



LONG BEACH COMIC & HORROR CON

Experience Creativity

November 3, 2012

Dear Long Beach Exhibitor,

Thank you for your support of the show. We're thrilled to have such great partners and look forward to 2013!

As in years past, we are offering an opportunity for exhibitors to sign up for next year's shows now, and in appreciation, we will offer a 10% discount. The discount will apply to your LBCHC space if you exhibit at both the Comic Expo on **May 11** and the LBCHC on **Nov. 23 & 24, 2013**. We will also give you seniority in selecting your booth space for both shows.

Payment for Comic Expo will be due **January 30, 2013**, and payment for Long Beach Comic & Horror Con will be due on **May 11, 2013**. If you don't meet the payment expectations, you forfeit your discount automatically and risk losing your seniority on booth selection. Many of you have been successfully using this model over the years, and we appreciate it!

As always, if you have any questions or concerns, you can feel free to ask Phil Lawrence, Mike Scigliano or Martha Donato. We're all available and hope to make it easy for you to be back in 2013!

Sincerely,

Your Long Beach Comic & Horror Con Team
Martha, Phil & Mike



LONG BEACH COMIC & HORROR CON

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JOIN US IN SUNNY Long Beach, CA as we celebrate comics, pop culture and the creative process for our 5th year. Unlike other events, we focus on the creators and the creative process and build the rest of the show around that foundation. Here, you'll be surrounded by the finest artists, writers, animators and entertainers we could find. And we're all here because we love to experience, live and in person, the feeling of being inundated with the spirit of creativity. It's on the exhibit floor, it's in our panels and workshops, it's in our staff, it's in our audience, and it's in every exhibitor booth.

JOIN US AND EXPERIENCE CREATIVITY FOR YOURSELF.

We are looking for sponsors who can help us take this incredible event to the next level. Those who see our vision, share our vision and want to grow it with us. We have creative partnerships available that will allow your company to share in the success, and reach an audience that craves this experience.

JOIN US FOR THE PERFECT TIME OF YEAR TO GET YOUR MESSAGE OUT.

Our show is scheduled for **November 30** and **December 1**. It's the best weekend of the year to celebrate one's passion for the arts without interfering with the busy holiday season. And yet, people already have that gift-giving spirit awakened and are alert for great opportunities. Have something to sell, or a property to promote? This is the time and the place to make it happen.

EXPERIENCE COUNTS.

The staff and crew at Long Beach Comic & Horror Con have been in the biz for a combined fifty years of experience. We've been to some of the best comic book show ever produced – in the states and around the world. We've taken the best elements of each and mashed them into our own event. Simply put, we do this because we love doing this. And you will feel the difference in the mood and tone of our show – try it, you'll see.

GET THE FACTS.

Contact one of us, or come out to our **One Day Comic Expo on May 11th** if you want to get to know us better. We'd love to hear about your project or property and brainstorm ways to integrate your message into ours.

How to reach us:

PHIL LAWRENCE, Co-Owner
Plawrence@longbeachcomiccon.com

MARTHA DONATO, Co-Owner
MDonato@longbeachcomiccon.com

MIKE SCIGLIANO
MScigliano@longbeachcomiccon.com

Now that I'm attending the Long Beach Comic Horror Con, I can die happy, even if I'm getting the life sucked out of me by Samara from The Ring." I'll die knowing I lived the LBCC!"

—JENNIFER BOSWORTH,
AUTHOR OF
STRUCK

"Long Beach Comic Con is a great way to end the year's convention season."

—TODD NALICK,
COMIC BOOK
CREATOR

As a fan of both comics and horror (also comic-horror), the Long Beach Comic and Horror Con couldn't keep me away. It's true. I broke out of my shackles.

—DANIEL MARKS,
AUTHOR OF
VELVETEEN

When I learned I was going to the Long Beach Comic Horror Con, I literally shook with excitement. And fear. Mostly fear.

—GRETCHEN MCNEIL,
AUTHOR OF *POSSESS*
AND *TEN*



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SPONSORSHIP OPPORTUNITIES

LEAD SPONSOR

The Lead Sponsorship includes numerous lead generating and branding opportunities to drive sales for your organization.

Includes:

- Deluxe Exhibitor Booth in highest visibility booth position
- Forty-five minute to one-hour presentation in our breakout sessions
- Visibility as our Lead Sponsor
- Prominent branding and visibility
- Full-page ad in the conference Show Guide
- Logo visibility as a Lead Sponsor in all pre- and post- show promotion
- Logo and link on our website
- Two (2) Email blasts to our list
- Sponsor of our Welcome Reception with Special Guests

Total Value: **\$30,000 Net**
Total Investment: **\$20,000 Net**

GOLD SPONSORSHIP

The Gold Sponsorship provides a unique combination of brand awareness and thought leadership.

Includes:

- Deluxe Exhibitor Booth
- High visibility booth positioning
- Booth and logo prominently highlighted on exhibit floor -
- Visibility as sponsor of two content breakout sessions
- Logo visibility in a "Thank You to Sponsor" slide in breakout rooms
- Prominent branding and visibility on site
- Full-page ad in the conference Show Guide
- Logo visibility as a Gold Sponsor in all pre- and post- show promotion
- Logo and link to your website on the home page
- Email blast to our audience from you

Total Value: **\$20,000 Net**
Total Investment: **\$15,000 Net (a savings of 30%)**

EXTRAS

Display your 20' x 10' Banner in the Exhibit Hall (Printing of Banner Included)	\$2,000 _____
Reach your target audience! Full Page Ad in the Official Convention Program	\$1,000 _____ Half Pg Ad: \$650 _____
Skyscraper Banner on the www.LongBeachComiccon.com website	\$500/Month _____
Sponsorship Mention in the 2013 Advertising Campaign	\$2,000 _____

We accept credit cards (VISA /Master Card/AmEx) -OR- make checks payable to **MAD EVENT MANAGEMENT** and mail to **29 Annabelle Lane, Warwick, NY 10990, 845-418-4482** (telephone), **845-787-2499** (fax). If billing address is different than mailing address, please add it here:

Credit Card # _____ Exp. Date _____ Security Number _____

Name of Card _____ Date _____

Signature _____ Print _____

TOTAL CHARGES

\$

I hereby acknowledge that I have read, understood and agreed to the LBCC Terms & Conditions (see page 5) and application portions of this contract. I further acknowledge that failure to abide by the LBCC Terms & Conditions may result in the loss of my exhibitor privileges without recourse or refund. I acknowledge that I am the person authorized to sign for this credit card charge.

For office only

Approval Code _____ Date Approved _____ Amount Approved _____

LONG BEACH COMIC & HORROR CON

November 23-24, 2013

EXHIBITOR REGISTRATION FORM

Company Name: _____

Name (for Artist Alley table): _____

Contact Name:

Mailing Address:

City: _____ State: _____ Zip: _____

Phone: Fax: Email:

Website: _____

Exhibitor Type (check one): ☐ Retailer ☐ Premier Exhibitor ☐ Artist Alley (no company names)

Please describe what you will be selling or promoting (adult material cannot be displayed)

RETAILER

Consists of a **10' x 10'** pipe & drape corner booth, an eight foot table, two chairs and four exhibitor badges

\$500 x _____ Qty \$ _____

Subtotal \$ _____

PREMIER EXHIBITOR

Consists of **10'x10'** pipe & drape booth, an eight foot table, two chairs and four exhibitor badges

10' x 10' Booth \$1,000 (4 badges)

10' x 20' Endcap \$2,000 (8 badges)

20' x 20' Island \$4,400 (16 badges)

Subtotal \$ _____

ARTIST ALLEY

Consists of a **4'** (individual) table, two chairs, and two exhibitor badges each

(4') \$150 x _____ Qty \$ _____

Subtotal \$

Consists of a **8'** (individual) table, two chairs, and two exhibitor badges each

(8') \$200 x _____ Qty \$ _____

Subtotal \$

Additional Badges: \$15 ea.x _____ = \$ _____ **Less 10% 2 Show Discount/TOTAL DUE \$** _____
(Discount does not apply to badges)

Payment in full must be received with your fully completed registration form

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For office only

Approval Code	Date Approved	Amount Approved
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CANCELLATION POLICY: Reservations will be confirmed upon receipt of a completed form and full payment. Refunds are available minus a **\$200 processing fee before September 13, 2012**. No refunds will be made after **September 14, 2013**. All booth space reservations are based on availability at the time of receipt of the signed contract and payment in full. **Payment in full is required by either September 14, 2013** or when booth number is assigned. Booth spaces are assigned on a first come, first served basis according to date of payment.



LONG BEACH COMIC EXPO

MAY 11, 2013

EXHIBITOR REGISTRATION FORM

Company Name: _____

Name (for Artist Alley table): _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Exhibitor Type (check one): ☐ Retailer ☐ Artist Alley (no company names)

Please describe what you will be selling or promoting (adult material cannot be displayed) _____

RETAILER

Consists of a **10' x 10'** pipe & drape corner booth, an eight foot table, two chairs and four exhibitor badges

\$325 x _____ Qty \$ _____

Subtotal \$ _____

ARTIST ALLEY

Consists of a **8'** (individual) table, two chairs, and two exhibitor badges each

(8') \$125 x _____ Qty \$ _____

Subtotal \$ _____

Additional Badges: \$15 ea. x _____ = \$ _____ **TOTAL DUE \$** _____

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Credit Card # _____ Exp. Date _____ Security Number _____

Name of Card _____ Date _____

Signature _____ Print _____

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TOTAL CHARGES



I hereby acknowledge that I have read, understood and agreed to the LBCC Terms & Conditions (see page 2) and application portions of this contract. I further acknowledge that failure to abide by the LBCC Terms & Conditions may result in the loss of my exhibitor privileges without recourse or refund. I acknowledge that I am the person authorized to sign for this credit card charge.

For office only

Approval Code _____ Date Approved _____ Amount Approved _____

CANCELLATION POLICY: Reservations will be confirmed upon receipt of a completed form and full payment. Refunds are available minus a **\$200 processing fee before March 1, 2013. No refunds will be made after March 2, 2013.** All booth space reservations are based on availability at the time of receipt of the signed contract and payment in full. Payment in full is required by either March 1, 2013 or when booth number is assigned. Booth spaces are assigned on a first come, first served basis according to date of payment. When contracting for both Long Beach Comic Con and Comic Expo, we allow a 10% discount from the October show bill, provided that a 25% deposit for LBCC is submitted by 4/23/13.



LONG BEACH COMIC & HORROR CON

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SECTION 1 – EXHIBITOR SPACE

- Badges must be worn throughout the show.
- Exhibitor agrees to remain “open” during all show hours of the convention. No early breakdown is allowed without the prior consent of Show Management.
- Electrical, telephone and internet services are additional charges and are provided by the Long Beach Convention Center.
- Exhibitor agrees to keep their area clean throughout the event.

SECTION 2 – DISPLAY AND LONG BEACH FIRE MARSHAL REGULATIONS

- Do not encroach on aisles that border your booth. Fire Extinguishers, hose cabinets, fire exits or fire alarms cannot be blocked or covered.
- All decorations must be flame retardant or FR rated. They are subject to a random flame test by the Fire Marshal.
- No smoking allowed anywhere in the building.
- All extension cords must be a minimum of 14 gauge, 3 wire and grounded. Lightweight extension cords or zip cords are strictly not allowed.

SECTION 3 - NOISES AND DAMAGES

- Exhibitors must police their own tables to be sure that noise levels from sounds systems are kept to a minimum and do not interfere with others. LBCC reserves the right to determine at what point sounds constitutes interference with others and must be discontinued.

SECTION 4 – PAYMENT

- Exhibitor understands the payment policy and agrees to pay the fees listed on the Registration form.
- Subletting of table space or sharing of table space is not allowed without the written permission of Show Management.

SECTION 5 – CANCELLATIONS/REFUNDS

- If you cancel before September 14, 2013, you are eligible for a full refund of your payment. After September 15, 2013, if you cancel you will forfeit your entire payment and will not be eligible for a refund.

SECTION 6 – ADULT AND BOOTLEG MERCHANDISE

- Exhibitor agrees not to sell or distribute any adult material to minors. “Adult Only” material must not be displayed to the public.
- Long Beach Comic Con does not allow any bootleg or counterfeit materials to be sold. Possession or sales of these materials is prohibited.

SECTION 7-CALIFORNIA SELLERS PERMIT

- Exhibitors are responsible for collection and payment of California State retail taxes and must obtain a California Sellers permit and a City of Long Beach Temporary Sellers Permit.

SECTION 8 – LIABILITY AND SECURITY

- Long Beach Comic Con and the Long Beach Convention Center are not responsible for any theft or loss. Exhibitor is responsible for his or her own security during the event.
- The Exhibitor agrees to protect, keep and save Long Beach Comic Con and MAD Event Management, LLC, the promoter of the event, forever harmless from any damage(s) or charge(s) imposed for violations of any ordinance or regulation by the Exhibitor, his employees or agents, as well as failure to comply with the terms and agreements of this contract.
- Further, Exhibitors shall at all times protect, indemnify, save and keep harmless Long Beach Comic Con and MAD Event Management, LLC.

Against and from any loss, cost, damage, liability, or expense which arises out of or from or by reason of any act or omission of the Exhibitor, his employees or agents.

- In the event that the Long Beach Convention Center or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, or another such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, labor disputes, riot or agency which the Long Beach Comic Con and MAD Event Management, LLC have no control, or should the Long Beach Comic Con decide that because of such cause it is necessary to cancel, postpone, or re-site the show, or reduce installation time, exhibit time or move out time, the Long Beach Comic Con and MAD Event Management, LLC shall not be liable to indemnify or reimburse the Exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.