

**The It's Alive! 2008
Zombie Fest™**



October 25-26, 2008
Monroeville Mall

www.theitsaliveshow.com

zombiefest@verizon.net

The It's Alive! 2008 Zombie Fest™

Zombie Fest, a weekend of zombie fun and monster madness in Pittsburgh, includes:

- A **two-day zombie-themed convention** at the Monroeville Mall, site of the Romero zombie classic ***Dawn of the Dead***, featuring vendor exhibits, film screenings, author discussion panels, live bands, games and other fun activities for zombie fans. **And in 2008, it's FREE admission!**
- We are also planning some after-hours activities on Saturday evening – details to be announced soon!
- On the eve of Zombie Fest™, come to the **Zombie Masquerade Ball**, the monster party of the century! Eat, drink, dance, and rub elbows with the upper crust undead! Prizes awarded for best overall costume and best zombie costume. The Ball also includes live entertainment and a silent auction (last year's auction raised \$1,000 for breast cancer research!). The Ball is a 21 and over event and there will be a separate admission fee.
- On Sunday morning, zombies, young and old, will gather at the Mall, shambling and moaning for brains while bearing food donations for the Greater Pittsburgh Community Food Bank. Led by Professor Emcee Square, the horde of zombies slowly made their way from one end of the mall to the other. In 2007, the total number of zombies who signed in was 1,028, establishing a new **Guinness World Record™**, and more than half a ton of food was collected. The walk was honored with a **Rondo Hatton Classic Horror Award** for Best Fan Event of 2007. In 2008, the Monroeville Mall Zombie Walk will be the hub of **World Zombie Day™**, with walks being held in more than 40 cities worldwide benefiting local food banks.

The schedule of activities and celebrity guests is being developed and details will be released as they become available, but expect a fun, carnival-like experience over the course of the weekend. The undead like to have fun too!

When & Where.....

The It's Alive! 2008 Zombie Fest™ will be held on Saturday & Sunday, October 25 & 26, 2008 inside the Monroeville Mall. Hours are 10 AM to 9:30 PM on Saturday and noon to 6 PM on Sunday (Zombie Walk takes place from 9 AM to 11 AM on Sunday). Directions are available on our web site.

The **Zombie Masquerade Ball** will be held at Churchill Valley Country Club on Friday, October 24 from 9 PM to 1 AM. Please check our web site for ticket information.

Special room rates are available at the Holiday Inn Monroeville for sponsors, exhibitors and attendees of Zombie Fest™. Please check our web site for details.

Why should I be part of Zombie Fest?

Our mission going into the Fest in 2007 was for our sponsors, vendors, guests, staff and attendees to have fun and help out local charities, and we accomplished that mission. **Take it from some folks who were there:**

"The staff at Zombie Fest were top notch. The convention was well organized and ran very smoothly. They were attentive to our needs and flexible in accommodating the vendors as well as the attendees. I would highly recommend this convention to all in the horror field."

- Kerry Breitenstein, Zombie King Sponsor and exhibitor, Twilight Creations, Inc.

"The greatest gathering of the undead I've ever seen! Real fans meeting their idols, new voices, and other rabid lovers of the genre. You simply cannot beat the experience."

-- Scott A. Johnson, guest panelist, author of *An American Haunting*

"We want to come back next year! We had a great time and it was very good for my business! Thank you very much!"

-- Gil Merritt, exhibitor, Amputheater/Chenille Macabre

"Zombie Fest just might be the liveliest gathering of the walking dead ever seen on the planet. From the concerts to the booths to the films -- this should be the mecca that every undead flesh eater sloughs his way to come Halloween season. I wouldn't miss it for the (end of the) world."

-- Michael A. Arnzen, guest panelist, author of *Play Dead* and *Proverbs for Monsters*

"2007's Zombie Fest was a great convention that mixed the standards with things that other conventions don't have (but should). Sure, you had celebrities with booths offering you autographs, but it wasn't uncommon to find them next to fan-run podcasts recording their next show. And yes, you could spend money on DVDs, t-shirts, and toys, but you could also purchase books from well-known authors, books from up-and-comers, or even spend some time in a zombie live-action role-playing game. If there's one thing the Fest showcased, it's that variety is the spice of life. Throw in the Zombie Ball -- four bands for fifteen bucks is an amazing bargain -- the Zombie Walk at Monroeville Mall, and a wide array of interesting and fun panels, and you've got a great start for what will hopefully be an event that lasts for years to come."

-- Jeremy R., horror fan

*"Zombie Fest 2007 was like no other convention or festival experience as you not only got interact with cast members from *Romero's Night*, *Dawn*, and *Day of the Dead* but there were unannounced stars (Greg Nicotero KNB FX) just wandering the crowd of people checking out the booths and panels that were going on. The panels weren't your normal panels as they were all dedicated to the love of zombie books, stories, games, and movies of course. Plus the music the bands that were playing after the festival on Saturday were awesome and lots of fun and some of the coolest rock music you could hear. The free beer didn't hurt anything either (supplied by Straub Beer) and the festival was topped off with the best Zombie Walk ever (again) also with people dressed up as their favorite zombies (from a superman and supergirl zombies to Shaun from *Shaun of the Dead*) wandering the crowds posing for pictures. If you are any kind of zombie fan or horror movie fan, Zombie Fest is for you!!*

- - Tim Gross, guest panelist, author of *Tim Gross's Movie Reviews*

What's in it for me?

For vendors in 2008, we are offering an opportunity for greater exposure at the same table rates as 2007. The Mall location provides a **wider audience** of zombie fans and **greater exposure** through the free public show and **extended sales hours**. Approximately 16 million visitors pass through Monroeville Mall each year!

By sponsoring the It's Alive! 2008 Zombie Fest™, 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 the 2008 Zombie Fest™ through sponsorship will be able to take advantage of being represented at the event itself on bags, banners, and signage - in the on-site program, on official event merchandise and on the Fest's web site. Zombie Fest™ 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. The Zombie Fest™ also offers table space for exhibiting vendors, in addition to sponsorship opportunities. It's Alive Show advertisers will receive a 20% discount on table rates.

Estimated attendance over the two days: conservatively, *more than 60,000* (approximately 16 million visitors pass through Monroeville Mall each year). The people who attended last year's Zombie Fest™ 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. Though many learned about the event via the Internet, by word of mouth, and through a grass-roots poster and flyer campaign, most learned about it from the on-air ads run during The It's Alive! Show.

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

- Film Festival
- Writers' Panels
- Celebrity Guests
- Zombie Ball
- World Zombie Day/Zombie Walk
- After Hours Events

Please contact one of our organizers for more information.

Who's running the show?

Zombie Fest is presented by **The It's Alive! Show**. It's Alive, featuring classic horror and sci-fi movies, comedy, and live music, is broadcast on WBGH-TV out of Pittsburgh, PA. The station's over-the-air coverage area encompasses all of the greater Pittsburgh area, as well as parts of Ohio, Virginia, and Maryland, and **includes more than 1 million households**. 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.

The It's Alive Show and Zombie Fest have been honored with multiple 2007 Rondo Hatton Classic Horror Award nominations and one win (Best Fan Event).

The Zombie Fest team includes:

- **Mark Menold** (aka **Professor Emcee Square**) is the creator, producer and host of The It's Alive! Show. Mark is the man behind Zombie Fest and the world record, award winning zombie walks. He (as Prof) will be host, carny barker and master of ceremonies for all of the events associated with The It's Alive! 2008 Zombie Fest™. **Contact Mark** at mmenold@theitsaliveshow.com.
- **Sandy Stuhlfire** (**Miss Dee**) is the Zombie Fest Coordinator and will (micro)manage the event. Miss Dee is a rabid fan of The It's Alive! Show and self-appointed Queen of the Lifeless (the show's fan base). She is the main contact for sponsors, exhibitors and the media and will handle all of the boring, mundane, tedious tasks that no one else wants to touch. **Contact Miss Dee** at zombiefest@verizon.net.
- Rich Dalzotto (Iron Rich) – vendor liaison, floor manager, security, staffing coordinator, all purpose iron man
- Angela Rocco (Hellga) – Zombie Ball, silent auction, assistant to Miss Dee
- Doug Appel (Pointy) – technical advisor
- Rebecca May (Mayday) – guest writers & writer panels coordinator
- Bruce Lentz (Mr. Schlock) – film program coordinator
- Jeremy Ritter (Tenebrae) – vendor liaison, utility infielder
- Michelle Linhart (Akasha) – guest liaison
- Mike West (Dr. Pus) – internet publicity coordinator, WZD recruiter
- Joel Pavuk (Zombietown Productions) – art director, logo & ad design

Sponsorship Levels & Benefits

Sponsor Level	Cost	Coverage	Advertising	Merchandise	Program Ad	Exhibit Space	Zombie Ball Tickets	Other
Zombie King	\$5,000	Top sponsor credentials for all events	Sponsor name in on-air & print ads; included in all press releases; name and/or logo on all banners & signage at the event sites	Sponsor name & logo on back of giveaway bags	Full page, full color ad; inside cover or back cover; enhanced sponsor listing with logo	Complimentary exhibit space (up to 6 tables); discount on additional exhibit space	Complimentary tickets (6); discount on additional tickets	<ul style="list-style-type: none"> Sponsor banner on Zombie Fest web site Brochure or catalog distribution in giveaway bags
Zombie Lord	\$2,500	Contributing sponsor for Zombie Fest AND choice of Zombie Ball OR Zombie Walk	Sponsor name in print ads; included in all press releases; name on all banners & signage at the event sites	Sponsor name on back of giveaway bags	Full-page, black & white ad plus enhanced listing in program	Complimentary exhibit space (up to 4 tables); discount on additional exhibit space	Complimentary tickets (4); discount on additional tickets	<ul style="list-style-type: none"> Sponsor banner on Zombie Fest web site Brochure or catalog distribution in giveaway bags
Zombie Master	\$1,000	Supporting sponsor for Zombie Fest only			Half-page, black & white ad	Complimentary exhibit space (up to 2 tables); discount on additional exhibit space	Complimentary tickets (2); discount on additional tickets	Sponsor banner on Zombie Fest web site
Zombie Minion	\$500	Sponsor for Zombie Fest only			Quarter-page, black & white ad	Complimentary exhibit space (1 table); discount on additional exhibit space	Discount on tickets	Sponsor banner on Zombie Fest web site

Exhibit Space/Table Rates

Zombie Fest™ also offers opportunities for exhibit space/tables for vendors. Tables are approximately 6 feet long by 36 inches wide by 36 inches high.

Please note:

- Items for sale must be collectible, rare, hard to find, one of a kind or handmade and may not be in competition with any mall merchant
- Due to the show being open to the public, adult or explicit content will not be permitted
- Tables must be manned during entirety of Monroeville Mall hours – Saturday from 10 AM to 9:30 PM and Sunday from noon to 6 PM
- NO BOOTLEGS!

Rates for tables are as follows. **Please note – active sponsors/advertisers of The It's Alive Show will receive a 20% discount on table space.** If you are not currently an advertiser of the show but would like information on our affordable television advertising rates, please contact Mark Menold at (412) 953-0937 or sales@theitsaliveshow.com.

Table(s)	TIAS Advertiser	TIAS Advertiser	Non-Advertiser	Non-Advertiser
1	\$180.00	\$180.00	\$225.00	\$225.00
2	\$160.00	\$320.00	\$200.00	\$400.00
3	\$140.00	\$420.00	\$175.00	\$525.00
4	\$120.00	\$480.00	\$150.00	\$600.00
5+	\$100.00	\$500.00+	\$125.00	\$625.00+

EARLY RISER DISCOUNT OF 20% OFF STATED RATES IN EFFECT FOR THOSE WHO REGISTER AND PAY IN FULL BY AUGUST 15, 2008!!!!

Program Ads

Zombie Fest™ program ads may be purchased separately. If you aren't able to have a physical presence at Zombie Fest, consider advertising! Ad sizes and rates are listed below. **Convention exhibitors will receive a 20% discount on stated rates.**

All ads must be 300 dpi, cropped to exact size and submitted in any of the following file formats: TIF, EPS, PDF or JPG. Send art on a CD (email submissions will not be accepted) along with payment (check or money order) **no later than September 30, 2008** to:

The It's Alive Show Fan Club
PO Box 10400
Pittsburgh, PA 15234

Size	Dimensions	Exhibitor Cost	Non-Exhibitor Cost
Full Page	9 ½ in. H x 7 ¾ in. W	\$320	\$400
Half Page – horizontal	4 ¾ in. H x 3 ¾ in. W	\$160	\$200
Half Page -vertical	9 ½ in. H x 3 ¾ in. W	\$160	\$200
Quarter Page – horizontal	4 ¾ in. H x 7 ¾ in. W	\$ 80	\$100
Quarter Page - vertical	2 ¼ in. H x 3 ¾ in. W	\$ 80	\$100
Eighth Page	2 ¼ in. H x 3 ¾ in. W	\$ 40	\$ 50

Sponsors receive free ads:

- **Zombie King** – full page, full color ad inside cover or back cover; enhanced sponsor program listing with logo
- **Zombie Lord** – full page, black & white ad plus enhanced listing in program
- **Zombie Master** – half page, black & white ad
- **Zombie Minion** – quarter page, black & white ad

The It's Alive 2008 Zombie Fest™ Exhibitor Contract

October 25-26, 2008

EXHIBITOR SET-UP: Saturday, October 25 from 7:30 AM to 9:30 AM

EXHIBITOR HOURS:

- Saturday October 25th – 10 AM to 9:30 PM
- Sunday October 26th – 12 noon to 6:00 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 approx. 6 ft. long x 3 feet wide. Table cover will be provided. Each table will come with two unpadding folding chairs. Stand up displays behind tables may not exceed 8 feet in height.
2. Electricity will be provided by Monroeville Mall **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 to Monroeville Mall.
4. Clownhouse Productions, 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. Adult and/or pornographic material may not be displayed. 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 Mall 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. The consumption or sale of alcoholic beverages on or from the Exhibit Areas shall not be permitted.
8. The use of megaphones, audio equipment, flashing lights or any other appliances or apparatus which might tend to annoy the public or other merchants in the Monroeville Mall is strictly prohibited. Low volume levels for audio/video displays are permitted.
9. Exhibitor is responsible for all taxes and licenses required by the state of Pennsylvania.
10. Exhibitor shall indemnify and hold Organizer, Monroeville Mall and CBL Associates Management, Inc., their officers, agents, employees, parents, subsidiaries and affiliates and any occupant of space in the Monroeville Mall 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 Monroeville Mall, 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.
11. The Exhibitor realizes that guests and events scheduled are subject to last minute changes or cancellation.
12. 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.
13. Exhibitor understands that ALL tables will be assigned on a first paid, first placed basis.

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October 25-26, 2008

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 or Level	Price per Unit	Total
Sponsorship			
Tables			
Zombie Ball Tickets*		\$20	
Program Ads			
<i>*21+ event</i>		Total Due	

Payment Information:

Check enclosed Money Order enclosed

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 It's Alive Show Fan Club
 PO Box 10400
 Pittsburgh, PA 15234
 (412) 215-6317
zombiefest@verizon.net