FEBRUARY 24, 2018

COMIC CON REVOLUTION

WEST PALM BEACH, FLORIDA

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:

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

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

Over 1.42 million people live in Palm Beach County

Over 6.5 million people within 60-90 minutes of the Palm Beach County Convention Center

Broward County 1.81 million
Miami-Dade County 2.59 million
Martin County 148k

St. Lucie County 284k

Family households 63%
Non-Family households 37%

$82,0037 Average Household Income
$56,664 Median Household Income

22% Percent Increase in Income Since 2000
12% Percent Increase in Income Since 2010

$472,948 Average Household Net Worth
5.995% Sales Tax Rate

Average Temperature in February 76°F
Average Precipitation in February 2.83 inches
Our marketing plan includes deep penetration into the local Inland Empire community with over 25 locations dispersing over 50,000 postcards/flyers as well as displaying promotional posters. The materials are being refreshed regularly leading up to the date of the event. Many locations will be selling tickets to Comic Con Revolution as well as promoting the event. Promotions include ad buys with ConventionScene.com, local papers and media outlets as well as robust Social Media & Google AdWords campaigns. Approximately 15% of our operating budget is dedicated to marketing Comic Con Revolution to potential attendees.

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

Note: 2018 sample marketing materials for the poster and flyer.
2018 GUESTS

SANDY KING CARPENTER
Producer Ghosts of Mars, Vampires

MING CHEN
Comic Book Men

CHRIS CLAREMONT
X-Men

JEFF DEKAL
Cover Artist

JOE EISMA
Morning Glories

TRAVIS HANSON
The Bean

HOPE LARSON
Batgirl

SHAWN MARTINBRUGH
Black Panther

RON MARZ
Green Lantern

RICHARD STARKINGS
Comicraft

and more to be announced!

PROGRAMMING

Comic Con Revolution offers a wide variety of panels that are designed to engage and entertain. The event will feature over 30 hours of panels capped off by our first annual Cosplay Contest.
LOCATION

PALM BEACH COUNTY CONVENTION CENTER
650 Okeechobee Boulevard, West Palm Beach, FL 33401
www.pbconventioncenter.com

The Palm Beach County Convention Center is a state-of-the-art convention center that offers a total of 100,000 square feet of exhibit hall space, a 25,000 square foot ballroom, and more than 20,000 square feet of breakout space. With this wide variety of venue space, we are sure your event will be a success.

DIRECTIONS

FROM I-95:
Take I-95 to the Okeechobee Boulevard exit (#70) and head east on Okeechobee Boulevard, approximately 1 mile. The Palm Beach County Convention Center is located on the south side of Okeechobee Boulevard, directly across the street from CityPlace. Proceed to take a right onto Florida/Rosemary Ave. to access the parking garage.

FROM FLORIDA’S TURNPIKE:
Take Florida’s Turnpike to the West Palm Beach/Okeechobee Boulevard exit (# 99) and head east for approximately 7 miles. The Palm Beach County Convention Center is located on the south side of Okeechobee Boulevard, directly across the street from CityPlace. Proceed to take a right onto Florida/Rosemary Ave. to access the parking garage.

PARKING

The Palm Beach County Convention Center offers paid self-parking at our new 9 story parking garage.
PRICES

EXHIBIT AT COMIC CON REVOLUTION

Exhibitor Premium (10’ x 10’) - $475
Exhibitor (10’ x 10’) - $350
Artist Alley (8’ Table) - $100

SPONSORSHIP OPPORTUNITIES

Half Page Color Ad in Program Book - $450
Full Page Color Ad in Program Book - $800
Lobby Pop Up (Must supply Graphic under our specs - Up to 3 Pop Ups) - $500 each
Panel Room Sponsorship (Up to 4 Rooms) - $500 each
Sponsor Cosplay Contest - $1,500
On Site Show Signage (All Directional & Promotional Signage) - $1,000
Sponsorship of Print Marketing (Flyers, Posters, etc) - $2,000
Ad on each advanced ordered ticket - $2,000
Lobby Banner (8’ x 10’ Double sided Banner - Up to 2) - $2,000 each
Give Away Bag Sponsorship - $3,500
Title Sponsorship (Inclusion in ALL Marketing Efforts as Title Sponsor) - $10,000

MOBILE APP AD OPPORTUNITIES

Banner in Comic Con Revolution App - $800
Title Sponsor of Comic Con Revolution App - $4,000
**CONTACT**

Exhibitor/Retailer Booth/Artist Alley & Sponsorship Inquiries Contact:

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Social Community & Cosplay Corner Inquiries Contact:

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