Registration Page Banner	\$400	June 9, 2021	A	\$ _____
Attendee Email Banner(s)	\$400	June 9, 2021	A	\$ _____
Email Blast (Pre- or Post-Show)	\$400	June 9, 2021	A	\$ _____
Attendee Show Bag Sponsorship	\$1,000	June 9, 2021	A	\$ _____
Attendee Badge Holder/Lanyard Sponsorship	\$1,000	June 9, 2021	A	\$ _____
Literature Table	\$100 (ONLY 10 SPOTS)	June 9, 2021	A	\$ _____
Photo Op Logo Banner	\$300 (ONLY 10 SPOTS)	June 9, 2021	A	\$ _____
MHC 2021 T-Shirt Sponsor	\$500	June 9, 2021	A	\$ _____
Pre-Convention Bus Tour Title Sponsor	\$1,500 (limit one)	June 9, 2021	A	\$ _____
MHC Costume Party Title Sponsor	\$1,500 (limit two)	June 9, 2021	A	\$ _____
Trade Show Floor Makeup Demo Sponsor: Sponsor	\$1,500	June 9, 2021	A	\$ _____
Kids Zone Sponsor	\$1,000 (limit 2)	June 9, 2021	A	\$ _____
Seminar Series Sponsor Title Sponsor	\$1,500 (limit 1)	June 9, 2021	A	\$ _____
Midwest Hunters Convention Title Sponsorship	Call for Details	June 9, 2021	A	\$ _____
Registration Counter Kick Panel Signage	\$400/Sign	June 9, 2021	A	\$ _____
Table Tents	\$400	June 9, 2021	A	\$ _____
Banners	Call for Details	June 9, 2021	A	\$ _____
Bell Stand Signs	Call for Details	June 9, 2021	A	\$ _____
Easel Signs	Call for Details	June 9, 2021	A	\$ _____
Lobby Sponsorship	Call for Details	June 9, 2021	A	\$ _____
Tailored Sponsorship	Call for Details	June 9, 2021	A	\$ _____

AUTHORIZED SIGNATURE : _____ SPONSORSHIP GRAND TOTAL \$ _____

PAYMENT DUE UPON SUBMISSION OF ORDER

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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 Midwest Hunters Convention ("MHC") to charge the following amounts on the above referenced credit card to satisfy payments due by Exhibitor to MHC:

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

CARDHOLDER

AUTHORIZED REPRESENTATIVE OF EXHIBITOR

DATE

DATE