



COMiCPALOOZA

EXHIBITOR BROCHURE



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 22-24, 2020

The show hosts panels as well as autograph and photograph sessions with celebrities, a literature conference, a film festival, and cosplay competitions. Each year, Comicpalooza presents special attractions and welcomes a wide variety of artists, craftsmen, and authors, along with dealers of comic books, collectibles, clothing, accessories and toys to its more than 500,000 sq. ft. Exhibit Hall.







PROGRAMMING TRACKS



COMICPALOOZA



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 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 include industry guests, informative panels, exhibitors, and an area on the show floor dedicated to featuring everything from legendary to up-and-coming comic creators and publishers.

COSPLAY has popular guests, numerous workshops on prop and costume development, as well as cosplay competitions, which are growing each year.

ELECTRONIC GAMES are comprised of PC stations and gaming consoles, with tournaments and free play offered for both. No matter how you play - you can play here.

ENTERTAINMENT is everywhere at Comicpalooza. Nothing provides more fun than a great show and we have plenty to choose from! Live performances have included magicians, fire breathing artistry, and wicked cool ice sculpting, along with comedians, theatrics, concerts, and dancing that go late into the night.





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

INNOVATION LAB incorporates educational tracks, special exhibits, experts and, on occasion, notable astronauts.

KIDS are challenged and entertained with dedicated activities on the exhibit floor as well as in the kids' room with workshops, story time, creative thinking, play, entertainment and their very own cosplay competition.

THE LITERATURE CONFERENCE 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.

THE PODCAST PROGRAM features podcasters from all over the region that host panels throughout the weekend including education panels, game shows, live podcasts, and special panels.

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









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 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 by artists and dealers 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.

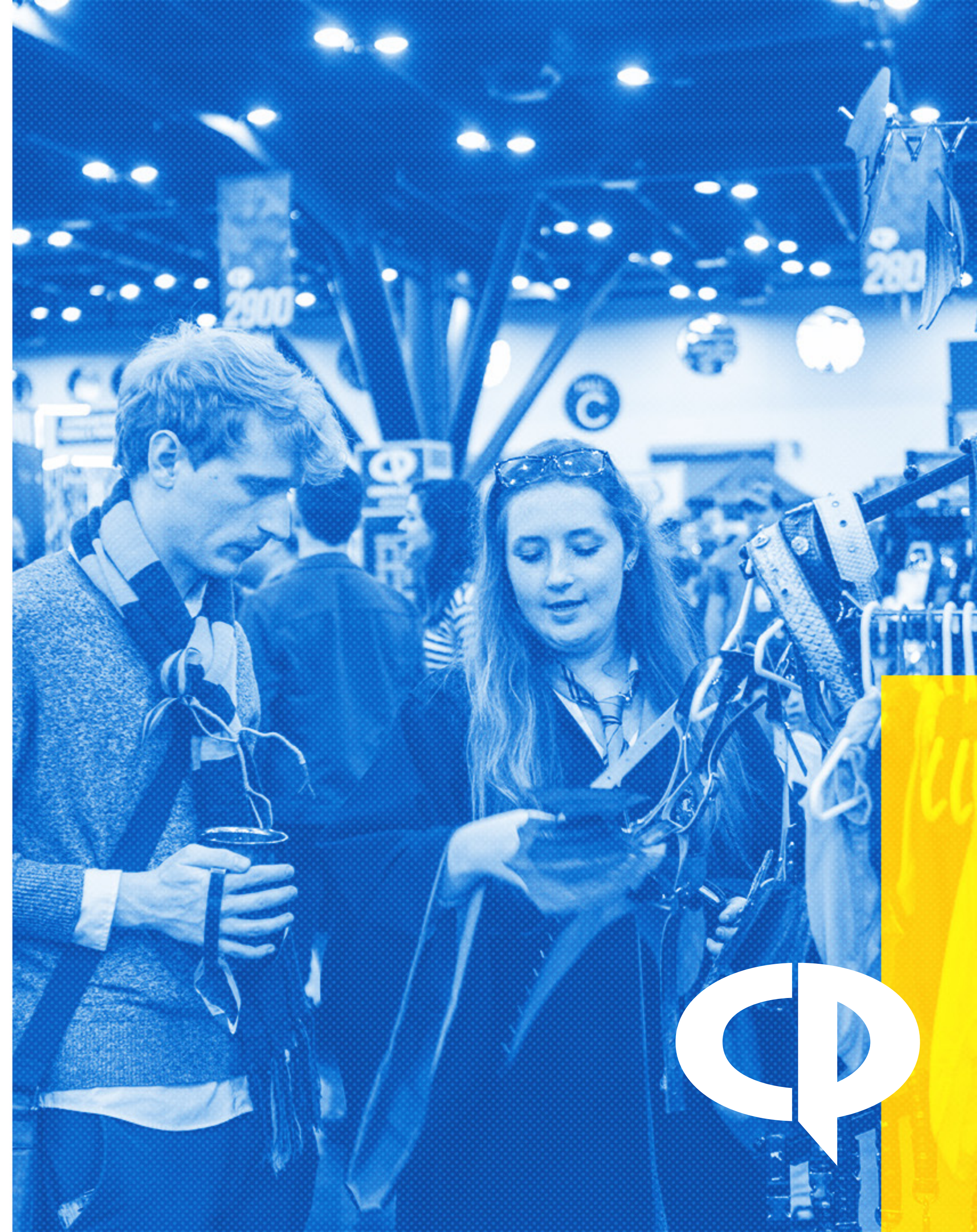
Read on for a description of areas where booths are available.

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.

DEALER'S ROOM

DEALERS 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.

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.


INNOVATION LAB

For creators and inventors who want to engage attendees by showcasing and sharing their techniques and technologies. Innovation Lab 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.

TO GET STARTED:

- Complete the online application within the appropriate category at [COMICPALOOZA.COM](https://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.





Not all booths are the same, traffic flow and proximity to other areas are just a few factors. That's why we have different prices to provide vendors the option to select a booth that fits their requirements, whether that's location, budget or both.

Exhibitors are able to purchase booths based on available inventory. To book a larger booth, more than one consecutive booth must be selected when placing an order. For purchasing and availability, visit [**COMICPALOOZA.COM**](https://comicpalooza.com).

BOOTH DIRECTORY

2020 COMICPALOOZA

MAY 22 - 24, 2020 | HOUSTON
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 10.07.2019]

METRICS

COMICPALOOZA 2019

For the last three years
Comicpalooza has welcomed
**45,000 to more than
50,000 attendees**

ATTENDEE DEMOGRAPHICS

58% MALE 42% FEMALE

From **46 STATES + 16 COUNTRIES**

YEAR AFTER YEAR PROGRESS

SOCIAL MEDIA FOLLOWERS **UP 12%**

EMAIL SUBSCRIBERS **UP 16%**

34.19 MILLION MEDIA IMPRESSIONS

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

CP 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.**