

TRANSWORLD'S 28<sup>th</sup> International



HALLOWEEN, COSTUME & PARTY SHOW

FEATURING

Holiday & Special Occasion Merchandise



Measure Your Success Times 2 in 2012!

MARCH 8-11, 2012 • America's Center • St. Louis, MO

# Measure YOUR SUCCESS Times 2!

## Looking for products like these? We've got 'em!

Costumes & wigs, make-up & masks, props, party & paper products, holiday related merchandise of all kinds and more!

Shop and compare products from more than 550 exhibitor booths! Free crossover to the HAA Show means you double your opportunity to find products that your competitors just won't have!

## Don't Miss These Career Networking Opportunities...

Opening night gala • Keynote address • Special evening events...and more

## Seminar Program

The seminars are conducted by leading speakers and industry experts who strive to educate retailers and industry professionals alike to improve their businesses and make them more profitable.

## KEYNOTE PRESENTATION

### Facebook Commerce:

- The Tricks to Getting the Treats
- Promoting Your Business Like a Pro
- Stay on Top! Sharpen Your Competitive Edge to Thrive in Today's Retail World

### Guerilla Marketing:

- Free and Low-Cost Marketing Ideas to Drive More Traffic and Sales

### Consumer Product Safety:

- What Every Halloween Retailer Should Know

**No Other Show Provides a Unique Show Experience Like the HCP & HAA Shows!**



# A HALLOWEEN & PARTY ATMOSPHERE For YOUR BUYING NEEDS!

## We create the Halloween experience on the show floor!

The level of creativity, the quality of merchandise always changes from year to year. You can expect to see what you've never seen before!

HAA Show exhibitors are the most creative force in the Halloween industry. They are true consultants – whatever your store or haunt needs, the HAA Show exhibitors have it or can create and manufacture it for you!

## We give you the whole experience including:

- Interactive Haunted House
- Make Up Demos
- 60+ Seminars (including the FREE Keynote Address, Free Early Bird Seminar, and Free Industry Panel Discussion)
- Live Auctions
- Movie Premieres
- On Floor Demonstrations
- Parties And Haunt Tours Every Night

## Reserve Your Room Today!

- |  |       |
|--|-------|
| • Renaissance Grand Hotel                        | \$115 |
| • Holiday Inn Select Downtown                    | \$89  |
| • Hampton Inn – Gateway Arch                     | \$99  |
| • Drury Inn & Suites                             | \$95  |
| • Crowne Plaza – Downtown                        | \$85  |
| • The Roberts Mayfair (A Wyndham Historic Hotel) | \$89  |

Let **ST. LOUIS** be **YOUR** window to the **HALLOWEEN WORLD**

“I greatly look forward to this show every year. Whether I'm looking for a specific item or inspiration on a new way to explode our haunters experience...This is the place to find all the best, creative minds in the industry under one roof! This show is NEVER a disappointment!”

*Carl Franke,  
Spencer Gifts/Spirit Halloween*

“The TransWorld Haunt and Attractions show is critical for our business and has been for over 15 years. What items we don't buy at the show we buy the following November and December based on what vendors brought in March. It is the ultimate product showcase for the Haunted Attraction Industry without a doubt.”

*Ben Armstrong,  
NETHERWORLD Haunted Attractions*

**REGISTER TODAY at [www.hcpshow.com](http://www.hcpshow.com)**

Questions or Comments please call 800-323-5462.

Must be 16 years of age to attend. Photo ID Required.

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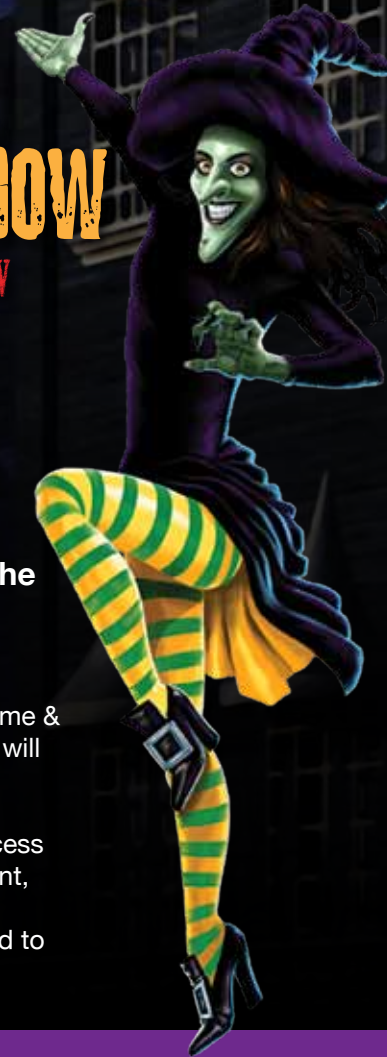
# \$50

pre-registration

# \$60

on-site registration

## 17<sup>TH</sup> ANNUAL Halloween & Attractions Show FEATURING THE HAUNT SHOW



# JOIN US

for the most comprehensive, educational and all-encompassing event for the Halloween Industry.

The Halloween & Attractions Show, featuring The Haunt Show, along with the Halloween, Costume & Party Show, keeps alive the 28-year tradition of serving this \$6 billion market. This is where you will find the products and services that will drive your success in 2012 and beyond!

You'll find more than 50 knowledge-building seminars over five intense days, enjoy four-day access to the show floor, and see the hottest sellers and latest products and services to make your event, attraction and retail outlet more profitable and successful. You'll also find an incredible array of valuable (and fun!) networking opportunities. The HAA and HCP Show is the only place you need to go to get all the information you need to grow your business.

Register today and start planning your show itinerary.  
Your registration fee includes FREE access to the following:

- Four-day access to the show floor, featuring The Dark Zone, the Interactive Haunted House, the Interactive & Inflatable Pavilion featuring hands-on special entertainment demos, and make-up demos right on the show floor.
- TRANSWORLD's OPENING NIGHT PARTY sponsored by Ken Donat and Westland Insurance
- Keynote Address
- Early bird seminars on Saturday morning and panel discussions on Saturday night
 

Saturday Early Bird FREE Seminars	How to Survive in the Haunted House Industry
Saturday Night FREE Seminars	Legendary Haunts Panel Discussion
	Using Technology to Increase Sales
- Enjoy a preview of Distortions Unlimited's "Making Monsters", as seen on the Travel Channel. (Includes Q&A on Friday from 7:00pm – 9:00pm)
- See the screening of the award-winning comedy horror film, "The Moleman of Belmont Avenue" on Saturday, March 10, from 9:30pm – 11:30pm. Presented by The Zombie Army and John LaFlamboy.

## DAILY EVENTS

Here is a sneak peek at all the events happening at Transworld's Halloween and Attractions Show, March 8-11 at the America's Center in St. Louis

### Wednesday March 7

Speed seminars 9:00am-6:00pm (lunch included)

### Thursday March 8

Seminars start at 9:00am

- C.H.A.O.S seminars sponsored by the Haunted Attraction Association 9:00am-12:00pm
- Show Floor open, 9:30am-5:00pm
- Interactive Haunted House designed by Bad Boy Scenic Design - Booth #1833
- Make-up Demonstrations on the Show Floor, ongoing
- TRANSWORLD's OPENING NIGHT PARTY at the Morgan Street Brewery, 6:00pm, sponsored by Ken Donat and Westland Insurance
- Thursday night behind-the-scenes tour at Lemp Brewery Haunted House and the Darkness Haunted House, 7:00pm-10:00pm
- Shane Dabbs hosts his Insane Shane's Party at the Renaissance Ballroom, 7:30pm

### Friday March 9

8:30am-9:30am

- Keynote address
- Speaker: Christian Taylor, CEO of Payvment, Inc.
- Seminars start at 9:00am
- Show Floor open, 9:30am-5:00pm
- Interactive Haunted House booth designed by Bad Boy Scenic Design - Booth # 1833
- Make-up Demonstrations on the Show Floor, ongoing
- Haunted Attractions Association Auction in Convention Center, 5:30pm
- As seen on the Travel Channel, Distortions Unlimited Presents "Making Monsters" in the Convention Center (includes Q&A), 7:00pm-9:00pm
- Friday Night Lemp Brewery Haunted House, 7:30pm-10:30pm
- City Museum Party, sponsored by The Darklight, Transworld Exhibits and the Haunted Attraction Association, 8:00pm

### Saturday March 10

Seminars start at 9:00am

- Show Floor open, 9:30am-5:00pm
- Interactive Haunted House booth designed by Bad Boy Scenic Design - Booth #1833
- Make-up Demonstrations on the Show Floor, ongoing
- The 5th Annual Haunted Attraction Association Banquet, Holiday Inn. Cocktails at 6:45, Dinner at 7:15pm
- The Darkness Haunted House Tour, 7:30pm-10:30pm
- The Zombie Army and John LaFlamboy are proud to screen their award-winning comedy horror film, "The Moleman of Belmont Avenue" 9:30-11:30 in the convention center.

### Sunday March 11

- All day workshop with Bad Boy Scenic/Nightmare New England 9:00am-5:00pm
- Show Floor open, 9:30am-2:00pm
- Interactive Haunted House designed by Bad Boy Scenic Design, Booth #1833
- Make-up Demonstrations on the Show Floor, ongoing

## SPEED SEMINARS

Registration for Speed seminars is \$115 and includes lunch

### Wednesday, March 7

Speed Seminars - Hosted by Rich Hanf

9:00am - 9:30am

Build this MAJOR Scare for Your Haunt...The EREBUS Spiked Spindle!

Speakers: Ed and Jim Terebus, EREBUS Haunted House

9:35am - 10:05am

Designing Your Haunted Attraction in Sketch Up

Speaker: Tyler Barnett, Screampark/M80 Productions

10:10am - 10:40am

Sock Masks - What You Need to Know to Make Your Own!

Speaker: Josh Monroe, Legion of Terror

### 15 Minute Break

10:55am - 11:25am

Zombified! How to Create Costumes of the Living Dead

Speaker: Val and John Beteag, Phantom Foundry

11:30am - 12:00pm

Insurance Essentials: Liability, Property, Worker's Comp

Speaker: Ken Donat, Westland Insurance

12:05pm - 12:35pm

Mind Bending 3D Artwork with the Airbrush

Stuart Smith, Stuartizm Designs LLC

12:35pm - 1:35pm 1 Hour Lunch - Lunch Provided  
Lunch Seminar

Phoenix from the Ashes -The Rebirth of Talon Falls

Speaker: Todd Ferren, Talon Falls Screampark

1:35pm - 2:05pm

Adding Interactive Storylines to Your Haunt

Speaker: Ricky Dick, Castle Blood

2:10pm - 2:40pm

Drive PR with Rock Bands and Celebrities!

Speaker: Tim Bunch, House of Horrors

2:45pm - 3:15pm

Street Magic in the Queue Line!

Speaker: Chris Handa, Spooky Magic

Cont'd on next page

Speed Seminars Cont'd  
**15 Minute Break**

**3:30pm - 4:00pm**  
**Walls of Steel - Building a Haunt with Shipping Containers**  
Speaker: Stuart Beare, Tully's Farm

**4:05pm - 4:35pm**  
**Sonic Shock! How to Soundscape Your Haunted House**  
Speaker: Randy Bates, The Bates Motel

**4:40pm - 5:10pm**  
**Creating Icon Characters They Will Never Forget!**  
Speaker: Bud Stross, Dent Schoolhouse

## EDUCATIONAL & DEMONSTRATION SEMINARS

**Thursday March 8**  
**Morning Session - Room A 9:00am - 1:00pm**  
(Three Seminars)

**9:00am - 10:00am**  
**Building your Haunt Army! How to Recruit and Train Key Staff for Your Attraction**  
Speaker: John La Flamboy, Zombie Army Productions

**10:15am - 11:15am**  
**Getting Your Haunt Open! Surviving The Horror Of Zoning and Code Compliance**  
Speaker: Shane Dabbs, Disturbia Haunted House

**11:30am - 12:30pm**  
**20 Years of Timed Ticketing: How to Control WHEN Your Guests Visit Your Event**  
Speaker: Brett Bertolino and Jason Ohlsen, Terror Behind The Walls

**Afternoon Session HAUNT DESIGN - Room A**  
**12:45pm - 5:30pm**  
(Four Seminars)

**12:45pm - 1:45pm**  
**High Production Value, Low Budget Cost - Getting Massive Production Value Without Breaking the Bank**  
Speaker: Louis Brown, Darkwood Manor

**2:00pm - 3:00pm**  
**Instant Horror! - Construction and Striking of Elaborate Modular Haunted Attractions**  
Speaker: Tim and Ann Marie Gavinski, Wisconsin Feargrounds

**3:15pm - 4:15pm**  
**Extreme Haunting - Pushing Your Audience to the Limits!**  
Speaker: Ross Karpelman, House of Shock

**4:30pm - 5:30pm**  
**Haunt Design Panel Discussion**  
Moderated by Scott Simmons - The ScareHouse  
Panelists - Louis Brown, Tim Gavinski, Ross Karpelman

**Friday March 9th**  
**Morning Session - Room A 9:00am -12:30pm**  
(Three Seminars)

**9:00am -10:00am**  
**Want to See Something REALLY scary? Try Getting Started in the Haunted House Business**  
Rich Hanf, Haunted House Consultant

**10:15am - 11:15am**  
**Haunted House Law. Legal Issues Affecting the Haunt Industry You Need to Know**  
Speaker: Brett Hays, Fear Fair

**11:30am - 12:30pm**  
**Is Owning Your Building Right for You? Important Information Critical to Purchasing Your Location**  
Speaker: John Eslich, Factory of Terror

**Morning 2 Hour Demonstration Seminar - Room B**  
**10:15am - 12:30pm**

**10:15am - 12:30pm**  
**Mind Blowing Horror Face and Body Painting!**  
Speakers: Nick and Brian Wolfe, Evil Twin FX

**Afternoon Session - HAUNT MARKETING Room A**  
**12:45pm - 5:30pm**  
(Four Seminars)

**12:45pm - 1:45pm**  
**The Web in 2012 - State of the Art Web Marketing that WORKS!**  
Speaker: Larry Kirchner, Hauntworld.com/Halloween Productions

**2:00pm - 3:00pm**  
**Buying Media - We Do Not Negotiate With Terrorists!**  
Speaker: Marc & Eric Fantich, Dead Farm

**3:15pm - 4:15pm**  
**Marketing on the CHEAP! How to get PR and Sponsorship Deals with Limited Cash**  
Speaker: Rich Strelak, Hotel Fear & The Asylum

**4:30pm - 5:30pm**  
**Haunt Marketing Panel Discussion**  
Moderator: Chris Stafford, 13th Floor Haunted Houses  
Panelists: Larry Kirchner, Marc Fantich, Rich Strelak

**Afternoon Demonstration Seminar Room B**  
**12:45pm - 5:30pm**  
(Four Seminars)

**12:45pm - 1:45pm**  
**Gore and Blood - Full On Splatter at Its Most Intense!**  
Speaker: Jeremy D'Alessandro, Creepy Collection

**2:00pm - 3:00pm**  
**Totally Immersive Detail. Painting and Aging for Your Scenes**  
Speaker: Ernie Wilbur - Dead House Productions

**3:15pm - 4:15pm**  
**Advanced Puppetry for Haunted Attractions**  
Speaker: Kevin Alvey, Gore Galore

**4:30pm - 5:30pm**  
**LED Lighting: The Most Effective Ways to Use it in Your Haunted Attraction**  
Speaker: Quan Gan, Darklight

**Saturday March 10th**  
**Morning Session - Room A 9:00am -1:00pm**  
(Three Seminars)

**9:00am - 10:00am**  
**Hard Core Construction - Building Amazing Haunted Houses, Fast!**  
Speaker: Dan McCullough, House of Torment/13th Floor Haunted Houses

**10:15am - 11:15am**  
**Theater Tech - Lighting, Sound and Special Effects for Haunted Attractions Using Modern Show Control**  
Speaker: Robbie Lepree', Busch Gardens Howl-O-Scream

**11:30am - 12:30pm**  
**Security at Haunted Attractions: Using Best Practices and Trained Staff to Keep Order at Your Event**  
Speaker: Mike Jubie, Headless Horseman Hayrides

**Morning 2 Hour Demonstration Seminar Room B**

**10:15am - 12:30pm**  
**Building a Better Monster - Training Actors to Look and Be Terrifying**  
Speaker: Allan Hopps, Stiltbeast Studios

**Afternoon Session - HAUNT ACTING Room A**  
**(Four Seminars)**

**12:45pm - 1:45pm**  
**Training and Motivating Volunteer Actors**  
Speaker: D'Ann Dagen, Hangman's Haunted House

**2:00pm - 3:00pm**  
**Haunt Acting 101: Teaching Your Actors to Scare and Entertain!**  
Speaker: Geoff Beck, Haunt Consultant

**3:15pm - 4:15pm**  
**Designing Twisted Haunt Characters**  
Speaker: Regina Englehart, Svenpuss Acting Troupe

**4:30pm - 5:30pm**  
**Haunt Acting Panel Discussion**  
Moderator: Allan Hopps, Stiltbeast Studios  
Panelists: D'Ann Dagen, Geoff Beck, Regina Englehart

**Afternoon Demonstration Seminar Room B**  
**(Four Seminars)**

**12:45pm - 1:45pm**  
**Shocking Make-up Secrets - Learn The Latest Tricks from Bloody Mary!**  
Speaker: Bobbie Weiner, Bloody Mary Makeup

**2pm - 3pm**  
**Getting the Most from Your Airbrush Investment**  
Speaker: Ken Franklin, FaceFX Makeup

**3:15pm - 4:15pm**  
**Designing and Maintaining Air Systems for Your Attraction**  
Speaker: Doug Anderson, Fright Props

**4:30pm - 5:30pm**  
**Entire Rooms that Scare! - Large Scale Animatronic Environments**  
Speaker: Matt March, Edge Designs & Themed Décor Inc.

## WORKSHOP SEMINARS

*Register today! All day workshop is \$250 pre-show, \$300 on-site*

**Sunday March 11**  
**9:00am - 5:00pm ALL DAY WORKSHOP**

**Extreme Detailing for your Haunted Attraction**  
Speakers: Bad Boys, Scenic Design / Nightmare New England

Take your attraction to the next level. Here's your chance! Always a hit with attendees, this informative how-to (and hands on) seminar will give haunters of all experience levels the techniques to turn an average room design into a highly detailed Disney-level attraction. Detailing techniques, tips, tools of the trade and advanced methods will be demonstrated and discussed. Topics and demos will cover faux painting, distressing, LightScaping, rust, rotted plaster, tiger foam, and, of course, the Bad Boys' signature Styrofoam Masonry.

Featuring Christopher de Troy from Loki's Workshop. These applications have been used in attractions across the country, including Nightmare New England, SpookyWorld, The Fear at Fenway, *ABC's Extreme Makeover Home Edition*, Terror on the Fox (1997 - 2009), and more!

The designers at Bad Boys Scenic Design represent the most respectable names in the industry. Don't miss the chance to learn their best tricks, techniques, and methods refined from over two decades of designing and building in the Haunted Attraction industry.

## FREE SEMINARS

### FREE Early Bird Seminar

Saturday, March 10, 8:00am-9:00am

#### HOW TO SURVIVE IN THE HAUNTED HOUSE INDUSTRY PANEL DISCUSSION

Moderator: Ben Armstrong, Netherworld Haunted House  
Panelists: Ed Terebus (Erebus Haunted House/FearFinder), Allan Hopps (StiltBeast Studios), Randy Bates (BatesMotel/Pennhurst)

Ben Armstrong moderates this panel featuring a group of talented haunters who have spent years helping others in the industry. Benefit from their experience as you learn critical lessons about how to run a safe, entertaining attraction. Avoid the mistakes that can end your event before it ever gets started.

### FREE LEGENDARY HAUNTS PANEL DISCUSSION

Saturday, March 10, 5:45pm-6:45pm

Moderator: Ben Armstrong, Netherworld Haunted House  
Panelists: Ross Karpelman (The House of Shock), Dwayne Sanburn (13th Gate/Necropolis13), Brett Bertolino (Terror Behind The Walls)

Ben Armstrong, Netherworld Haunted House, moderates this discussion about some of the nation's most legendary haunted houses. Learn how they come up with unique sets and special effects, draw massive crowds, and manage complex operations with a high level of customer satisfaction.

### FREE Seminar

Saturday, March 10, 5:45pm-6:45pm

#### USING TECHNOLOGY TO INCREASE SALES

Speaker: John Golnick, Route 66

Want other options besides Facebook and Twitter? Did you know that a technology exists over wifi? With NEWER technology at your disposal, we will show you how to earn more money and build your customer database.

### COMPLIMENTARY KEYNOTE PRESENTATION

Friday, March 9,  
8:30am to 9:30am

Facebook Commerce:  
The tricks to getting the treats

Speaker:

Christian Taylor, CEO of Payvment, Inc.

## BUSINESS SEMINARS

Register now – seminars are \$45 pre-show, \$60 on-site

Friday, March 9, 10:00am - 11:00am

#### Promoting Your Business Like a Pro

Speaker: Susan Wagner, Editor at "Smart Retailer" Magazine

Friday, March 9, 11:30am - 12:30pm

#### Stay on Top! Sharpen Your Competitive Edge to Thrive in Today's Retail World

Speaker: Susan Wagner, Editor at "Smart Retailer" Magazine

Friday March 9, 2:00pm - 3:00pm

#### To App or Not to App, That Is the Question!

Speaker: Jonathon Gollnick, Route 66

Saturday March 10, 10:00am-11:00am

#### How to Scare Up Social Media for Your Halloween Season

Speakers: Nancy Milton and Mary Hendron, Insight Marketing & Communications

Saturday, March 10, 2:00pm to 3:00pm

#### Guerilla Marketing: Free and Low-Cost Marketing Ideas to Drive More Traffic and Sales

Speaker: Patricia Norrins, Publisher of "Gift Shop" & "GreenRetailer"

Saturday, March 10, 3:30pm to 4:30pm

#### Consumer Product Safety: What Every Halloween Retailer Should Know

Speaker: Dorothy Creamer, Editor-In-Chief at "Selling Halloween" & "Selling Christmas Decorations" Magazines

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