

HALLOWEENPARTYEXPO.COM

SPONSORSHIP  
*opportunities*

HALLOWEEN  
& PARTY EXPO

JANUARY 23-25, 2024

The Mirage • Las Vegas, Nevada

North America's ONLY event for all things Halloween, party and celebration.

#theHPE24

OWNED & MANAGED BY:

CLARION  
EVENTS

HALLOWEEN  
& COSTUME  
ASSOCIATION



CAPTURE THE ATTENTION OF RETAILERS WITH DECISION MAKING POWER AT NORTH AMERICA'S ONLY EVENT DEVOTED TO HALLOWEEN, PARTY AND CELEBRATION. THE SHOW PROVIDES YOU WITH A STRATEGIC FORUM TO LAUNCH NEW PRODUCTS, MEET NEW CUSTOMERS AND WRITE ORDERS. YOUR SPONSORSHIP WILL BOOST YOUR BRAND VISIBILITY, DRIVE BOOTH TRAFFIC AND GUARANTEE MORE LEADS.

**52%**

of buyers have annual sales of greater than \$1 million



**45%**

of attendees have 2 or more store locations



**73%**

of attendees come to the show to place orders



**87%**

of attendees come to find new products



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JANUARY 23-25, 2024 The Mirage • Las Vegas, NV

## HALLOWEEN & PARTY EXPO



2024 EXHIBITOR DIRECTORY

HALLOWEENPARTYEXPO.COM

#theHPE24

OWNED &  
MANAGED BY:



HALLOWEEN  
& COSTUME  
ASSOCIATION

## SHOW DIRECTORY

Not only a prime planning and navigation tool during the Halloween & Party Expo, but also a buyers' desk reference throughout the year. Being part of our printed show directory gives your brand exposure year-round in print.

### Advertise:

Full Page Ad - \$1,500

Half Page Ad - \$750

2 Page Spread Ad - \$2,500

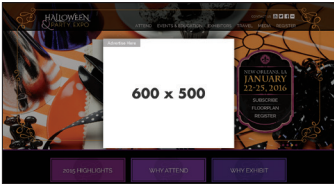
### Special Position:

Back Cover Ad - \$2,000

Inside Front Cover Ad - \$1,500

Inside Back Cover Ad - \$1,500

Inside Front Cover 2 Page Spread Ad - \$2,000

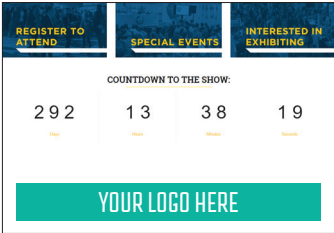


*exclusive*

### Welcome Ad - \$2,000

This large, dramatic, high-impact banner with your message is the first thing seen by each unique visitor to the site. Exclusive to one advertiser. A 600x500 pixel banner image. **Banner will run from date of confirmation through April 2024.**

OUR WEBSITE HAD 45,000+ UNIQUE VISITORS IN 2022.



*exclusive*

### Countdown Clock Sponsorship - \$500

The Countdown Clock Sponsorship will help you promote your brand in a unique and impactful way. This dynamic online advertising unit allows your brand to take center stage. This ad unit appears on the homepage of the website and is sold exclusively to one advertiser. If you want to stand out, this is the opportunity for you.

TOTAL FOLLOWERS: MORE THAN 10,000



### Social Media Campaign - \$500

We've created an all-inclusive social media marketing package to help you engage with our audience prior to and during the show and live at the show to drive traffic to your booth, as well as increase sales. Take the stress out of planning and let us help promote your company's participation in the show through our Social Media Channels. **Includes 2 Instagram posts, 2 Facebook posts, and 2 Twitter posts.**

### Web Banner - \$1,500

The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide, meaning your brand message will appear on each page of the site and can be linked directly to your website. Buyers will visit the website five to six times on average before the show. **Banner will run from date of confirmation through February 2023.**

### Pre-Show Sponsored Email - \$2,000 per Email LIMITED TO 4 COMPANIES

Connect with buyers and key decision-makers using our pre-qualified Halloween & Party Expo buyer database. Spend less time generating and cleaning lists and more time marketing with relevant and up-to-date business data. **Sponsor to provide html.**

### Post-Show Sponsored Email - \$2,000 per Email LIMITED TO 3 COMPANIES

Follow up with buyers and key decision-makers using our pre-qualified Halloween & Party Expo buyer database. Spend less time generating and cleaning lists and more time marketing with relevant and up-to-date business data. **Sponsor to provide html.**

AVERAGE EMAIL OPEN RATE: 35%

AVERAGE EMAIL CLICK THROUGH RATE: 20%



# DIGITAL *sponsorships*

STAND OUT ON THE ONLINE EXHIBITOR LISTING WITH THE ABILITY TO ADD ADDITIONAL PRODUCTS, SHOW SPECIALS, VIDEOS, PRODUCT CATEGORIES AND MORE! SEE BELOW FOR COST EFFECTIVE PACKAGES!

	BASIC	SILVER	GOLD
<b>ONLINE DIRECTORY FEATURED LISTING</b>	<b>INCLUDED</b>	<b>\$150</b>	<b>\$350</b>
<b>COMPANY NAME</b>	X	X	X
<b>COMPANY BOOTH NUMBER</b>	X	X	X
<b>WEBSITE URL</b>	X	X	X
<b>COMPANY LOGO</b>	X	X	X
<b>COMPANY DESCRIPTION (CHARACTERS)</b>	250	1000	1000
<b>PRODUCT CATEGORIES</b>	10	10	10
<b>WEBSITE URL</b>	X	X	X
<b>VIDEOS</b>		1	3
<b>PRESS RELEASES</b>	1	3	5
<b>NEW PRODUCTS</b>	1	4	10
<b>SHOW SPECIALS</b>	1	4	10
<b>FLOORPLAN AD</b>			X

**BEST VALUE!**

# OFFICIAL REGISTRATION *sponsor*

## PACKAGE INCLUDES:

Registration is the one place that ALL buyers go through to receive their credentials. Put your brand in front of buyers as they register for the event, when they check-in at the event and as they walk the show floor, by being our official registration sponsor.

### 1 REGISTRATION LANDING PAGE **SOLD**



#### REGISTER NOW

Registration is the one place that ALL buyers go through to receive their credentials. Put your brand in front of buyers as they register for the event, when they check-in at the event and as they walk the show floor, by being our official registration sponsor.

Your company banner and brand message will be on our registration landing page, top of key online registration pages and the final page of the registration will include a banner taking the buyers to your website.

### 2 ADVANCE REGISTRATION EMAIL CONFIRMATION



#### HALLOWEEN PARTY EXPO ADVANCE REGISTRATION CONFIRMATION

YOUR IMAGE HERE

Your company's banner will also receive prominent placement on the advance registration email confirmation received by all buyers registering for the show.

### 3 BADGE/LANYARD **SOLD**



**TOTAL PACKAGE PRICE OF: \$3,500**

(Limited to 1 company)

Your logo will be on all buyer badges and lanyards, essentially a walking billboard for your company. Worn by all buyers on the show floor. Production of the lanyards not included. Lanyards must have double clips.

# at show **BRANDING**

*exclusive*

## Mobile Charging Table Sponsorship - \$2,500

Have your branding and marketing message on 3 mobile charging stations throughout the show floor. Reach attendees while they are charging their phones. A great way to boost traffic to your booth and provide an enjoyable experience for attendees – with your name on it.

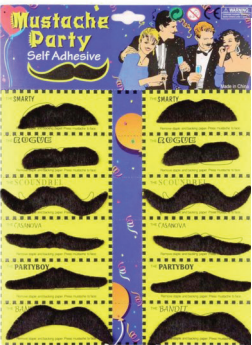


*exclusive*

## Show Bags - \$2,500

**SOLD**

A walking brand message sure to catch buyers' eyes. This opportunity allows you to showcase your brand message on our official show bags. **Production not included.**



## Show Bag Inserts - \$500 LIMITED TO 5 COMPANIES

Include your company message or sample product inside our official Show Bags. Handed out to ALL buyers, this promotion is a great way to further showcase your company and specials at show booth promotions. **Sample product or information flyer is provided by the sponsor. Shipping is not included.**



## Handout at Registration - \$500

Efficiently and effectively create brand exposure outside your booth. Your handout will be placed near registration in a highly trafficked area. **Sponsor must provide handout.**

# at show **BRANDING**



## MEETING ROOMS - \$2,000

Reserve a personal meeting room for your team or for meetings in-person with buyers while at the event. **Food & beverage and AV are not included in this cost.**

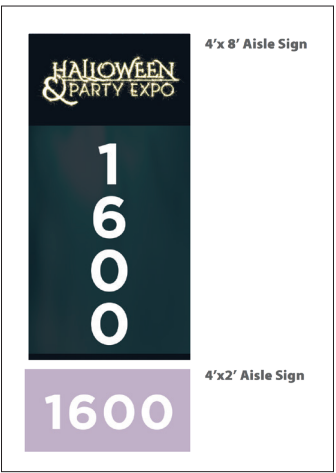


## Meter Boards - \$1,500 **DOUBLE SIDED**

Visible throughout the main show floor aisles, double-sided meter boards provide the perfect opportunity to a quick brand impression for buyers. Exhibitor provides print-ready artwork. **Production and labor charges are included.**

## Pop-Up Meterboard - \$750

Produced and provided by sponsor



## Aisle Sign Danglers - \$750 **PER SIGN** or \$3,000 **FOR 5 SIGNS (RECEIVE 1 FREE)**

The aisle signs are highly visible and constantly used as a navigational guide which makes them the perfect opportunity for displaying your company logo and booth number! It is the repeat branding of this option that embeds your company into the minds of all walking the show. The exhibitor provides print-ready artwork. **Production and labor charges are not included.**



# at show SIGNAGE



## Floor Decals - \$1,500 INCLUDES 10 DECALS

Create custom artwork to create a dramatic presentation on the show floor aisles. This is the perfect opportunity to guide buyers straight to your booth. Exhibitor provides print-ready artwork. **Production and labor charges are not included.**



## Rotunda Column Wraps - \$5,500/Price Per Column

Right outside the entrance to the Mirage Events Center and next to the registration counters, you have the opportunity to wrap these columns for the ultimate branding to attendees.



# ONSITE sponsorships

STRATEGICALLY PLACE YOUR PRODUCTS IN FRONT OF EVERY BUYER WALKING THE SHOW FLOOR.

### Mannequin Showcase:

- \* Set of 3 \$2,000 Limited to 6 companies in the Rotunda
- \* Single Mannequins \$800
- \* Torso \$400
- \* Head \$400

Located next to the entrance

Mannequins artfully displayed in the prominent registration area for duration of the show. Company name & booth number on display sign with mannequins and included on meter board signage. A sponsor has their choice of male, female or child for their mannequin package. Sponsor is responsible for dressing their mannequin display before the show floor opens.



NEW THIS YEAR! HEADS AND TORSOS.. SHOWCASE YOUR WIGS, HATS, JEWELRY AND MORE!



### Restroom Rejuvenation Sponsor - \$500

Geared toward companies looking to provide products (featuring company name/booth#), including aromatherapy, lotions, sanitizers, soap or scents in the restrooms surrounding the show floor.

# ONSITE sponsorships

## NEW PRODUCT SHOWCASE

The number one reason attendees come to the show is to find new products! Display your new launches in this featured area on the show floor. Buyers will be voting for the best new product of the show and the winner will be included in post-show media coverage.

Packages:

### Product Preview Display - Shelf \$200 | Floor Display \$500

\* Electricity not included, call for details

- 1 spot within display case to show your product (approx 1'x1')
- Company name & booth number on:
  - Display sign in showcase
  - New Product Showcase signs
  - Show Directory ad promoting area
  - New Product Showcase webpage



## Costumed Characters - \$500 per day

Breathe life into your presence at Halloween & Party Expo by having your "walking advertisement" at the show. Gain access to HPE's photo op area - perfect for social media posts and reach your target audience to make a lasting impression. Guidelines and restrictions apply.



## BUYERS LOUNGE PREMIER SPONSORSHIP

Buyer's Club Lounge Sponsor - \$3,000

The Buyers Lounge is the main hub on the exhibit floor. Located in the center of the action, this is where we will have daily refreshments, happy hour, product showcases and more! Your premier sponsorship of this area **includes branding pre-show and onsite in Las Vegas** as well as the opportunity to showcase your products!

### INCLUDES:

#### PRE-SHOW:

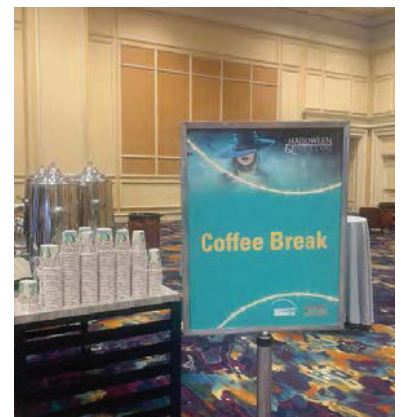
- Logo on all pre-show marketing regarding the lounge, including website, emails, social media, Show Directory
- Run of site web banner on [halloweenpartyexpo.com](http://halloweenpartyexpo.com)
- Gold Level Company Listing – includes additional opportunity for product images, press release, shows specials and floorplan ad

#### AT-SHOW:

- Product Showcase in Lounge (either mannequin or display)
- Logo on all Buyers Lounge signage
- 20 Happy Hour Drink Tickets for your customers
- Opportunity to place handout in lounge
- Opportunity to place signage in lounge (production not included)

#### AT-SHOW:

- Run of site web banner on [halloweenpartyexpo.com](http://halloweenpartyexpo.com)



## Water Station - \$500

Display your company logo and booth number on 22x28" sign that will be placed next to all water stations throughout the show floor and in the Buyer's Lounge. Drive buyers right to your booth after they have taken a water break!

## Coffee Sponsor - \$500/day

8.5"x11" table tent signage on all dining tables during the coffee break. Your logo will be featured on coffee signs at the buffet tables in the Buyer's Lounge, on the event schedule and on social. Handouts are also available to be handed out to attendees during the coffee break.

## Lunch Sponsor - \$1,000/day

8.5"x11" table tent signage on all dining tables during lunch. Your logo will be featured on lunch signs at the buffet tables in the Buyer's Lounge, on the event schedule and on social. Handouts are also available to be handed out to attendees during the lunch.

## Happy Hour Sponsor - \$1,500/day

Sponsor a happy hour event for buyers and exhibitors in the Buyer's Lounge. Your company name and booth number will be prominently displayed on signage at the event. Sponsorship can be shared with multiple vendors.