

GAMING TOURNAMENTS and MORE!

The Ultimate Video Game Challenge features the newest video games in the market today. Wiz Kids sponsors the HeroClix Invationals, Upper Deck presents the VS. System \$10,000 Tournament, Nintendo presents the Pokémon USA Regional Championship and Score Entertainment hosts the premiere Mortal Kombat/Street Fighter Epic Battles competition.



WIZARD WORLD 2006 TOUR DATES

LOS ANGELES March 17-19

Los Angeles Convention Center - Los Angeles, CA

PHILADELPHIA June 2-4

Pennsylvania Convention Center - Philadelphia, PA

CHICAGO August 4-6

Donald E. Stephens Convention Center - Rosemont, IL

TEXAS November 10-12

Arlington Convention Center - Arlington, TX

SPONSORSHIPS

There are many ways to reach the Wizard World audience if you don't have a traditional booth. From creating a virtual presence at the show through banners and signage, to sampling or display on the show floor, to presentations as part of our programming sessions, we can help you to custom-create programs to represent your products and messages to our growing audiences.

Please contact us for more information on sponsorship information and availability.

WIZARD WORLD SALES CONTACTS

For exhibitor and sponsorship sales contact:

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2006



The Ultimate Pop Culture and Multi-Media experience!

Wizard World sets the standard in the world of collectibles, pop culture, gaming and video game consumer events. With national shows in 4 of the Top 10 Most Populated Markets in the country – Chicago, Los Angeles, Philadelphia and Texas – the Wizard World Tour allows exhibitors and sponsors to reach over 125,000 consumers every year. Exhibitors benefit from our 15 years of proven ability to provide an environment where our audience can touch, feel and interact with product in a place where they feel at home. Beyond the numbers in attendance, millions more people are reached by our \$2,000,000 multi-media marketing and PR campaign that promotes our events.

Wizard World is operated by Wizard Conventions, a division of Wizard Entertainment Group, which publishes five award-winning magazines (*Wizard: The Comics Magazine*, *InQuest Gamer: The Gaming Magazine*, *ToyFare: The Toy Magazine*, *Anime Insider* and *Toy Wishes*) available at newsstands and specialty stores everywhere. Wizard's publications have a monthly national readership of more than 2 million and are currently sold in 40 countries and in five languages.

**JOIN THE WIZARD WORLD TOUR
AND REACH YOUR CORE CONSUMERS!**



**WIZARD WORLD
LOCATIONS & ATTENDANCE**

	2005 Attendance
LOS ANGELES	24,500
PHILADELPHIA	27,000
CHICAGO	56,000
TEXAS	10,500

With over **125,000 attendees** in 2005 and growing, Wizard World is a phenomenon unlike any other!



PROMOTION & MARKETING:

Wizard World is supported by a year-long, multi-platform, national marketing campaign that includes television, print, radio, websites, retail and PR components, generating hundreds of millions of impressions.

Print ads run in all monthly Wizard Entertainment publications (*Wizard: The Comics Magazine*, *InQuest Gamer: The Gaming Magazine*, *ToyFare: The Toy Magazine* and *Anime Insider*) as well as local, targeted regional newspaper ad buys.



**BE A PART OF OUR \$2,000,000
MARKETING AND PR CAMPAIGN!**

Regional, show-specific radio spots are created for each show, along with in-market sweepstakes, giveaways and retail promotions. Wizard World, its exhibitors and guests have been featured on influential TV (NBC, ABC, CBS, WB, WGN and CN8), radio stations like K-ROQ in Los Angeles, Q-101 in Chicago, K-DGE The Edge and Y-100. Live broadcast feeds from the show floor have also run on these stations, as well as the popular "Man Cow's Morning Madhouse" syndicated radio show, which is broadcast in over 20 markets.

Our shows are also supported by retail marketing in our exclusive network of local video game, comic book and gaming stores.

Wizard World keeps rolling year-round with its own Website at www.wizardworld.com. The site is updated daily with the latest show information. Each stop of the tour is also heavily promoted by viral marketing at the consumer level through message board postings, fan-sites and various online news sources.

**WIZARD WORLD SPONSORS
& PARTICIPANTS:**



...and many more!

**SPECIAL EVENTS
& PROGRAMMING**

Wizard World provides the ultimate promotional opportunity for the best of what the worlds of Hollywood, video games, comics, toys and gaming have to offer with programming, panels and special events.

Highlights include celebrity guest appearances by:

- "Austin Powers"—Seth Green
- "Battlestar Galactica"—Tricia Helfer
- "Blade: Trinity"—Jessica Biel and Ryan Reynolds
- "Buffy the Vampire Slayer"/"Serenity"—Creator Joss Whedon
- "Clerks"/"Chasing Amy"—Director Kevin Smith
- "Hellboy"—Ron Perlman and Selma Blair
- "Lord of the Rings"—Sean Astin
- Marvel Films—Chairman Avi Arad
- "Sin City"—Director/Creator Frank Miller
- "Punisher"—Thomas Jane and Rebecca Romijn
- "Smallville"—Erica Durance, Alison Mack and Michael Rosenbaum
- "Spider-Man" and "Spider-Man 2"—James Franco
- "Tru Calling"—Eliza Dushku
- "X-Men" and "X2"—Kelly Hu, James Marsden and Tyler Mane

