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

CP COMICPALOOZA

CP COMICPALOOZA
MAY 10-12, 2019 | HOUSTON

CP COMICPALOOZA
TEXAS' LARGEST POP CULTURE FESTIVAL

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CP COMICPALOOZA
TEXAS' LARGEST POP CULTURE FESTIVAL

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.

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'
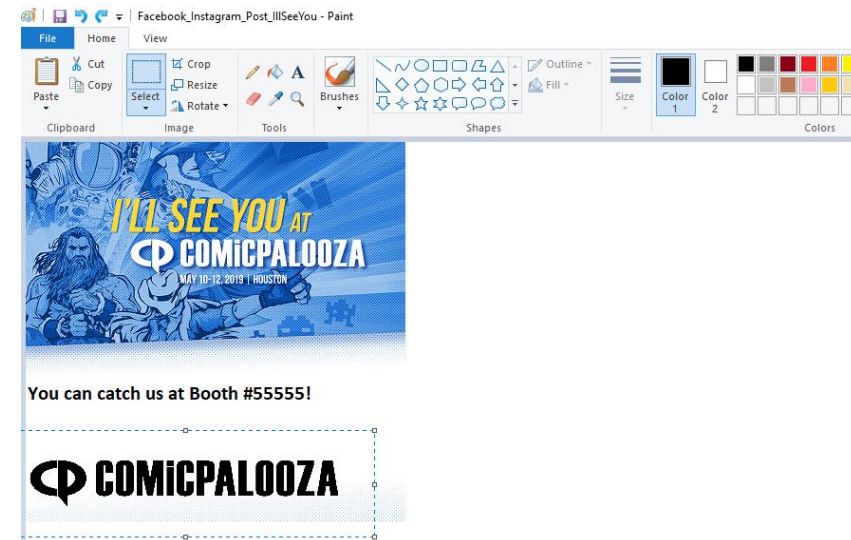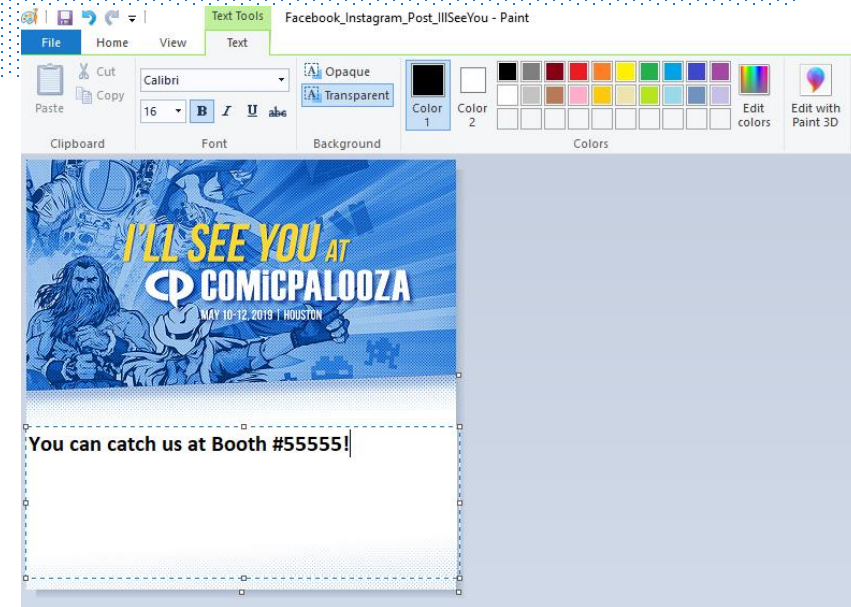
EDIT IN CANVA

You can sign up for a free Canva account at www.canva.com

- 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
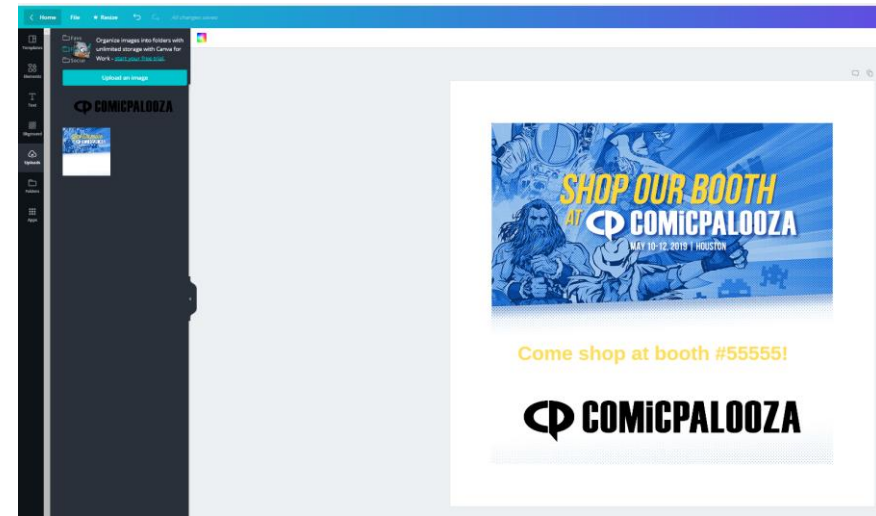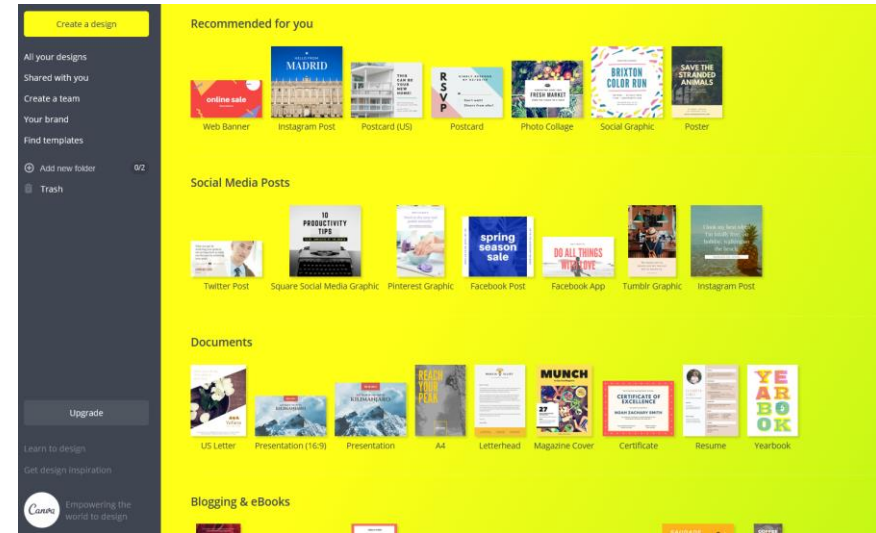
FACEBOOK HEADER

PROFILE IMAGES

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

FACEBOOK & INSTAGRAM POSTS

INSTAGRAM STORIES

TWITTER HEADER
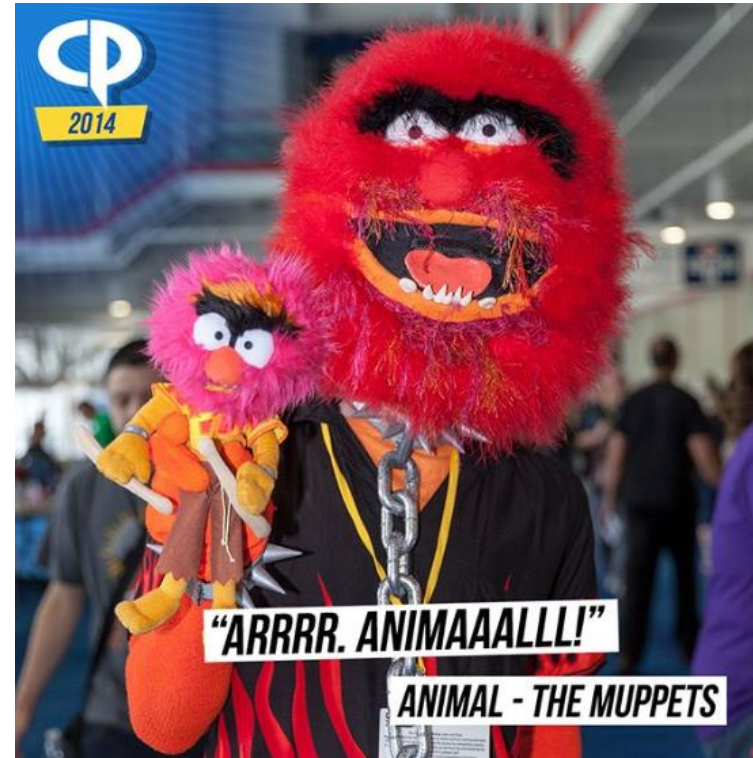
TWITTER POSTS

HASHTAGS

Use these hashtags with your messaging...

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

EMAIL SIGNATURE

THANK YOU!

For marketing...

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