



INTRODUCTION

WHAT IS COMICPALOOZA?

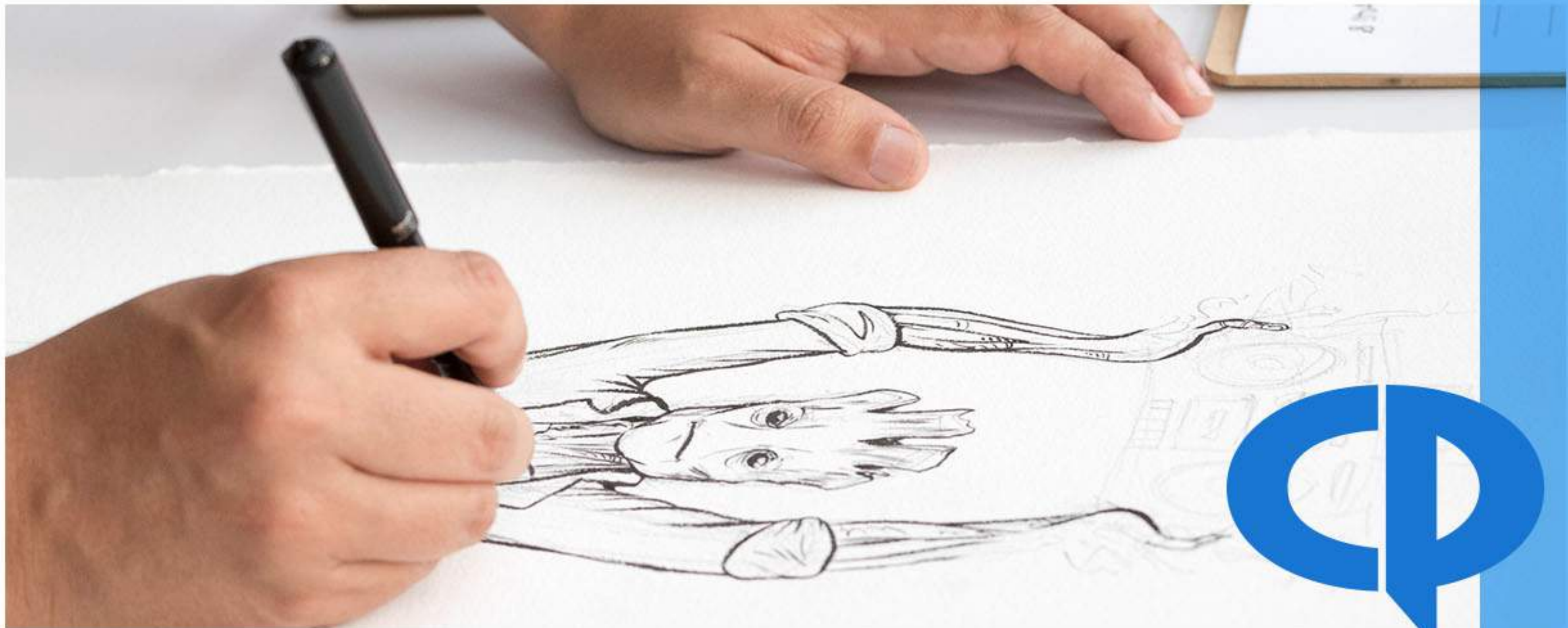
COMICPALOOZA IS TEXAS' FOREMOST POP-CULTURE FESTIVAL

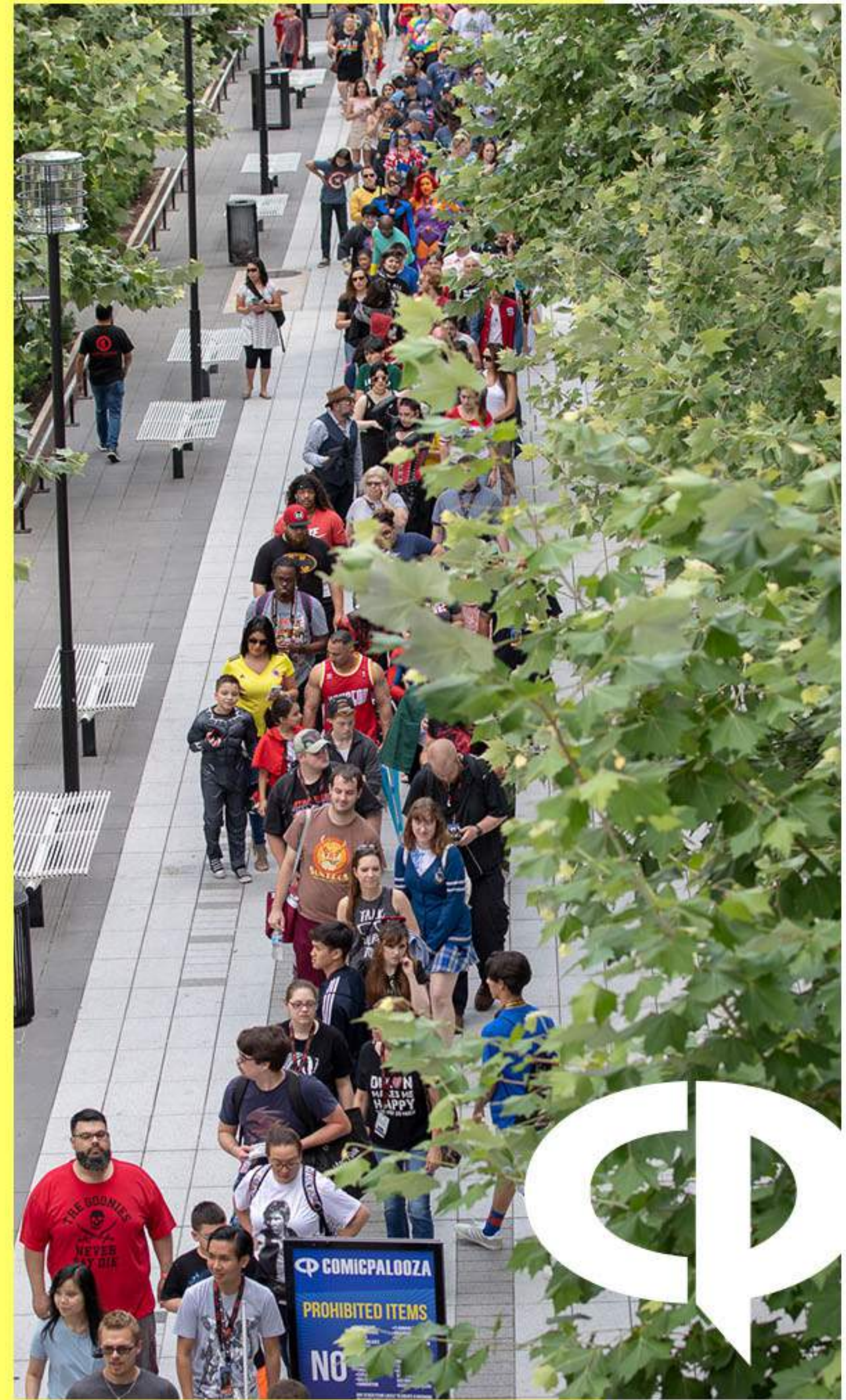
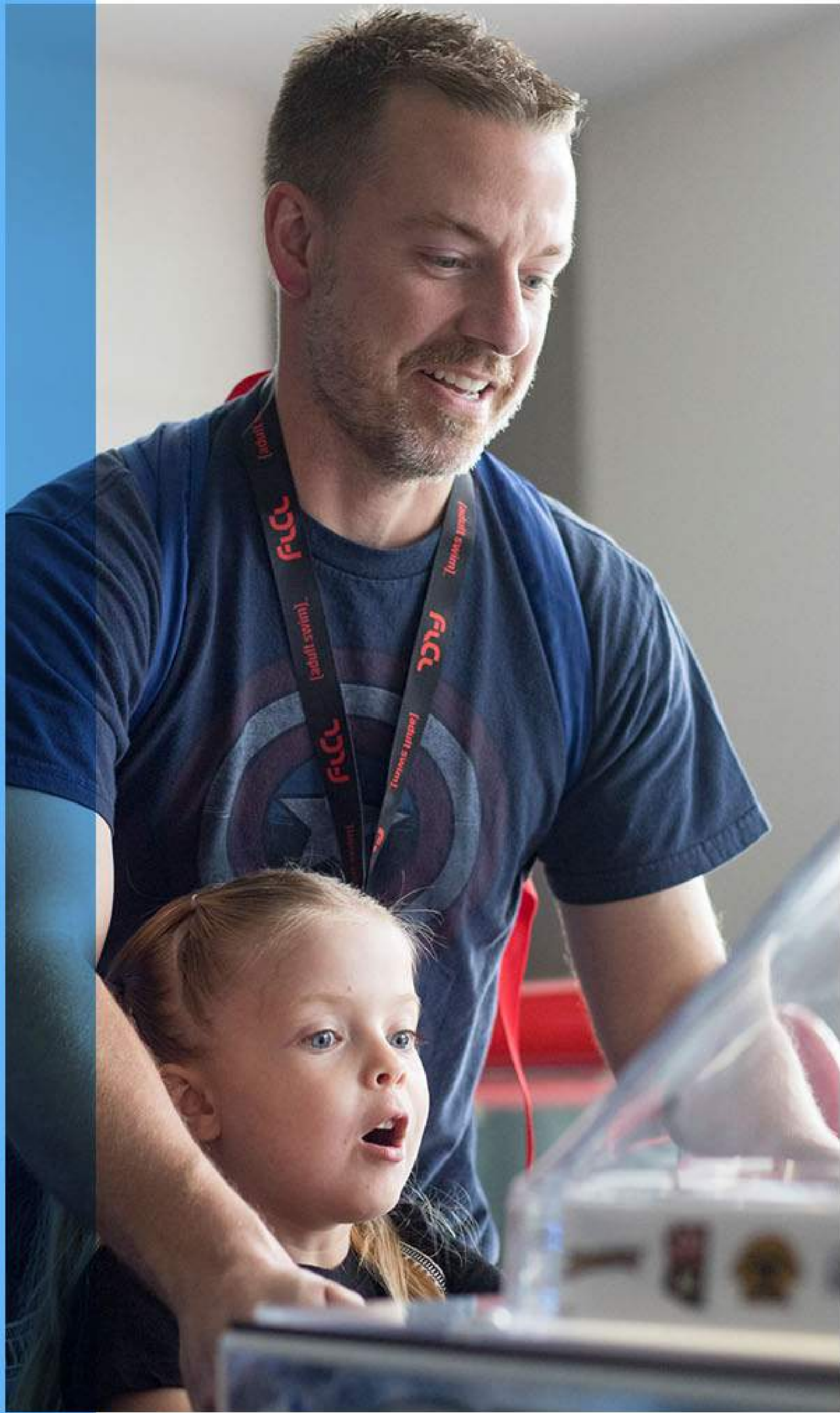
DRAWING FANS OF ART, CELEBRITIES, COMICS, FILM, GAMING, LITERATURE AND MORE!

Comicpalooza returns to Houston's George R. Brown Convention Center, **May 10-12, 2019**. The show hosts panels, as well as autograph and photograph sessions for celebrities. It provides a venue for fan groups, **Comicpalooza's** literary festival, film festival, and cosplay competitions. Each year, it presents special attractions and **welcomes a wide variety of artists, craftsmen, and authors, along with dealers of comic books, collectibles, clothing, accessories and toys.**









COMICPALOOZA

PROGRAMMING TRACKS

OVER THE 3-DAY EVENT celebrity panels, cosplay competitions, films, the gaming arena, theatrical performances, social events and workshops are filled with fans of popular culture. The diverse programming, some of which is below, is organized into common tracks and managed by experts.

ANIME at Comicpalooza entertains loyal audiences with voice actors, artists and creators of anime series who are influenced by the uniquely beautiful and thriving industry.

COMIC BOOKS includes industry guests, informative panels, exhibitors, and a *Comic Creator Corner*, featuring everything from legendary to up-and-coming comic book creators and publishers.

COSPLAY has numerous workshops on prop and costume development, guests and three competitions, which are growing each year.

ENTERTAINMENT is everywhere at Comicpalooza. Nothing provides more fun than a great show and we have plenty to choose from! Live performances of magicians, drum jams and wicked cool ice sculpting can dazzle the festival halls, along with comedians, hip hop dancing and concerts that go late into the night.

THE FILM FESTIVAL is open to film makers from all over the world. Movies, crossing a wide range of genres, are submitted, reviewed and assessed, with award contenders being presented to audiences at Comicpalooza, along with some of our favorite classics!





KIDS are challenged and entertained in dedicated areas on the exhibit floor and in the kids room for workshops, story time, creative thinking, play, shopping, entertainment and their very own cosplay competition.

GAMING at Comicpalooza includes challenging tournaments as well as non-competitive play, new game demos and even some classics, you can find a new passion or embrace an old love in our gaming arena.

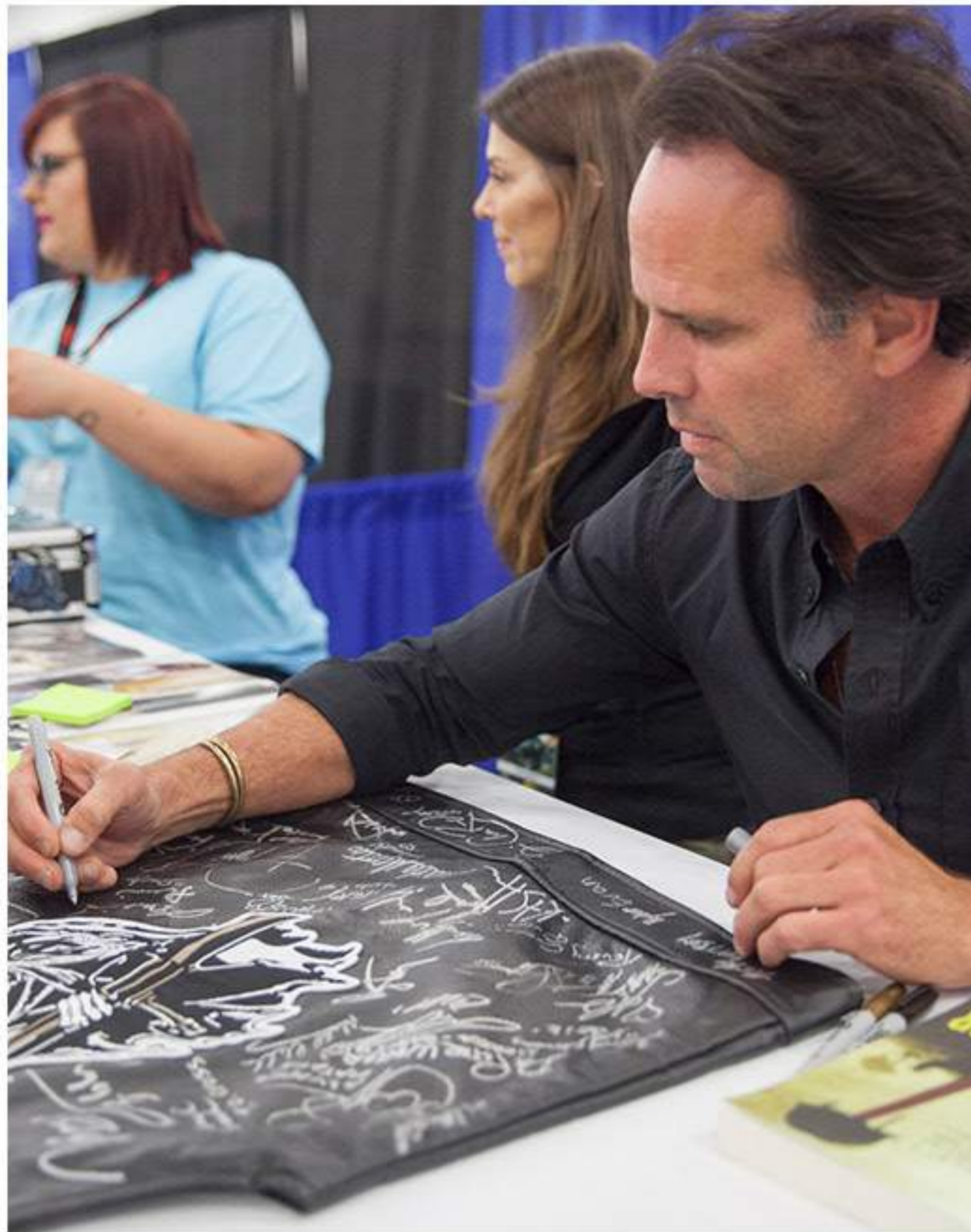
ELECTRONIC GAMES is comprised of PC stations, an arcade and gaming consoles.

TABLETOP GAMES consist of collectible card games, role-playing games, miniature war games and a wide variety of board games.

THE LITERARY FESTIVAL educates and inspires. Published novelists, covering a variety of genres, share their experiences with attendees. Writers, aspiring authors and fans have the opportunity to participate in workshops, attend panels, gain exposure within the industry, discuss projects and meet their favorite writer.

MAKER'S SPACE incorporates educational tracks, special exhibits, experts and, on occasion, notable astronauts.







COMICPALOOZA

EXHIBITOR OPPORTUNITIES

Based on data we've gathered from our attendees, we know they love to shop! That's why we assemble a market of local and traveling artists, dealers, makers and commercial exhibitors in the Exhibit Hall, alongside special attractions and the celebrity area for photos and autographs.

All booths must authentically integrate within the event with compelling merchandise displays and engaging staff.

The goods sold in the Artist Alley and Dealer's Room should draw from pop-culture influences in anime, comic books, film, gaming, literature and television covering a wide-range of genres including action/adventure, fantasy, horror and sci-fi.

There are a limited number of booths available in each category.

Read on for a description of areas where booths are available.

QUESTIONS?

exhibitors@comicpalooza.com

READY TO BOOK YOUR SPOT?

Get started at Comicpalooza.com/sign-up/exhibitors



ARTIST ALLEY

A designated area for artists and craftsmen to vend their own handmade products such as leatherworking, comic books, novels, art, sculptures, dolls, jewelry and more. Single booths priced from \$200 to \$325.

DEALER'S ROOM

For resellers of commercial products, including comic books, board games, collectibles, toys, video games and wearables. You can also sell handmade goods if you choose or if the Artist Alley is full. Single booths priced from \$450 to \$850.

COMMERCIAL EXHIBITORS

For businesses that sell services and/or products that do not fit within the traditional pop-culture classification. All commercial exhibitors must create authentic activations that integrate within the show floor. Examples can be provided. Packages start at \$5,000 and include a 10' x 20' booth space along with promotional entitlements.

MAKER'S SPACE

For creators and inventors who want to engage attendees by showcasing and sharing their techniques and technologies. Maker's Space is a place to learn about science and inspire the imagination. Common features involve 3D printers, cosplay repair stations, drones, electronics, metal crafting, woodworking, robotics, and virtual reality. The criteria to participate is the most stringent. Single booths start at \$300.

TO GET STARTED:

- Complete the online application within the appropriate category at **Comicpalooza.com**
- Submit photos of any previous booths and/or displays of your items. Artists are required to also include photos of their work
- Provide your Texas Sales Tax ID number
- Select your booth and tender payment once your application has been approved







The background of the entire banner is a blue-tinted, high-contrast halftone image of a crowded comic book convention. In the foreground, several people are visible, including a man in a dark jacket and a woman with blonde hair. In the background, other attendees are seen, some holding up smartphones to take photos. The overall atmosphere is that of a busy, energetic event.

COMICPALOOZA

BOOTH DIRECTORY

Beginning in 2019, Exhibitors are able to select their booths based on available inventory. Tiered pricing is still in place to allow you to select the booth that fits your budget. To book a larger booth, you must select more than one consecutive booth when placing your order. For purchasing and availability, visit **Comicpalooza.com**.

2019 COMICPALOOZA

MAY 10 - 12, 2019 | HOUSTON, TX
GEORGE R. BROWN CONVENTION CENTER



PURCHASE YOUR BOOTH AT COMICPALOOZA.COM

* No major changes are expected however the floor plan is subject to change [Map current as of 12.05.2018]

COMICPALOOZA METRICS

YEAR AFTER YEAR PROGRESS

COMICPALOOZA HAS WELCOMED CONTINUED
GROWTH WITH **50,778 GUESTS IN 2018**

ATTENDEE DEMOGRAPHICS

FROM **47 STATES AND 18 COUNTRIES**

58% MALE 42% FEMALE

COMICPALOOZA 2018

SOCIAL MEDIA FOLLOWERS **UP 15%**

EMAIL SUBSCRIBERS **UP 33%**

25 MILLION MEDIA IMPRESSIONS

Including pre-show interviews with celebrity guests &
at-show camera time with attendees and sponsors

Comicpalooza is more than a pop-culture festival to our large number of attendees who return year after year, it's a tradition.

We know what our fans like. They want to meet characters from the shows they watch, the books they read and the games they play. They want to shop. They want to dress up, observe, take photos, compete, discuss and get immersed in the experience.

AND WE DELIVER.

 **COMiCPALOOZA**
MAY 10-12, 2019 | HOUSTON