



HAuNTcon

haunted attraction national tradeshow & convention



JANUARY

25-27

2019

NEW ORLEANS, LA
ERNEST N. MORIAL
CONVENTION CENTER

EXHIBITOR PROSPECTUS

#HAuNTcon

www.hauntcon.com

- **REACH NEW** buyers.
- **SHOWCASE** unique products and new releases at the first show of the year.
- **MEET** face-to-face with decision makers.
- **TAKE ADVANTAGE** of one-to-one meetings with Buyers Club members.
- **MAKE** personal and professional connections.



IT'S NOT JUST ABOUT SELLING. IT'S ABOUT THE EXPERIENCE.



The Haunted Attraction National Tradeshow and Conference (HAuNTcon) is a tradeshow "Designed by Haunters, for Haunters". The event brings together haunters and vendors for a fun-filled three days with a focus on promoting the business of haunting.

The event platform in late January allows the industry the first-look to preview designs and place orders for the upcoming season.

Daily events and industry functions offer opportunities for like-minded industry networking. The experience includes:

VENDOR FLOOR - 100+ exhibitors representing props, lighting, makeup, animatronics, masks, services and much more.

EDUCATION - over 70 hours of education conveniently located on the show floor. All inclusive packages make it easy for haunters to take advantage of sessions and the vendor area.

HAUNT TOURS - behind the scenes views of the top haunted attractions and New Orleans hot spots provide inspiration and opportunities to connect with buyers in a relaxed environment.

HANDS-ON DEMONSTRATIONS - provide haunters the chance to get hands-on experience with a particular product, technique or methodology.

NETWORKING - the annual costume ball is the party of the year and the chance to celebrate Halloween with your peers. Additionally, daily roundtable discussions offer networking opportunities right on the show floor.

**NOW CO-LOCATED WITH THE
HALLOWEEN & PARTY EXPO
BRINGING THE ENTIRE INDUSTRY TOGETHER
UNDER ONE ROOF**

**HALLOWEEN
& PARTY EXPO**

For the second year, HAuNTcon: Haunted Attraction National Tradeshow & Convention will co-locate with the Halloween & Party Expo!

This co-location brings together two key markets serving the \$9.1 Billion Halloween market. The combination of the two events offers buyers from Haunted Attractions, Costume Stores, Party Stores, Amusement & Theme Parks, Family Entertainment Centers, Grocers, Drug Stores and Gift Stores and more unrivaled one-stop access to the most comprehensive range of products and services.

OVER 700 HAUNTERS AND BUYERS ATTENDED THE 2018 EVENT

**75% OF BUYERS THAT ATTENDED THE 2018
EVENT ARE PURCHASING DECISION MAKERS**

There were **over 4,500 haunted attractions in 2017** and the haunted attraction industry is estimated to generate **\$500 million in sales this year**. Don't miss your opportunity to meet with buyers from this growing market.



82% of 2018 attendees were interested in **props and decor**.



88% of buyers are interested in **makeup and body paint**.



65% of haunters are interested in **costumes and accessories**.

Plus **3,000+ Halloween & Party Expo retailers** who are interested in Haunt products.



BUYERS CLUB PROGRAM - BRINGING TOP DECISION MAKERS

The HAuNTcon Buyer's Club is designed to deliver high quality industry buyers to the event. Buyer's Club participants have the purchasing authority and budget to make key investment decisions for their companies. In addition, Buyer's Club members will be making pre-scheduled one-to-one appointments with HAuNTcon exhibitors during the show.

IF YOU'RE IN THE BUSINESS OF HAUNTING, **YOU NEED TO BE HERE.**

68%

of buyers attended the 2018 event to **discover NEW products**

45%

of buyers **ONLY attend HAuNTcon**

77%

of buyers attended to **meet with current and new suppliers**

70%

Attended to **network with peers and vendors**

86%

Attended to **participate in education sessions**

BUYERS ARE LOOKING FOR

Airbrush equipment
Animatronics and animated props
Animation and lighting controllers
Attraction design & consulting
Marketing services
Costumes & accessories

Masks
Escape room design
Fabrics & Plastics
Fog machines
Foam carving equipment

Soundtracks & audio equipment
Props and set pieces
Lighting and projectors
Makeup & prosthetics
Decor

BENEFIT FROM ACCESS TO A NEW SET OF BUYERS



THE HALLOWEEN & PARTY EXPO BRINGS OVER 3,000 BUYERS FROM AROUND THE WORLD

Being located next to the Halloween & Party Expo provides you access to an additional 3,000 buyers who are looking for your products. Retailers of all sizes attend the Show and are ready to learn more about your company.



of buyers are looking for Haunt products



of buyers are looking for Props & Decor



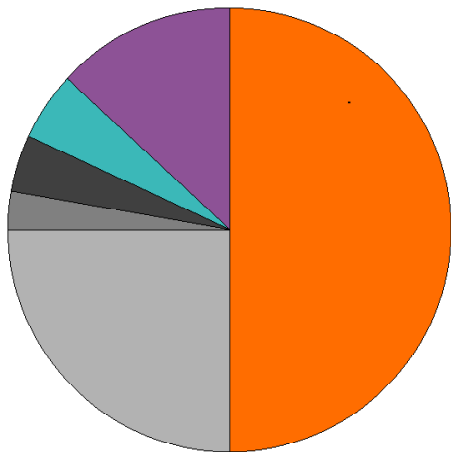
of buyers are looking for Makeup products

"I felt so incredibly supported by all the lovely folks from Urban Expositions. From booking the show until I waved my final goodbye, they were dedicated to getting my work seen by both haunters AND retailers. I am proud to say that, thanks to the tireless work of the organizers of HAuNTcon, **my work is now showcased at more than a half-dozen specialty retailers as well as my direct sales to the haunted attractions industry.**"

- Alisa Kleckner, Scared of my Shadow

ACCESS QUALIFIED BUYERS OF ALL BUSINESS SIZES

50% of buyers that attended the 2018 event were from single location businesses



*2018 Attendee Survey



1 STORE



2-5 STORES



6-10 STORES



11-25 STORES



25+ STORES



OTHER/
ONLINE

DON'T JUST TAKE OUR WORD FOR IT

It was our first year doing HAuNTcon and the Halloween & Party Expo and we were happy with the results. We had the opportunity to meet many new clients we haven't seen at other shows and made a few new contacts that **we are excited to say will change our business forever.**" - Brian Blair, Pumpkin Pulp.

"Halloween & Party Expo co-located with HAuNTcon provides a unique opportunity to both haunters and retail stores. Haunters get insight into what trends their customers will see and build partnerships with local shops. Retail outlets learn how to enhance their in-store experience to drive sales. Imagine an ecosystem where retail and attractions work together to raise mutual awareness and revenue! The Halloween & Party Expo and HAuNTcon are critical to our company development moving forward."

- Philip Hernandez, Gantom Lighting & Controls



THE COMPANY WE KEEP

HAuNTcon is proud to be supported by the following partners:



Hauntpreneurs.com

MEET THE TEAM

Our dedicated event team is focused on meeting your needs, the needs of the industry, and new ideas to drive ROI for you! For more information on exhibiting at HAuNTcon, contact our team below.

Mike Carlucci, Senior Vice President
203-423-0015
mcarlucci@urban-expo.com

Erin Saunders, Sales Executive
203-622-5050
esaunders@urban-expo.com

Kenzie Jones, Show Coordinator
203-242-8124
kenziejones@urban-expo.com

Liz Irving, Vice President, Marketing
203-242-8717
lirving@urban-expo.com

Karen Gillis, Buyer's Club Manager
203-202-3825
kgillis@urban-expo.com

Marni Golden Vinci, Show Director
203-242-8712
mvinci@urban-expo.com

Samantha Grimaldi, Senior Marketing Manager
203-242-8123
sgrimaldi@urban-expo.com