



HAuNTcon 2012 ♦ Pittsburgh, Pennsylvania
May 2-7, 2012 ♦ Tradeshow May 4-6, 2012

What is HAuNTcon®?

HAuNTcon® is an exposition and educational gathering of Haunted Attraction Industry leaders, created specifically to fulfill the needs of Halloween Event owners and Haunted Attraction operators from across the country and around the world. It draws Haunters, at every level from the Home Haunter hoping to go pro one day, to amusement park buyers from as far away as Hong Kong! The momentum behind HAuNTcon is building into an unstoppable force that is changing the face of Haunting. Now in our 9th year, our ultimate goal is to expand the industry and to create new potential buyers for your products.

Tradeshow: HAuNTcon® Attendees want to see, touch, examine, question, hear and evaluate the latest developments in equipment, technology, supplies, props and services relevant to the Haunt Industry.

Education: A true convention, HAuNTcon® offers over 50 hours of educational seminars, hands-on workshops and product demonstrations to introduce your company's products—designed to help Haunters make more money so they can buy more product from you!

Tours: HAuNTcon® moves to a new city each year and offers once in a lifetime opportunities experiencing Halloween Events that Haunters have heard about but never had a chance to attend. This opportunity drives attendance to the convention.

Networking: Social mixer and networking opportunities, like the Annual Costume Ball, give you the opportunity to meet and get to know industry business owners and operators in a relaxed social atmosphere that puts the fun back into haunting!

New and Qualified Buyers: HAuNTcon® attendees pay a fee to attend the convention, which “pre-qualifies” every person on the show floor as a serious buyer and takes the financial burden of paying for the facility off the backs of the exhibitors. Being in a new city each year also brings awareness of the Haunt Industry to the general public and draws some local attendees who have never seen your products before.

Join us in Pittsburgh, Pennsylvania for HAuNTcon 2012!

We expect HAuNTcon® 2012 to be a great success and draw attendees Pittsburgh and the surrounding areas! Exhibiting at HAuNTcon is the perfect opportunity to discuss your products with new qualified buyers in a casual atmosphere that allows you to develop a closer working relationship with your clients and will increase sales year round.

2012 EXHIBIT PACKAGES

Each booth price includes:

- | | |
|-------------------------------|--|
| -One 6' Draped Table | -Banner ad on convention web site |
| -One waste basket | -One Booth Sign with Booth Number |
| -Two Chairs | -2 Exhibitor Badges |
| -Pipe and Drape | -2 Lunch Admissions (Fri., Sat. and Sun.) |
| -One 20-amp Electrical Outlet | -2 Admissions to the Saturday Night Costume Ball |

Booth Fees:

10'x20' Booth: \$1,550 each

10'x10' Booth: \$800 each

10'x10' Bare Bones Booth: \$550.00 each *just booth space, no tables, chairs, etc.*

Additional charge of \$100 applies for each Corner booth

LOCATION NOTES:

- Fog is not allowed in the exhibit hall.
- The Ceiling height is 10' in the exhibit hall.

-Make good friends with your neighbors— if a vendor complains about noise, fog, or pneumatics in your booth, you may be asked to remove the offending item by HAuNTcon staff.

Exhibitor Service Kit: Each exhibitor will receive a service kit containing information about the show, as well as, service products and a pricing guide for booth amenities that can be purchased to enhance your booth during the show such as additional electrical sources, internet access, compressed air and additional chairs

Additional Exhibitor Badges? Each additional Badge is \$75.00 and includes the same early show floor privileges, lunch admission and costume ball ticket as the badges in your booth package!

Have a guest visitor coming to see you at the show? Visitor passes are available for purchase. The cost per wristband is \$15.00 and is valid for one day. This pass will allow your guest to enter the tradeshow floor only. Guest names must be received by April 13, 2012. Maximum of 4 guests per vendor during the show.

Tour Discounts! Vendors receive a discount of 15% off select event tickets; Discounts do not apply to transportation tickets. You will receive an onsite registration form for discount pricing.

Payment options:

- Payment can be made via check or money order to **HAuNTcon-2505 Texas Drive, Suite 104 Irving, Texas 75062**
- Payments through PayPal can be made to **info@hauntcon.com**
- Applications submitted without a deposit will not be processed until payment is received.
- Booth assignments cannot be guaranteed until payment is received.
- A deposit of 50% per booth must accompany the completed application before 3/1/2012 with traditional billing - Balance is due by April 1, 2012.
- Applications sent after March 1, 2012 must include full payment with application.

ADDITIONAL WAYS TO GROW YOUR BUSINESS AT HAuNTcon

Official HAuNTcon Convention Program-

The Official Program includes a show schedule, listing of seminars, times and speaker bios, a map of the tradeshow floor, and descriptions of the exhibiting companies with booth numbers.

Attendees will constantly be looking through this program during the convention and will refer back to it after they get home. For the low cost of \$250.00 you can run a full-page ad in the Official HAuNTcon program. Email your black and white ad (5" width x 8" length dimensions full bleed) to **hauntconsales@gmail.com** and drive traffic to your booth like never before.

Sponsorship Opportunities-

Stand out from the crowd of exhibitors through exclusive HAuNTcon sponsorships! Sponsoring one or more of our special events is the perfect opportunity to optimize your company's visibility and name recognition and to increase sales traffic at your booth.

Platinum Level- \$3,000 per Sponsorship -Official Energy Drink -Event T-Shirts -Ticketing and Wristbands -Vendor Hospitality Suite
Gold Level- \$2,000 per Sponsorship -Opening Night Mixer -Convention Tote Bags -Almost Live Web Cam-Lanyards for attendees
Sterling Level- \$800 per Sponsorship -Costume Ball Disc Jockey -Tour Bus Signage & Video -Costume Ball Centerpieces -Breakfast & Coffee, per session -Haunt Education Seminar Sign, per session

Each HAuNTcon Sponsor will receive the following benefits:

Platinum Level Exposure

(Sterling & Gold Benefits PLUS:)
Free 10x10 Tradeshow Exhibitor Booth
Full Page Advertisement in Event Program
Logo on main page of Website
Ad in the Commemorative Video
Banner Ad during the Almost Live Video
Logos on event print Advertising

Gold Level

(Sterling Benefits PLUS:)
Company Banner Onsite (Provided by Vendor)
Logo printed on event T-shirts
Half Page Advertisement in Event Program
Video Exposure on the Bus Tours

Sterling Level

Logo in Sponsorship Section of Program
Logo on Sponsorship Section of Website

Exhibit Management Staff

Leonard Pickel: **info@hauntcon.com ♦ 972.951.5100**
Jennifer DeVenezia: **hauntconsales@gmail.com ♦ 972.632.7470**

HAuNTcon

2505 Texas Drive, Suite 104 Irving, Texas 75062
Fax: 888-HAuNTCON

2012 Floor Plan

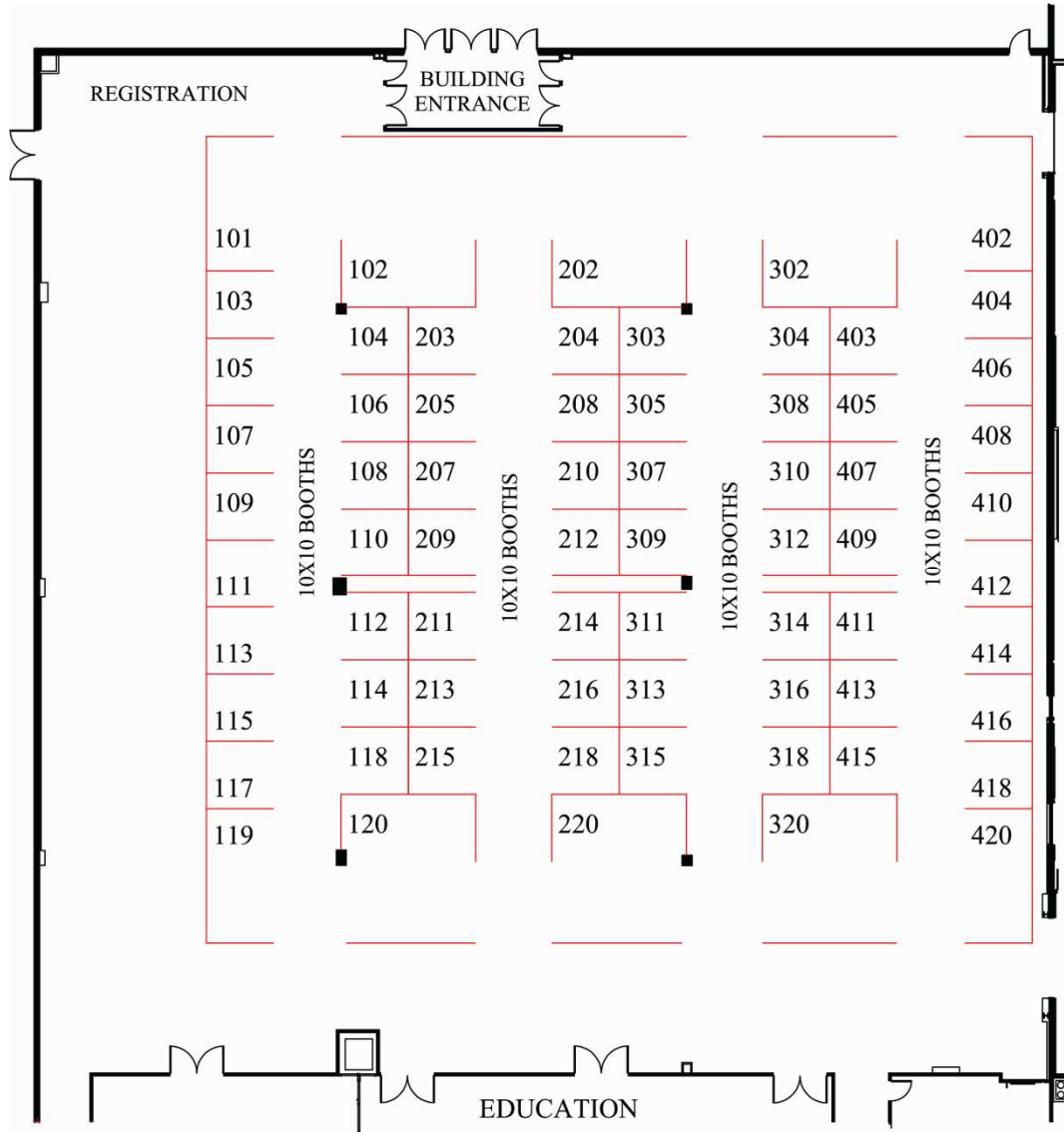


Exhibit Set-Up Hours

May 3, 2012 9:00am-8:00pm
 May 4, 2012 9:00am-10:00am

Exhibit Hours

May 4, 2012 11:00am-5:00pm
 May 5, 2012 11:00am-5:00pm
 May 6, 2012 11:00am-5:00pm

Note: The exhibit floor must be empty by 6:00 pm on Friday and Saturday evening.

Exhibitor Lunch Hours

May 4-6, 2012- 12:30pm-1:30pm

**Located in the Exhibitor Lounge on the Tradeshow floor.
 Exhibitor Lunch tickets are required for entry.**

Exhibit Break-Down Schedule

May 6, 2012 6:00pm-9:00pm
 May 7, 2012 8:00am-12:00noon

2012 Location

Tradeshow: Monroeville Convention Center
 209 Mall Boulevard Monroeville, PA 15146

Hotel: Monroeville DoubleTree
 (across the street from the convention center)
 101 Mall Boulevard Monroeville, PA 15146
 (412)-373-7300

2012 Exhibit Company to be announced

EXHIBITOR TERMS & CONDITIONS- HAuNTcon 2010

I. THIS AGREEMENT shall be subject to and subordinate to the lease and rules and regulations between the selected "Convention Facility" and "HAuNTcon," for the period of the exposition. The term "Exposition" as used herein shall mean HAuNTcon. The term "Exhibitor" shall refer to the party contracting hereunder for said exhibit space, the term "Convention Facility" shall refer to the hotel and/or exposition building in which HAuNTcon is to be held.

II. PAYMENT REQUIREMENTS:

A. PAYMENT for all booth space, program advertising, sponsorship, fees, and/or additional registrations MUST be PAID IN FULL before the exhibit company will be allowed to occupy the assigned booth space.

B. NO REFUNDS will be provided for program advertising, sponsorship, fees, or additional registrations after payment. Partial refunds for booth space may be available IF the Exhibitor provides notice at least 30 days prior to show opening.

III. USE OF ASSIGNED SPACE: It is expressly agreed that exhibit space is assigned under this contract subject to the following terms and conditions: (Note: For the purposes of this paragraph, "person" means any natural person or any corporation, partnership, foreign or domestic business entity.

A. All exhibits in the HAuNTcon exposition shall be officially housed in the specified convention facility.

B. All exhibit space assigned under this contract is for the SOLE AND EXCLUSIVE USE OF THE UNDERSIGNED EXHIBITOR. Exhibitor shall not reassign, sublease or share his assigned space with any other person or company. Exhibit space is assigned on the expressed understanding that it is to be used solely for the display of the products and/or services that the Exhibitor holds out for sale. Use of the assigned space for the display of products or persons other than the Exhibitor is a violation of this contract, and cause for exhibitor removal from the exhibit space.

C. Exhibitor shall display his products and/or services only in the designated exhibit area assigned in this contract. Exhibitor is expressly prohibited from displaying his products in any other space in or around the facility without written permission from the HAuNTcon management staff.

D. HAuNTcon holds the absolute right to require any Exhibitor to change, alter, modify, or remove any or all parts of Exhibitor's display, which HAuNTcon, in its sole discretion, deems unsuitable for the exposition or bothersome to the other exhibitors; including but not limited to signs, cards, fog machines, animations, air cannons or other material, stands, display cases, physical structures, booth configuration or items being displayed by Exhibitor.

E. HAuNTcon reserves the right to alter locations of Exhibitors or of booths as shown on the official floor plan, if deemed necessary, in the best interest of the exposition generally. HAuNTcon reserves the right to fill space vacancies occurring for the reason of non-arrival or late arrival of the Exhibitor.

IV. SPECIAL SERVICES: HAuNTcon shall provide the following items and services to the exhibitor without any additional charge: (NOTE: Forms and fees must be completed and submitted no later than 30 days before the official opening of HAuNTcon)

A. HAuNTcon will furnish Exhibitor one (1) pipe and draped booth space per booth ordered (see sizing on booth application) and one (1) standard six (6) or eight (8) foot draped table.

B. HAuNTcon will include Exhibitor's name and booth number in its official event directory, only if the information is formally submitted and fees paid prior to publisher's deadlines.

C. Exhibitor with one (1) standard 7" x 44" booth sign bearing Exhibitor's company name, and booth number.

D. HAuNTcon will provide one electrical outlet per exhibitor, (additional power available for a fee).

E. Upon receipt of Exhibitors completed HAuNTcon application form HAuNTcon will provide banner ad space on the www.hauntcon.com web site.

F. Exhibitor must obtain any and all needed labor, furnishings, wiring, lighting, decorations and other supplies and equipment through the in house exhibit company. All charges for such services are the sole responsibility of the Exhibitor, and exhibitors are NOT allowed to bill through HAuNTcon, nor shall HAuNTcon assume any responsibility for them under any circumstance.

V. LIABILITY FOR LOSS, THEFT, PROPERTY DAMAGE OR DESTRUCTION AND PERSONAL INJURY:

A. Exhibitor hereby agrees to hold harmless and waives any and all claims against HAuNTcon and the selected Convention Facility resulting from loss, theft, damage, or destruction of its property, or from personal injuries to it, its agents or employees.

B. Exhibitor assumes full and complete responsibility for any damage or destruction of property of others, or from Exhibitors participating in HAuNTcon event during the applicable dates. Exhibitor hereby waives any right of indemnification against

HAuNTcon and the selected Convention Facility for any and all claims arising from exhibiting at HAuNTcon.

VI. INSTALLATION AND DISMANTLING OF EXHIBITS: (See installation and dismantling dates and times of Exhibitor Booths in the HAuNTcon Exhibitor Packet).

VII. INSURANCE: It is expressly acknowledged that HAuNTcon has not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation whatsoever to do so.

VIII. STRIKES AND LABOR DISPUTES:

A. Exhibitor shall obey all applicable union labor requirements prevailing in the selected Convention Facility at the time HAuNTcon is held.

B. Exhibitor shall take steps deemed necessary by HAuNTcon to avert or mitigate a strike or other labor dispute.

IX. EXHIBITOR'S RESPONSIBILITY FOR ADDITIONAL CHARGES: The following charges are the sole and direct responsibility of Exhibitor. HAuNTcon shall incur no responsibility or liability with respect to:

A. Any expense incurred as a result of partial or total evacuation of Exhibitor from the selected exhibit facility.

B. Any expense required for Exhibitor to comply with any federal, state or local government regulation.

C. Any expense required for Exhibitor to comply with any regulation imposed by the selected Convention Facility.

D. Any expense incurred by Exhibitor due to a strike or labor dispute.

X. CHANGE OF TIME OR PLACE: HAuNTcon reserves the right to change the location and the time of the exposition, provided that it shall give Exhibitor immediate mailed notice of such change.

XI. CANCELLATION: Upon acceptance by HAuNTcon, this contract is binding. No refund will be executed to Exhibitor unless specified by HAuNTcon.

A. HAuNTcon has the absolute right to cancel this contract if Exhibitor fails at any time to comply with any or all of the terms, provisions or conditions of this agreement. Such cancellation shall be without liability on the part of HAuNTcon.

B. HAuNTcon has the absolute right to cancel the contract in the event that the performance is rendered impossible by any circumstances beyond the control of HAuNTcon, including but not limited to acts of God, government, or public enemy; strikes or other labor disputes; or the selected Convention Facility's inability to provide space. Such cancellation shall be without liability on the part of HAuNTcon provided that HAuNTcon refund Exhibitor for fees paid to date.

XII. EXHIBITOR'S RESPONSIBILITY FOR EXPENSES AND ATTORNEY'S FEES: Exhibitor shall be liable to HAuNTcon for any and all expenses incurred by HAuNTcon in exercising and/or enforcing any of its rights under this contract, or incurred by HAuNTcon as a result of Exhibitor's violation or failure to comply with all the terms of this contract, including all court, mediation and attorney's fees.

XIII. RULES AND REGULATIONS:

A. HAuNTcon reserves the right to adopt any rules or regulations which it may deem necessary in order to facilitate the smooth and effective operation of the exposition. Exhibitor hereby agrees to abide by any such rules or regulations, as if they were fully set forth herein. The rules and regulations will be furnished to the Exhibitor upon his request.

B. HAuNTcon reserves the right to refuse admittance to the exposition, of any person, group of persons or organization, for any reason, without explanation or appeal.

C. HAuNTcon reserves the right to restrict, refuse or expel at any time, exhibits that in its sole judgment detract from the general character of the exposition. This reservation includes products, things, conduct, printed materials, or anything of a character that HAuNTcon deems objectionable or detrimental. The decision of HAuNTcon being final in this matter.

D. Exhibitor agrees to comply with any rules of the selected Convention Facility.

XIV. SPACE ASSIGNMENT: HAuNTcon shall have the right to assign exposition space as HAuNTcon deems appropriate. Exhibitor shall have no right to any space unless and until an application for exhibit space has been duly executed by HAuNTcon and all Exhibitors and exhibits have complied with a financial and other explanations under this contract.

XV. THIS AGREEMENT contains the entire agreement between the parties and for all purposes shall be deemed to have been executed under and subject to and constructed in accordance with the laws of the State of Texas. The parties stipulate and agree that the venue for any dispute arising out of this agreement shall be in Irving, Texas.



Company Name: _____
 Company Address: _____
 Company Phone: _____
 Company Fax: _____
 Company Email: _____
 Company URL: _____
 Contact Name: _____
 Contact Title: _____
 Contact Phone: _____
 Contact Email: _____

Booth Choice in order of Preference: First: _____ Second: _____ Third: _____

Please locate our exhibit AWAY FROM (list company names): _____

50 Word Company Product/Service Description:

Names for Exhibitor Badges: (2 included with each booth purchased; additional badges available for \$75 each)

My Booth Needs:

AIR WIRELESS INTERNET PHONE LINE ADDITIONAL ELECTRIC (one 20 amp included)

Visitor Guest Pass Names: (Guest passes are \$15 each; limit 4 passes per exhibitor during the show)

 Date: _____ Date: _____

 Date: _____ Date: _____

♦Email your 468x60 pixel web banner advertisement to hauntconsales@gmail.com♦

ITEM	QTY	TOTAL
10'x20' Booth- \$1,550.00 each		
10'x10' Booth- \$800.00 each		
10'x10' Bare Bones Booth- \$550.00 each		
Corner UPGRADE- \$100.00 per corner		
Full Page Program Ad- \$250.00 each		
Sponsorship- price varies per type		
Tradeshow Guest Passes - \$15 per band, per day; max. 4		
Additional Vendor Badges - \$75.00 each		

GRAND TOTAL \$ _____

Form of Payment: 50% Deposit Due with contract; Balance due April 1, 2012.

Check PayPal Visa Amex MasterCard

Credit Card Information:

Card #: _____

3-4 digit code: _____ Expiration Date: _____

Billing Address: _____

Cardholder's Name: _____

Signature: _____

By including your credit card information, you agree that your card will be charged for total purchase. Credit Card refunds cannot be processed.

♦Mail or Fax completed form with payment to: HAuNTcon
 2505 Texas Drive #104 Irving, TX 75062 or 888-HAUNTCOIN 5
 (888-428-6826) PayPal Payments to info@hauntcon.com