

# MARKETING TOOLKIT

*Helpful materials for marketing that you'll be at Comicpalooza 2019*



**CP COMICPALOOZA**

MAY 10-12, 2019 | HOUSTON

You're a promotional partner for the Comicpalooza 2019 show. You're ready to cross promote Comicpalooza to your fans and have Comicpalooza cross promote you to ours. We're here to provide you with the resources you may need.

- A page on our website and in our program will list our promotional partnerships.
- We will promote the exhibit floor which will draw attention to your booth if you would like to be provided with one. We will also promote agreed upon events within the promotional partnership agreement.
- We've created a library of graphics for you to use if you want when promoting your attendance at Comicpalooza, along with some helpful hints.

You can find all the graphics you'll need [here](#).



**OBJECTIVE**



Comicpalooza is Texas' foremost pop-culture festival, drawing fans of art, celebrities, comics, films, gaming, literature, and more! Comicpalooza returns May 10-12, 2019 to the George R. Brown Convention Center, where it is held annually.

# OFFICIAL COMICPALOOZA LOGOS



Always use the name  
Comicpalooza in  
conjunction with the  
CP logo



## HOW THE EDITABLE GRAPHICS WORK

Start by finding the image that best suits your goal and the social media platform you will be using. Open the image with a graphics software like InDesign, Illustrator, Photoshop, Paint, or Canva and insert your specific content directly on top of the image in the blank space provided. If you are familiar with Photoshop but do not have the software, Pixlr is a free alternative that is similar.

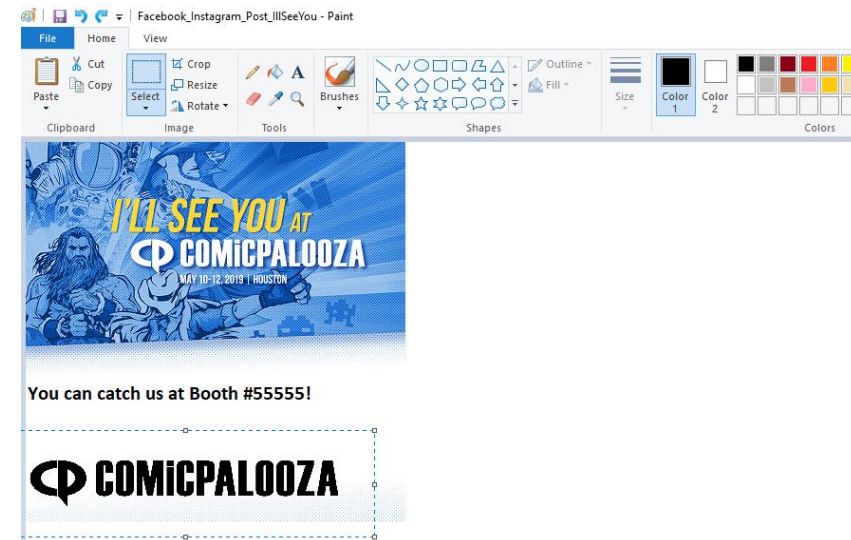
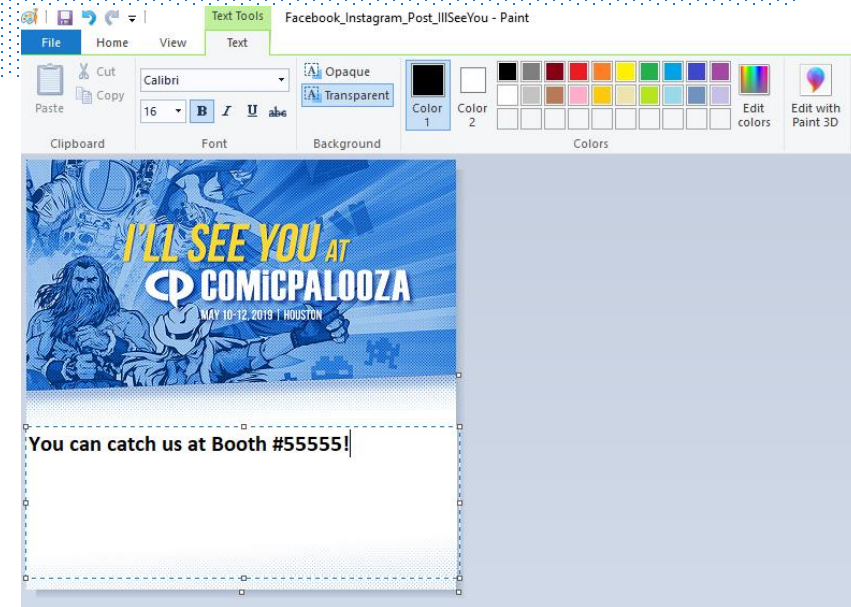
If you are unfamiliar with graphic software, we recommend easy tools like Paint and Canva.



**Booth # Here**

# EDIT IN PAINT

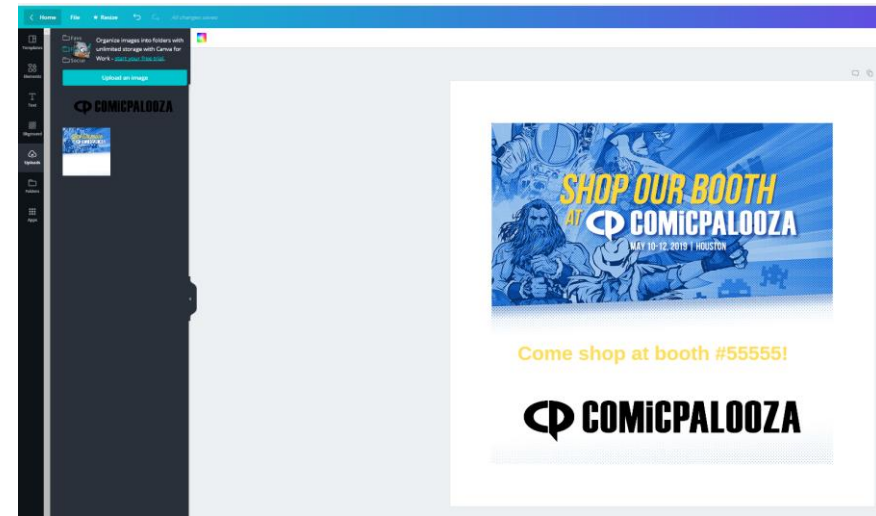
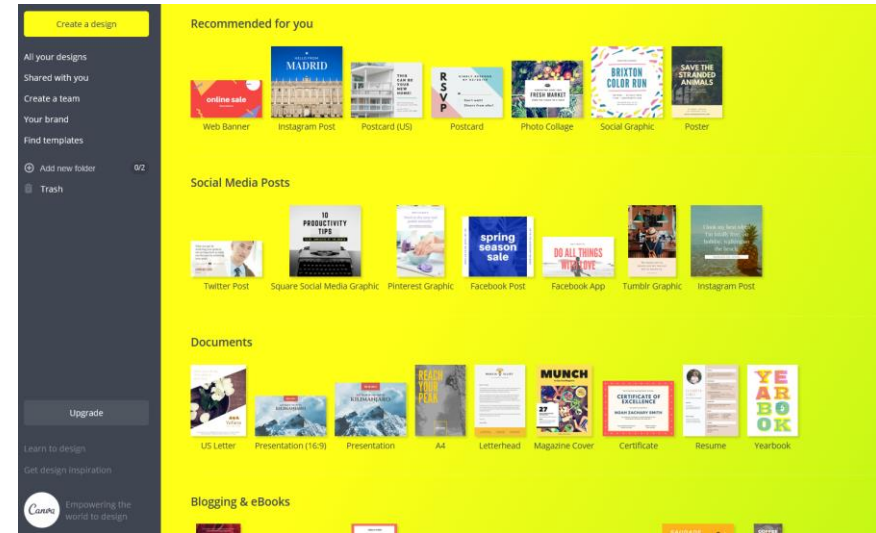
- Open up the image in Paint
- Click on the text box in the home bar and add in the content
- Add your logo by using the paste option on the top left corner. Make sure that it's a .png file with a transparent background so there is no white box
- If there is a white background, you can remove it by clicking the 'select' dropdown in the home bar and clicking on 'Transparent Selection'



# EDIT IN CANVA

You can sign up for a free Canva account at [www.canva.com](http://www.canva.com)

- Once you sign up, click on create a design in the top left corner
- Choose the image template of the platform you will be posting to
- Drag and drop the posts we've provided in their software
- Then add text and your logo on top of the graphic from the tools on the left sidebar



# FACEBOOK HEADER



Liked Following Share

Shop Now

Create Post Photo Album Live Video

4.5 4.5 out of 5 - Based on the opinion of 1,912 people

CP Write a post...

Photo/Video Feeling/Activ... Check in



# PROFILE IMAGES

Always use the Facebook or Twitter header images in conjunction with the profile images.



# FACEBOOK & INSTAGRAM POSTS



# INSTAGRAM STORIES



# TWITTER HEADER



Twitter interface showing the profile header for Comicpalooza. The header features a large blue background with the event logo and text: **COMiCPALOOZA**, MAY 10-12, 2019, HOUSTON, TX.

Profile information for **Comicpalooza** (@Comicpalooza):

- Tweets: 11.1K
- Following: 2,737
- Followers: 13.5K
- Likes: 7,865
- Lists: 3

Profile description: Comicpalooza is Texas' Largest Comic and Pop Culture Event held annually in Houston, Texas.

Location: Houston, Texas  
Website: comicpalooza.com

Recent tweet (Pinned Tweet):  
Comicpalooza returns on May 10 - 12, 2019 to the @GRBCC and passes 🍷 are on sale now! Point your browsers to [bit.ly/2RRgfzn](https://bit.ly/2RRgfzn) to buy today and secure the lowest ticket price!  
All fans welcome: 🍷 🍺 🍻 🍾 🍸 🍹 🍷 🍺 🍻 🍾 🍸 🍹 #Comicpalooza #CP2019 #Houston #Texas

Buttons: Home, Moments, Search Twitter, Have an account? Log in, Follow, Sign up, You may also like Refresh.

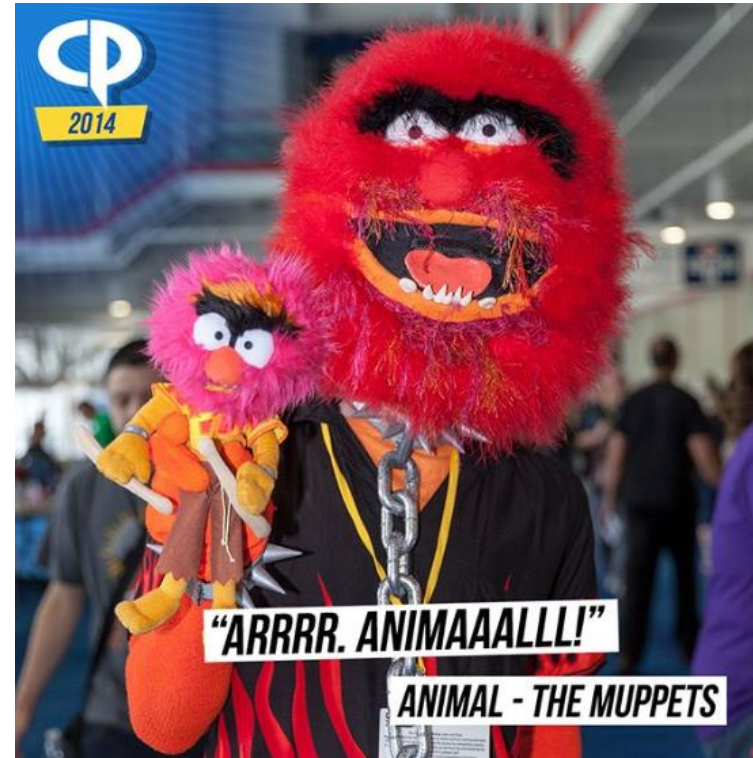
# TWITTER POSTS



# HASHTAGS

Use these hashtags with your messaging...

- #CP2019
- #Comicpalooza
- #Comicpalooza2019
- #Houston
- #Texas



houstoncomicpalooza Our spirit animal. Buy #CP2019 Passes at the link in our bio. #Comicpalooza #MotivationalMonday #Animal #TheMuppets Photo by @locutus3d

locutus3d Oh jeez.....I remember taking this! What a blast from the past! ❤️

chap814 I hope he comes this year!! 🙄

perlagarcia69 When are ya'll announcing the guest that are coming this year ?? 🙄

houstoncomicpalooza @perlagarcia69 announcements are forthcoming, in the meantime please let us know who you would like to see at CP2019. <https://www.comicpalooza.com/get-involved/guest-suggestions/> Thanks 😊



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1 DAY AGO

Add a comment... ⋮

# EMAIL SIGNATURE



Find me at Comicpalooza!

marketing@comicpalooza.com

Find me at Comicpalooza!

Hey Comicpalooza,

I wanted you to check out my awesome email signature!

--  
Comicpalooza 2019  
www.comicpalooza.com  
555-555-5555




# THANK YOU!



For marketing...

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