



# MIDWEST HAUNTERS CONVENTION

## SPONSORSHIP KIT

**June 10-12, 2022 · [www.MidwestHauntersConvention.com](http://www.MidwestHauntersConvention.com)**

We are pleased to present the Sponsorship Kit for the Midwest Haunters Convention at the Donald E. Stephens Convention Center in Rosemont, IL on June 10-12, 2022!

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](mailto: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](mailto:JEN@HAASHOW.COM)  
IF YOU HAVE ANY QUESTIONS, PLEASE CALL (847) 453-4285.**

### 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 [www.midwesthauntersconvention.com](http://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*

#### **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: \$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: \$350 (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 2022 T-Shirt Sponsor: \$500**

Get your company's logo on the sleeve of the EXCLUSIVE Midwest Haunters Convention 2022 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 \$1800 (SOLD)**

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

### **Saturday Night Haunt Tour Sponsor: \$1,000**

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

- 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.
- 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.

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

We'll have a DJ, Emcee, contests and decorations (see MHC website for details)

- 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
- Five tickets for the MHC Costume Party that you may distribute as you see fit
- 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.

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

### **Trade Show Floor Stage Sponsor: \$1,500**

Your banner on the MHC 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.

### **Interactive Entertainment Area Sponsor: \$1,000 (Limit 2)**

- Your company name will appear at the entrance
- We will display your company name on all show signs related to this area
- 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 logo on the MHC photo op logo banner
- You may place your company flyers in the interactive entertainment area

### **Seminar Series Sponsor: Title Sponsor \$1,800 (limit 1)**

- Title Sponsorship (naming rights) of the MHC weekend classes. The Midwest 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 MHC opening web page
- We will print your company name (naming rights) on our promotional materials (5,000+ postcards).
- 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 (SOLD)**

Sponsor will receive:

- Your company logo will be prominently 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

**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.

## **MARKETING & SPONSORSHIP OPPORTUNITIES**

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# MIDWEST HAUNTERS CONVENTION

## SPONSORSHIP KIT 2022

## PAGE 6

<b>Sponsorship Opportunities</b>	<b>Investment</b>	<b>Deadline</b>	<b>Form</b>	<b>Total</b>
Online Attendee Registration Page Banner	\$500	May 25, 2022	A	\$ _____
Email Blast (Pre- or Post-Show)	\$400	May 25, 2022	A	\$ _____
Attendee Show Bag Sponsorship	\$1,000	May 25, 2022	A	\$ _____
Attendee Badge Holder/Lanyard Sponsorship	\$1,000	May 25, 2022	A	\$ _____
Literature Table	\$100 (ONLY 10 SPOTS)	May 25, 2022	A	\$ _____
Photo Op Logo Banner	\$350 (ONLY 10 SPOTS)	May 25, 2022	A	\$ _____
MHC 2022 T-Shirt Sponsor	\$500	May 25, 2022	A	\$ _____
Pre-Convention Bus Tour Title Sponsor	SOLD	May 25, 2022	A	\$ _____
Saturday Night Haunt Tour Title Sponsor	\$1,000 (limit one)	May 25, 2022	A	\$ _____
MHC Costume Party Title Sponsor	\$1,500 (limit two)	May 25, 2022	A	\$ _____
Trade Show Floor Stage Sponsor	\$1,500	May 25, 2022	A	\$ _____
Interactive Entertainment Area Sponsor	\$1,000 (limit 2)	May 25, 2022	A	\$ _____
Seminar Series Title Sponsor	\$1,800 (limit 1)	May 25, 2022	A	\$ _____
Midwest Hunters Convention Title Sponsorship	SOLD	May 25, 2022	A	\$ _____
Registration Counter Kick Panel Signage	\$400/Sign	May 25, 2022	A	\$ _____
Table Tents	\$400	May 25, 2022	A	\$ _____
Banners	Call for Details	May 25, 2022	A	\$ _____
Bell Stand Signs	Call for Details	May 25, 2022	A	\$ _____
Easel Signs	Call for Details	May 25, 2022	A	\$ _____
Lobby Sponsorship	Call for Details	May 25, 2022	A	\$ _____
Tailored Sponsorship	Call for Details	May 25, 2022	A	\$ _____

AUTHORIZED SIGNATURE : \_\_\_\_\_ SPONSORSHIP GRAND TOTAL \$ \_\_\_\_\_

**PAYMENT DUE UPON SUBMISSION OF ORDER**

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# MIDWEST 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 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

\_\_\_\_\_  
DATE

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

\_\_\_\_\_  
DATE