



Pittsburgh's modern horror convention

September 18-20, 2009

Crowne Plaza Hotel
Pittsburgh South

www.horrorrealmcon.com
hrcon@itsalivefans.com

HORROR REALM

Horror Realm™ (the convention arm of Pittsburgh's popular Zombie Fest) returns for its third year in 2009 as a three-day convention geared toward fans of zombies and the horror genre. We have changed our name and format to distinguish the event as a full fledged **horror convention**.

The convention offers:

- A dealer room featuring specialty vendors with items such as:
 - Movies & DVD's
 - T-shirts & other apparel
 - Toys & collectibles
 - Movie memorabilia
 - Books & comics
 - Games
 - Original art
 - Tattoos & piercings
- Celebrity guests
- Author discussion panels and readings featuring award-winning horror writers
- Zombie & horror film festival
- Special VIP events
- Contests, demonstrations & other activities

Horror Realm™ will be held on Friday, September 18 through Sunday, September 20. Show hours (subject to change) are:

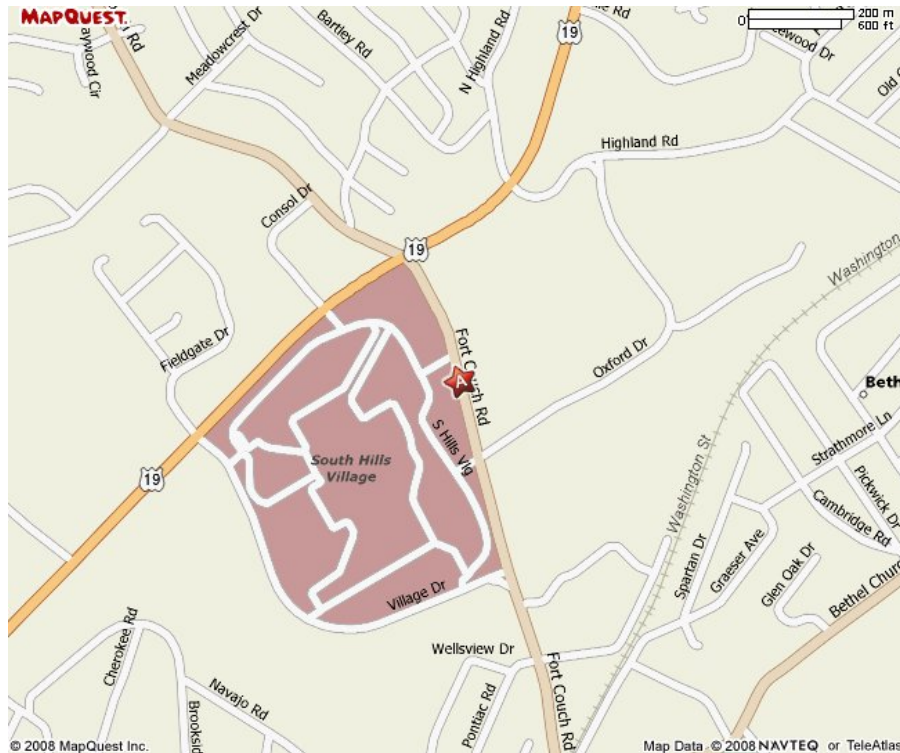
Friday	Dealer room – 4 PM to 8 PM Film Screenings – 8 PM to midnight
Saturday	Dealer room – 10 AM to 7 PM Film screenings – 10 AM to midnight Author panels – 10 AM to 6 PM
Sunday	Dealer room – 11 AM to 5 PM Film screenings – 10 AM to 5 PM

Days, times and details for VIP events will be determined at a later date.

LOCATION

The 2009 event will be held at the Crowne Plaza, Pittsburgh South:

164 Fort Couch Road
Pittsburgh, PA 15241
412-833-5300



Located directly across from South Hills Village shopping mall, the Crowne Plaza's contemporary, suburban, full service hotel is just 7 miles from downtown Pittsburgh and features the latest in lodging decor and technology with superior accommodations, executive suites and extended stay residences.

Special rates of \$99 per night are available at for sponsors, exhibitors and attendees of Horror Realm™. Reservations must be made by August 19 in order to receive the group rate. Pets are permitted on the smoking floors; there is an additional fee for pets. Rooms may be reserved by phone or internet:

- Call 412-833-5300 and mention the Horror Realm Group Block.
- You can also make a reservation on line. Go to www.crowneplaza.com/pittsburghso. Click on "Book Now." Enter the Con Dates. Drop down to the Corporate and Group Rate. Enter the group code **ZBE**. Click "Find Hotel" and make your reservation.

EXHIBITOR INFO

Horror Realm™ returns to its convention roots in 2009 and expands to a three-day format. We offer exhibitors a great value with **reduced table rates, accommodating hours** and **more liberal content** allowed than in 2008. With a hotel as the convention venue, there are **no competitive restrictions** on the types of vendors who can participate.

The basic exhibit space consists of one table approximately 6 feet long by 3 feet wide by 30 inches high and includes two chairs per table.

Rates for tables are as follows and reflect discounts for multiple table purchases:

Table(s)	Early Riser ❶	After 4/1/09
1	\$175.00	\$200.00
2	\$315.00	\$360.00
3	\$420.00	\$480.00
4	\$490.00	\$560.00
5+	\$525.00+	\$600.00+

❶ EARLY RISER DISCOUNT IN EFFECT FOR THOSE WHO REGISTER AND PAY IN FULL BY MARCH 31, 2008!!!!

Each table comes with two (2) complimentary weekend passes. Additional passes will be available to exhibitors at a discount.

Pass Type	Public Rate	Exhibitor Rate
One Day	\$10	\$8
Two Days	\$15	\$10
Three Days	\$20	\$15

Please complete and return the Exhibitor Contract at the end of this packet to reserve your space! Contact Miss Dee at hrcon@itsalivefans.com with questions.

AUTHOR/PUBLISHER INFO

Horror Realm™ offers horror authors and their publishing companies exposure beyond the exhibitor room through the Horror Writers Program consisting of author readings and discussion panels.

The change of venue in 2009 allows for a **dedicated conference room** for the panels and **no content restrictions**.

There are several options available to authors/publishers:

- Purchase a table as an exhibitor (see page 4 for details & rates).
- For \$200 plus covering the writer's travel & accommodations, one (1) table plus the publisher's name will be featured on the Horror Realm™ web site as the presenting sponsor of the author.
- For \$250 plus covering travel & accommodations, the publisher will be credited as a Psycho sponsor (\$500 value) of the author.
- For \$500 plus covering travel & accommodations, the publisher will be credited as a Cenobite Master sponsor (\$1,000 value) of the author.
- For \$1,000 plus covering travel & accommodations, the publisher will be credited as a Vampire Lord sponsor (\$2,500 value) of the author.

Exclusive sponsorship of the Writer's Program itself is available for \$2,500. Please see page 10 for benefits.

Please contact Rebecca May or Mike West at writers@itsalivefans.com for panel consideration and to discuss exhibitor opportunities.

FILMMAKER INFO

Horror Realm™ will feature a Zombie & Horror Film Festival running all weekend long:

- Friday, September 18 – 8 PM to midnight
- Saturday, September 19 – 10 AM to midnight
- Sunday, September 20 – 10 AM to 5 PM

The film festival offers independent filmmakers, production companies, studios and film distributors additional exposure beyond the exhibitor room.

The change of venue in 2009 allows for a ***dedicated screening room*** and ***no content restrictions***.

Horror Realm™ offers a special film package at a rate of \$250 which includes one (1) table in the exhibitor room and a guaranteed screening slot in the film festival.

Exclusive sponsorship of the film festival is available for \$2,500. Please see page 10 for benefits.

Please contact Bruce Lentz or Rich Dalzotto at films@itsalivefans.com for film consideration and exhibitor opportunities.

SPONSOR INFO

By becoming a Horror Realm™ sponsor, your company's name will not only be delivered directly into the hands of every attendee, you'll also gain additional exposure through the event's various marketing and promotional efforts. Companies who support Horror Realm™ through sponsorship are able to take advantage of being represented at the event itself - on banners, and signage, in the on-site program, on official event merchandise and on the convention's web site (benefits vary by sponsor level). All sponsors also receive complimentary exhibit space and admission passes.

Horror Realm™ offers affordable sponsor levels, allowing you to maximize your sponsorship investment to fit your budget. Upper level sponsors gain additional exposure through on-air and print advertising, news releases, web banners, etc. Please see page 9 for sponsor levels and benefits.

In addition to overall convention sponsorship opportunities, you may also choose to exclusively sponsor specific activities, including:

- Film Festival (\$2,500)
- Horror Writers Program (\$2,500)
- Celebrity Guests (\$1,000 per celeb)
- VIP Reception (\$5,000)
- Other exclusive events tailored to promoting your product/service

Please refer to page 10 for benefits associated with exclusive sponsorship opportunities.

Projected attendance over the three days is approximately 1,000. The people who attended the previous two years' events represented all ages and all walks of life, from children and teens to parents and grandparents, from high school and college students to business professionals, and everyone in between.

Advertising for the event is done via on-air ads during The It's Alive Show, newspapers, horror magazines, radio and the Internet. But we also have a very strong grassroots marketing effort which includes word-of-mouth and poster and flyer distribution to local businesses as well as at other horror conventions by a street team made up of fans and volunteers

Please contact one of our organizers at hrcon@itsalivefans.com for more information.

STAFF CONTACTS

Horror Realm™ is produced by The It's Alive Show Fan Club, LLC – also known as The Lifeless – and Horrorrealmonline.com. It's Alive, featuring classic horror and sci-fi movies, comedy, and live music, is broadcast on WBGN-TV out of Pittsburgh, PA. In addition to its Saturday 10:00 PM television slot, the show can also be seen 24/7 via streaming video on the web at www.theitsaliveshow.com.

Please contact our staff members with questions or to request additional information:

- Sandy Stuhlfire (Miss Dee) – co-organizer and main contact for sponsors, exhibitors and the media. hrcon@itsalivefans.com
- Rich Dalzotto (Iron Rich) – co-organizer, floor manager, security, staffing coordinator, celebrity guest coordinator. rich@itsalivefans.com
- Michelle Linhart (Akasha) – co-organizer and web mistress. michelle@itsalivefans.com
- Rebecca May (Mayday) & Mike West (Dr. Pus) – co-coordinators of the guest authors & writer discussion panels. writers@itsalivefans.com
- Bruce Lentz – film program coordinator. films@itsalivefans.com
- Jeremy Ritter (Tenebrae) – gaming coordinator. games@itsalivefans.com.

SPONSORSHIP LEVELS & BENEFITS

Sponsor Level	Cost	Category	Event Advertising	Web Site Ad	Exhibit Space	Tickets	Other
Zombie King	\$5,000	Presenting Sponsor	<ul style="list-style-type: none"> - Sponsor name in on-air & print ads - Name included in all press releases - Name and/or logo on all banners & signage at the event site 	468 x 60 pixels; top of all web site pages	Complimentary exhibit space (up to 6 tables); 20% discount on additional exhibit space	Complimentary weekend (8) and single day (6) passes, 20% discount on additional passes	<ul style="list-style-type: none"> - Sponsor name & logo on official event t-shirt - Brochure/ catalog distribution at registration - Full page black & white ad on outside back cover of event program
Vampire Lord	\$2,500	Contributing sponsor	<ul style="list-style-type: none"> - Sponsor name in print ads - Name included in all press releases 	234 x 60 pixels; sponsor page only	Complimentary exhibit space (up to 4 tables); 20% discount on additional exhibit space	Complimentary weekend (6) and single day (4) passes, 20% discount on additional passes	<ul style="list-style-type: none"> - Brochure/ catalog distribution at registration - Half page black & white ad in event program
Cenobite Master	\$1,000	Supporting sponsor		120 x 90 pixels; sponsor page only	Complimentary exhibit space (up to 2 tables); 20% discount on additional exhibit space	Complimentary weekend (4) and single day (2) passes, 20% discount on additional passes	Quarter page black & white ad in event program
Psycho	\$500	Sponsor		120 x 60 pixels; sponsor page only	Complimentary exhibit space (1 table); 20% discount on additional exhibit space	Complimentary weekend (2) passes, 20% discount on additional passes	Eighth page black & white ad in event program

Please contact the organizers at hrcon@itsalivefans.com to arrange for sponsorship.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES & BENEFITS

Event/ Program	Cost	Event Advertising	Web Site Ad	Exhibit Space	Tickets	Other
VIP Reception	\$5,000	- Sponsor name in print ads - Name included in all press releases	468 x 60 pixels; top of corresponding event page	Complimentary exhibit space (up to 6 tables); 20% discount on additional exhibit space	Complimentary weekend (8) and single day (6) passes, 20% discount on additional passes	- Full page black & white ad in program - Welcome by sponsor representative - Brochures or marketing materials distributed
Writers Program	\$2,500	- Sponsor name in print ads - Name included in all press releases	468 x 60 pixels; corresponding event page	Complimentary exhibit space (up to 4 tables); 20% discount on additional exhibit space	Complimentary weekend (6) and single day (4) passes, 20% discount on additional passes	- Half page black & white ad in program - Welcome by sponsor representative - Brochures or marketing materials distributed
Film Program	\$2,500	- Sponsor name in print ads - Name included in all press releases	468 x 60 pixels; corresponding event page	Complimentary exhibit space (up to 4 tables); 20% discount on additional exhibit space	Complimentary weekend (6) and single day (4) passes, 20% discount on additional passes	- Half page black & white ad in program - Welcome by sponsor representative - Brochures or marketing materials distributed
Celebrity Appearance	\$1,000 per celeb	Sponsor name on celebrity table tent	Sponsor name credited under sponsored celeb on web site	Complimentary exhibit space (up to 2 tables); 20% discount on additional exhibit space	Complimentary weekend (4) and single day (2) passes, 20% discount on additional passes	Quarter page black & white ad in event program

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Horror Realm™ Exhibitor Contract

September 18-20, 2009

EXHIBITOR SET-UP: Friday, September 18 from 8 AM to 3 PM

EXHIBITOR HOURS:

- Friday, September 18 – 4 PM to 8 PM
- Saturday, September 19 – 10 AM to 7 PM
- Sunday, September 20 – 11 AM to 5 PM

EXHIBIT SPACE INFORMATION, TERMS, AND SHOW GUIDELINES:

1. Exhibitor's display will not extend beyond the boundaries of the space that is paid for and provided, or into the aisle ways in front of his/hers tables. All tables are 6 ft. long x 3 feet wide. Table cover will be provided. Each table will come with two folding chairs. Non-standard tables & chairs are not permitted; you may bring custom displays.
2. Electricity and wi-fi will be provided in the dealer room **free of charge**. If needed, please bring your own extension cord(s) as you may not necessarily be placed near an outlet or power box.
3. Exhibitor agrees to keep his/her area clean and is responsible for any damage he/she may cause. One trash can will be provided per table.
4. The It's Alive Show Fan Club, LLC ("the Organizer") accepts no responsibility for any merchandise sold at the show. Responsibility for the merchandise and the legalities of selling, and/or necessary rights required to sell any merchandise rests solely in the hands of the exhibitor doing the selling. Bootleg merchandise is not permitted.
5. Exhibitor agrees not to break down his/her table and or display before the conclusion of the show without permission of the Organizer.
6. There will be no smoking in the hotel (except on designated smoking floors) and all exhibitors must comply with state smoking, fire and safety laws.
7. No unlawful activities shall be permitted in the use of the Exhibit Areas.
8. Exhibitor is responsible for all taxes and licenses required by the state of Pennsylvania.
9. Exhibitor shall indemnify and hold Organizer and Crowne Plaza harmless from and against all claims, actions, liens, demands, expenses and judgments for loss, damage, or injury to property or persons resulting or occurring by reason of the construction, installation, removal, use, or occupancy of the Exhibit Areas by Exhibitor and Exhibitor's access to or use of the Crowne Plaza, including all costs, expenses and attorney's fees. If Exhibitor or any such persons are made a party to any litigation commenced by or against Exhibitor, Exhibitor agrees to protect, defend and hold Organizers and/or any such persons harmless there from and to pay all costs and reasonable attorney fees incurred or paid by Exhibitor or any such persons in connection with such litigation.
10. The Exhibitor realizes that guests and events scheduled are subject to last minute changes or cancellation.
11. No money or credit will be issued or refunded after exhibit space is paid for even if the exhibitor is unable to attend the show.
12. Exhibitor understands that ALL tables will be assigned on a first paid, first placed basis.

Horror Realm™ Exhibitor Contract September 18-20, 2009

NO EXHIBITOR SPACE RESERVATIONS WILL BE CONFIRMED WITHOUT RETURNING THIS CONTRACT SIGNED WITH PAYMENT IN FULL. PLEASE MAKE SURE YOU READ AND UNDERSTAND THE TERMS AS STATED ABOVE.

Exhibitor Name	
Contact Person	
Address	
City, State, Zip	
Phone	
Email	
Web site (if applicable)	
Type of business	

Item	Quantity	Price per Unit	Total
Tables (see p.4)			
One Day Pass		\$8	
Two Day Pass		\$10	
Three Day Pass		\$15	
		Total Due	

Payment Information:

- Check enclosed
 Money Order enclosed
- PayPal – please direct payments to zombiefest@verizon.net AND complete, sign and return this form. PayPal transaction #: _____
- Credit Card (Visa, Mastercard or Discover only):

Name on Card	
Type of Card	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover
Card Number	
Expiration Date	

I have read the exhibit space info, terms and show guidelines and agree to the above terms.

Name	
Signature	
Date	

Send this SIGNED Exhibitor contract along with payment to:
 The Lifeless
 PO Box 10400
 Pittsburgh, PA 15234
 (412) 215-6317
hrcon@itsalivefans.com