MAY 19 & 20, 2018

COMIC CON REVOLUTION

ONTARIO, CALIFORNIA

2018 PROMOTIONAL KIT

ComicConRevolution.com
ABOUT

Comic Con Revolution was founded on very simple principles. We are excited to celebrate comics and the creative arts. At the absolute core of what we do are the creators themselves. The people who create the comics, games, toys, and movies that we all love. Without their tireless dedication to creating fantastical worlds we all get lost in, events like Comic Con Revolution would not be possible.

We strive to create the best possible experience for attendees, exhibitors and guests alike. Our team of event industry veterans are dedicated to working hard to create that experience for each of you.

Comic Con Revolution is produced by Atomic Crush Events

DEMOGRAPHICS

TARGET MARKET:

Our secondary demographic will be adults of all ages and families including pre-teens & teens.

Primary demographic is adults, ages 18-34 both male and female.

Over 17 million people within 60-90 minutes of the Ontario Convention Center

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inland Empire</td>
<td>4.38 million</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10.23 million</td>
</tr>
<tr>
<td>Orange County</td>
<td>3.18 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Family households</th>
<th>Non-Family households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Household Income</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$71,070</td>
<td>$56,484</td>
</tr>
<tr>
<td>Percent Increase/ Decrease in Income Since 2000</td>
<td>36%</td>
<td>5%</td>
</tr>
<tr>
<td>Average Temperature in May</td>
<td>83°F</td>
<td>53°F</td>
</tr>
<tr>
<td>Average Precipitation in May</td>
<td>0.2 inches</td>
<td></td>
</tr>
</tbody>
</table>

Average Household Net Worth $483,413
Sales Tax Rate 8.25%
Our marketing plan includes deep penetration into the local Inland Empire community with over 35 locations dispersing over 50,000 postcards/flyers as well as displaying promotional posters. The materials are being refreshed every month leading up to the date of the event. Over 10 locations will be selling tickets to Comic Con Revolution as well as promoting the event. Promotions include ad buys with ConventionScene.com, The SCNG Papers and iHeartRadio as well as robust Social Media & Google AdWords campaigns.

14.1% of our operating budget is dedicated to marketing Comic Con Revolution to potential attendees.

In addition to our internally managed social media (Facebook, Instagram, Twitter, Pinterest, Google+ & Snapchat), we enjoy a growing amount of press from news outlets, magazines, bloggers, and community & industry influencers.

Note: 2018 sample marketing materials for the poster and flyer.
Comic Con Revolution offers a wide variety of panels that are designed to engage and entertain. The 2018 event will feature over 100 hours of panels on topics such as comic books, comic creators, comic art, toys & collectibles, cosplay, television, film, animation and video games aimed at a variety of attendees, of all ages. Our programming schedule is kicked off by a professional creator summit on Friday night. It also features our second annual Cosplay Revolution Costume Contest hosted by Ming Chen (AMC’s Comic Book Men) anchoring our Saturday night event schedule. Details of the programming schedule will be available in Spring 2018.
2017 Convention Data

Exhibitors

92% of CCR Exhibitors would recommend others exhibit at CCR in the future

49% exhibitors were 10x10 or larger spaces

44% exhibitors were Artist Alley spaces

90% of exhibitors were pleased with their communications with CCR staff

95% of exhibitors had a positive impression of CCR

77% of exhibitors spent less than $500 exhibiting at CCR

54% of exhibitors had a revenue of $500 plus exhibiting at CCR

86% of CCR Exhibitors plan to return in 2018

Attendees

5449 Unique attendees in 2017 (a one day, first year comic con)

58% of attendees are ages 25-44

30% of attendees attended CCR as their first Comic Con

76% of attendees live in The Inland Empire

63% of attendees traveled 25 miles or less to attend CCR

51% of attendees attend 1-4 Comic Cons a year

General

14.1% of CCR budget is spent on marketing efforts

29% of CCR revenue is generated by Exhibit Sales

78% of attendees use mobile or tablet devices to access CCR website/social media

Over 8000 Facebook Fans
TESTIMONIALS

EXHIBITORS

“Working conventions can be stressful but the staff of CCR really go above and beyond to help make sure our experience is less of a burden and more of a pleasure.”

DYLAN GRAY
Marketing Director, Top Cow Productions

“As soon as we heard Comic Con was coming to the Inland Empire, we knew we had to be involved. Our Big A’s team had a wonderful time exhibiting at Comic Con Revolution 2017 at the Ontario Convention Center. From the wonderful staff and enthusiastic attendees to well-planned programming and appearances, Comic Con Revolution exceeded our expectations in every way. Kudos to Atomic Crush Events for putting on a great show. We are proud to have been involved.”

NOLAN P. SMITH
Big A’s

“CCR was a great show! Being a local shop it was great way to showcase my store to comic fans in the area! The show was crowded the whole time and the best part was EVERYONE had a great show!! Can’t wait for next year”

CHRIS BRADY
4 Color Fantasies

GUESTS

“What an incredible 1st year show in the Inland Empire. It was well organized and well run. I really had a good time and enjoyed myself immensely. I look forward to returning in the coming years.”

TRAVIS HANSON
Writer/Artist

“An absolutely incredible new comic book convention. Enthusiastic fans and an expert crew behind the scenes. This one is going to be huge!”

DENNIS HOPELESS
Writer/Artist

“A fun, friendly show with fans and organizers who are equally wonderful.”

HOPE LARSON
Writer/Artist

“It was just a 1-day show, but CCR made it count. From great accommodations to taking care of us on the floor, their professionalism made me feel like a pro. Glad to hear they’re expanding!”

PAOLO RIVERA
Artist

REVIEWERS

“Whether someone went in search of comic books, collectibles, the chance to meet artists, writers, actors, or simply to experience the convention feel, Comic Con Revolution did not disappoint.”

NOLAN P. SMITH
PastramiNation.com

“Comic Con Revolution put on a strong showing for a brand new convention and next year we will hopefully see more space, more guests, and more vendors.”

WILLIAM LEE
AgentsofGuard.com

“Comic Con Revolution (CCR) packed a big punch of entertainment in its first year. With a variety of panel and exhibitor options, CCR succeeded at a level we are not accustomed to seeing at a first year show. From its comic creators, to its cosplayers, to its aisle markers, souvenir glassware, and much more, CCR displayed an obvious quality that streamed throughout the show. We’ve covered hundreds of conventions, expos, festivals, etc. in the last few years and it has been obvious that the Inland Empire needed a big pop culture event. We are very excited that CCR is calling Ontario, California home!”

SHAWN MARSHALL
ParkssndCons.com

ATTENDEES

“Our family had an amazing time! We are ready for next year’s to go again”

DODIE VELARDE-GONZALES
San Bernardino, CA

“Awesome job for a first year con. Promoters take note.”

MICHAEL DEVAUGHAN

ComicConRevolution.com
LOCATION

ONTARIO CONVENTION CENTER
2000 E Convention Center Way, Ontario, CA 91764
www.ontariocc.org

The Ontario Convention Center is a breathtaking venue, frequently used by filmmakers as an onsite location for movies and commercials. Contemporary in design and equipped with the latest in technology, it boasts more than 225,000 square feet of flexible exhibit, meeting and function space and is ideal for conventions, trade shows, exhibits and meetings. The Convention Center provides a full range of technology services, including Wi-Fi, Internet, DS3 and video-conferencing capabilities.

DIRECTIONS

SAN DIEGO AREA:
• Merge onto I-15 N
• Exit 109 to merge onto I-10 W towards Los Angeles
• Take exit 55A to merge onto E Holt Blvd
• Destination will be on the Right.
• Additional Parking on Convention Center Way

LOS ANGELES AREA:
• Merge onto US-101 S Via the ramp on the left to Interstate 10 Fwy E Interstate 5 Fwy S
• Slight left onto San Bernardino Fwy 10 E.
• Take exit 54 for Vineyard Ave
• Turn right onto N Vineyard Ave
• Left on Holt Blvd Destination on the left
• Additional Parking on Convention Center Way

SAN BERNARDINO AREA:
• Merge onto the ramp to I-215 S
• Take exit 40 to merge onto I-10 W Towards Los Angeles
• Take exit 55A to E. Holt Blvd

PARKING
## PRICES

### EXHIBIT AT COMIC CON REVOLUTION

<table>
<thead>
<tr>
<th>Premium (10’ x 10’)</th>
<th>$650</th>
<th>10’ x 10’</th>
<th>$500</th>
<th>Artist Alley (8’ Table)</th>
<th>$200</th>
</tr>
</thead>
</table>

**SOLD OUT!**

### SPONSORSHIP OPPORTUNITIES

#### Comic Con Revolution App

- **TITLE SPONSOR | $5,000**
  - Main sponsor of the app
  - Logo appears on the homepage
  - Promotion on social media
  - Logo with link on the CCR Website
  - 12 Weekend Tickets To Comic Con Revolution

- **BANNER | $500**
  - Rotating banner in the app
  - Promotion on social media
  - Logo with link on the CCR Website
  - 4 Weekend Tickets To Comic Con Revolution

#### Program Guide

- **HALF PAGE COLOR AD | $550**
- **FULL PAGE COLOR AD | $1,000**

#### Give Away Bag | $3,500

<table>
<thead>
<tr>
<th>You are responsible for producing the bags</th>
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</thead>
<tbody>
<tr>
<td>Bags will be handed out to all attendees (quantities to be determined but approximately 10,000 needed)</td>
</tr>
<tr>
<td>Promotion on social media</td>
</tr>
<tr>
<td>Logo with link on the CCR Website</td>
</tr>
<tr>
<td>12 Weekend Tickets To Comic Con Revolution</td>
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#### Wristbands | $3,000

| Logo on all wristbands |
| Promotion on social media |
| Logo with link on the CCR Website |
| 12 Weekend Tickets To Comic Con Revolution |

#### Advanced Ordered Tickets | $2,500

| Logo on all advanced tickets purchased online via our ticketing partner, ShowClix, from the date the contract is signed |
| Promotion on social media |
| Logo with link on the CCR Website |
| 8 Weekend Tickets To Comic Con Revolution |

#### Exhibitor, Guest, Professional & Press Lanyards | $2,000

| Logo on lanyard (handed out to all exhibitors, guests, professional and press attendees) |
| Promotion on social media |
| Logo with link on the CCR Website |
| 10 Weekend Tickets To Comic Con Revolution |

#### Cosplay Revolution Costume Contest | $1,500

| Logo on all printed material as sponsor of the contest |
| Logo on the monitor outside of the room |
| Promotion on social media |
| Logo with link on the CCR Website |
| 12 Weekend Tickets To Comic Con Revolution |

#### Panel Rooms (Up to 7 Rooms) | $500 each

| Logo on monitors outside of each of the 7 panel rooms |
| Logo on screen between panels in the room |
| Promotion on social media |
| Logo with link on the CCR Website |
| 4 Weekend Tickets To Comic Con Revolution |

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ComicConRevolution.com
CONTACT

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ComicConRevolution.com