EXHIBITOR INFORMATION 2018

NIAGARA FALLS’ PREMIER POP CULTURE EVENT

JUNE 1, 2 & 3, 2018
SCOTIABANK CONVENTION CENTRE

WWW.NIAGARAFAULSSCOMICCON.COM
Founded in 2011, Niagara Falls Comic Con has grown quickly. Last year, the three-day event attracted more than 30,000 consumers to the Scotiabank Convention Centre, making the event the largest three day event the venue has ever experienced. Guests explore over 200,000 square feet of exhibitors, vendors, artists, celebrities, memorabilia, workshops, video gaming and more, including The Falls Horror Fest and special events such as free Q&As, seminars, and the cosplay contest, accessing a diverse group of markets.

FOR MORE INFORMATION ABOUT PARTICIPATING AT THIS LANDMARK EVENT, VISIT OUR WEBSITE OR CONTACT US DIRECTLY:

James Ponce | Director of Operations
Phone: 905-321-3899
Email: james@niagarafallscomiccon.com

VENUE INFORMATION

As Niagara’s largest conventions and meeting facility, the Scotiabank Convention Centre (SCCN) offers a generous canvas of uniquely designed spaces; strategically located in one of the World’s most exciting destinations. Niagara Falls Comic Con has booked the entire facility for 2018.
Meet ‘Star Wars’ Chewbacca actor Peter Mayhew in person at Niagara Falls Comic Con

Updated on Sunday, January 28, 2018, at 9:01 AM. Published on January 28, 2018, at 9:00 AM.

By Ron Awad. The Star is an Toronto Star service.

Headline: "Star Wars" Chewbacca actor Peter Mayhew is coming to Niagara Falls.

News stories, previews, and interviews about Niagara Falls Comic Con appears in hundreds of publications, radio stations, TV stations, and online, reaching millions of people.

**Example Media Outlets**

- CBC
- Global
- Sun Entertainment
- CBC
- CTV
- Corus Entertainment
- Cumulus
- WGRZ
- Toronto Star
- Review
- The Standard
- The Tribune
- Coming Soon
- Niagara This Week
- The Buffalo News
- Cogeco TV
- The Peterborough Examiner
- Niagara Frontier Publications
- The Hamilton Spectator
- Niagara Gazette
- Archant
- Movie Pulse
- 97.7 HTZ-FM
- EZ Rock
- Rock 106
- 610 NewsTalk
- 107.5 KOOF
- 106.1 Magic
- 108.3
- Rock 95
- The Peak
- 103.1 FM
- MEGA
- Q101
- 102.3
- 92.1
- 103.3
- 96.9
- CHCH
- 1070 CFRB
- 1010 News Talk
- CFRB
- 99.1
- The Rock
- Q104
- 106.1
- 92.3
- 105.3
- 90.1
- 97.5
- 100.1
- 98.1
- 98.3
### Dewmark ComicCon 2016-2018

#### Attendance Growth
- **Year 6 - 2016**: 31,000+ Attendees
- **Year 7 - 2017**: 36,000+ Attendees
- **Year 8 - 2018**: 38,000+ Attendees

#### Age & Gender Demographics
<table>
<thead>
<tr>
<th>Age Range</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>21%</td>
<td>64%</td>
</tr>
<tr>
<td>20-29</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>30-39</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>40-49</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>50 &amp; up</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

#### Attendee Origin
- **Canada**: 71%
- **USA**: 28%
- **International**: 1%

73% of Canadians from Ontario
50% Ontarians from Niagara Region

#### Website Stats
- **Website**: WWW.NIAGARAFALLSCOMICCON.COM
- **Unique Visitors**
  - December: 19,219
  - January: 25,631
  - February: 26,822
  - March: 39,134
  - April: 65,455
  - May: 71,211
  - June: 75,612

**Total Unique Website Guests**
December 2016 - June 2017

**Website Visitor Geographics**
- **Canada**: 71.5%
- **USA**: 26%
- **Other**: 2.5%

#### Social Media
- **Facebook**: /NFComicCon
  - 28,182 Likes
  - We have developed a very engaged fanbase community which interacts through liking, sharing and commenting on posts.
  - **120,000+ impressions**
    - Average viral monthly reach
  - **170,000+ impressions**
    - Un-paid reach on a single post
    - “Share Contest” Campaigns are shared as many as 6,000 times and can reach more than 210,000 people, as in this example.

- **Twitter**: @NFcomiccon
  - 4,703 Followers
  - Official Hashtag #NFCC2018

- **Instagram**: @niagarafallscomiccon
  - 2,715 Followers
  - Newslettter Database
  - Over 35,000+ emails
EXHIBITOR BOOTH INFORMATION

10’ x 10’

Includes:
- 1 skirted 8’ table
- 8’ tall pipe and draping backdrop
- 2 chairs
- 2 exhibitor passes
- listing on the official website and show program

PRICING

FIRST BOOTH $625

EACH ADDITIONAL BOOTH $575

CORNER +$85

Deposit: 25% per booth upon submitting application with the balance due by Feb. 1, 2018.

Please add 13% H.S.T. to all prices.

CUSTOMIZE YOUR BOOTH!

Customize your booth with your own signage, shelving, chairs, clothing wracks, extra tables, TV’s, or anything you need to display your product and enhance the fan’s experience!

Electricity is a separate charge through ShowTech.

Floor placement of space(s) is at Niagara Falls Comic Con’s discretion. We will do our best to ensure that we accommodate all requests!

James Ponce, Director of Operations
Phone: (905) 321-3899
Email: james@niagarafallscomiccon.com
ARTIST ALLEY INFORMATION

8’ x 8’

Includes:
• 1 skirted 6’ table
• 8’ tall pipe and draping backdrop
• 2 chairs
• 2 exhibitor passes
• listing on the official website and show program

PRICING

BOOTH    $350
CORNER    +$85

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Email: james@niagarafallscomiccon.com
*Floorplan is subject to change.*
ADVERTISING

Print - Event Program

- 1/4 Page - $350
- 1/2 Page - $650
- Full Page - $1000

Web & Social Media
Be a featured sponsor on the website and be part of our social media outreach.

$1,000 *More than 320,000 unique visits in 2017

Print Materials & E-Newsletter
Over 50,000 brochures distributed within a five hour drive of Niagara Falls, and in all newsletters to our email database.

$1,000

Web & Print Combo Package
Combine “Web & Social Media” and “Brochure & E-Newsletter” for $500 savings!

$1,500

- Deposit: 25% upon submitting application with the balance due by Feb. 1, 2018.
- Please add 13% H.S.T. to all prices.

ASK US ABOUT DESIGNING YOUR AD FOR YOU!

James Ponce, Director of Operations
Phone: (905) 321-3899
Email: james@niagarafallscomiccon.com
**APPLICATION FOR VENDOR SPACE**

**COMPANY NAME:**

**CONTACT NAMES:**

**ADDRESS:**

**CITY:**

**POSTAL CODE:**

**PHONE:**

**EMAIL:**

**PRODUCTS WE CARRY:**

<table>
<thead>
<tr>
<th>VENDOR BOOTH PRICING</th>
<th>Quantity</th>
<th>Subtotal</th>
<th>13% HST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st BOOTH</td>
<td>$625</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>EACH ADDITIONAL BOOTH</td>
<td>$575</td>
<td>[ ]</td>
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<td>[ ]</td>
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<tr>
<td>CORNER BOOTH</td>
<td>Add $85</td>
<td>[ ]</td>
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</tr>
</tbody>
</table>

*25% deposit due upon submitting application with the balance due Feb. 1, 2018*

**James Ponce**

*Phone: 905-321-3899*  
*Fax # 1-888-334-9369*  
*Email: james@niagarafallscomiccon.com*

---

**Do you Require Electricity?**

[ ] YES [ ] NO

**Preferred Payment Method**

[ ] Cash  [ ] Cheque  [ ] Credit Card  [ ] E-Transfer

[ ] VISA  [ ] MASTERCARD

**CARD # __________________________**

**NAME ON CARD __________________**

**CARD VERIFICATION CODE _________**

**EXPIRY DATE ___________**

**SIGNATURE OF CARD HOLDER __________________**

---

**Date __________________**

**Signature __________________**

I understand the terms and conditions.

---

Cancellation requires 60 days notice to receive a refund. Deposit is non-refundable.

Vendor load-in will be Thursday, May 31. Friday load-in is available upon special request.

Niagara Falls Comic Con 2018 is open to the public for three days: FRI JUNE 1 3PM-8PM, SAT JUNE 2 10AM-6PM, SUN JUNE 3 10AM-4PM.

**PLEASE NOTE** that VIP customers will have access to the convention 30 minutes earlier. Please be ready and fully staffed one hour before convention show time.

Doors may open 30 minutes before scheduled time.

Electricity must be ordered through the venue. We will gladly introduce you to the venue representative.

*Niagara Falls Comic Con suggests all exhibitors supply their own insurance. If you do not have your own insurance, Niagara Falls Comic Con cannot be held accountable in regards to any claims against you or your company.*
ARTIST ALLEY BOOTH PRICING

**BOOTH**
$350  x  ______

**CORNER BOOTH**
Add $85  x  ______

$100 deposit due upon submitting application with the balance due by **FEBRUARY 1, 2018**.

Subtotal

13% HST

TOTAL

Do you Require Electricity?
YES  NO

Prefered Payment Method
Cash  Cheque  Credit Card  E-Transfer

___ VISA  ___ MASTERCARD

CARD # ________________________________

NAME ON CARD ________________________

CARD VERIFICATION CODE ____________

EXPIRY DATE ________________________

SIGNATURE OF CARD HOLDER ______________

Date ____________________

Signature ____________________

I understand the terms and conditions.

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Electricity must be ordered through the venue. We will gladly introduce you to the venue representative.

The Niagara Falls Comic Con only accepts vendors into the Artist Alley that are promoting/selling creator-owned/handmade items. Failure to comply with this policy will result in removal from the event without a refund. This includes original art that is not the artists’ if you did not create the piece in question, you cannot sell it, modify it, etc.

*Niagara Falls Comic Con suggests all exhibitors supply their own insurance. If you do not have your own insurance, Niagara Falls Comic Con cannot be held accountable in regards to any claims against you or your company.*
## Application for Program Ads

**Company Name:**

**Contact Names:**

**Address:**

**City:**

**Postal Code:**

**Phone:**

**Email:**

### Program Advertising Prices

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
<td>1/4 Page</td>
<td>3.875 in</td>
<td>5.125 in</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.875 in</td>
<td>10 in</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8 in</td>
<td>5.125 in</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5 in</td>
<td>11 in</td>
</tr>
</tbody>
</table>

13% HST

**TOTAL**

$100 deposit due upon submitting application with the balance due by Feb. 1, 2018.

Prices listed are for Print Ready advertisements. Ask us about designing your ad.

PLEASE MAKE ALL CHEQUES PAYABLE TO NIAGARA FALLS COMIC CON LTD.

James Ponce, Director of Operations
Phone: 905-321-3899
FAX: 1-888-334-9369
Email: james@niagarafallscomiccon.com

### Preferred Payment Method

- [ ] Cash
- [x] Cheque
- [ ] Credit Card
- [ ] E-Transfer

- [ ] VISA
- [ ] MASTERCARD

**CARD #**

**Name on Card**

**Card Verification Code**

**Expiry Date**

**Signature of Card Holder**

Date

Signature

I understand the terms and conditions.