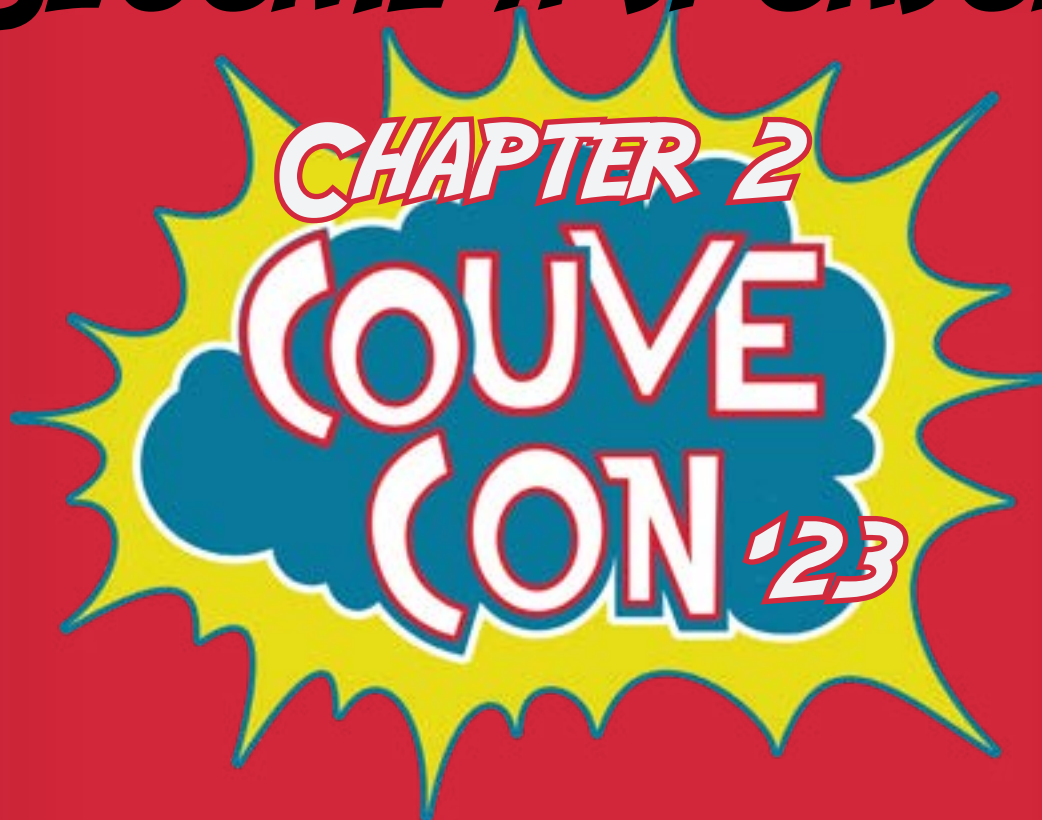


***BECOME A SPONSOR***



SEPTEMBER 9, 2023

VANCOUVER, WA

[COUVECON.COM](https://couvecon.com)

**EXHIBITOR & SPONSORSHIP  
PROSPECTUS**

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# WHY COUVECON

The Vancouver Mall's annual **CouveCon** event is the place to be, to interact with the local comic-con goers, and the broader Northwest community. Join thousands of shoppers, cosplayers, gamers, and families, at the Vancouver Mall, September 9th, 2023, in this single day in-person event.

Secure your spot as a sponsor at this exciting and heavily attended event, and propel your business with the local community!

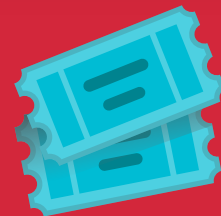
## 2022 COUVECON RECAP



FOOT TRAFFIC OF OVER  
**29.1K**  
IN ATTENDANCE



FEATURING  
**80+**  
LOCAL COSPLAY,  
VENDORS & ARTISTS



SOLD OUT  
**500+**  
ALL ACCESS  
BADGES

With many vendors, cosplay members, artists, celebrity guests and visitors from all over the area in attendance, you can maximize your exposure with affordable sponsorship opportunities that are targeted to place your brand in front of our local community.



# EXHIBIT AT COUVECON

Exhibiting is a great way to get your business, products, or art in front of tens of thousands of potential customers in a single day! Each exhibiting area will be designed to provide attendees with a market-style experience, where they can visit familiar businesses, or discover emerging artists and new products.

## EXHIBITOR BENEFITS

- 2 exhibitor passes
- One (1) 8 foot covered table
- Two (2) chairs
- Company name and description on website exhibitor list
- \*back and/or side drapes will not be allowed*

## EXHIBITOR AREAS

Areas will have a limited number of booths available and are sure to sell quick. Some areas will additionally have a limited number of opportunities to upgrade to a premium space, that will be placed in a higher visibility location than the standard area spaces.

We're bringing back our four popular areas. Please be sure to review all options when filling out your exhibitor form.

**Artist Alley | Vendor Village**  
**Cosplay Central | Gaming Galaxy**



# EXHIBITOR OPPORTUNITIES

## ARTIST ALLEY

If you are an artist/rafterperson, or create your own work, reserve a table in our Artist Alley, to sell your art and get your craft in front of many! Artist Alley gives local artists the opportunity to feature and promote their craft.

Artist alley will be located on the West side of the shopping center, on both upper and lower levels. Standard Spaces will be available at \$75 for the day. A limited number of Premium Space upgrades will be offered at an additional \$25.

**PRICING STRUCTURE: Standard Space: \$75 | Premium Space: \$100**

## COSPLAY CENTRAL

Cosplayers that are looking to show off their costuming skills, meet and make fans, grow their social media following, and sell photographs, autographs and other cosplay related items can do all of that here in Cosplay Central.

Cosplay Central is an affordable option to promote your cosplay career. Our goal is to create an inclusive opportunity for community Cosplayers to showcase their talents and meet attendees and fans.

Cosplay Central booths area available at \$75 for the day. If you are a group cosplay, additional badges must be purchased for each member. \$10 each.

**PRICING: Standard Space: \$75 | Group Cosplay: +\$10 each additional member**

## VENDOR VILLAGE

Vendor village is home of all exhibitors selling products, goods, services and more. Vendors offer a diverse portfolio of products, are central in highest foot-traffic area. Vendor Village booth areas area available at \$100 for the day.

**PRICING: Standard Space: \$100**



# SPONSORSHIP LEVELS

Sponsorships are offered at four different levels, providing multiple pre-show and during the event opportunities to promote your business. Custom sponsorships are also available.

		BRONZE \$250	SILVER \$500	GOLD \$750	PLATINUM \$1,000
On-Site	Event Program Listing Have your logo listed on the event program under our sponsors section, handed to every attendee	✓	✓	✓	✓
	Onsite Signage Up your visibility with your logo placed on in-center signage throughout main walkways	✓	✓	✓	✓
	Food Court/Seating Area Additional exposure on signage placed in high traffic food court and seated areas		✓	✓	✓
	Area Sponsorship Choice Select one of four highlighted event areas, and have your logo featured on our main area banners			✓	✓
	VIP Sponsorship Area Choice Select one of four highlighted exclusive access areas to have your logo featured on signage				✓
	Title Sponsor List as a title sponsor, and choose between lanyard or tote bag sponsorship for maximum exposure				✓
Digital	Website Footer Have your logo listed on the event website under our sponsors section	✓	✓	✓	✓
	Newsletter Have your logo listed on event newsletters, under sponsor section	✓	✓	✓	✓
	Highlighted Website Link Get a short blurb plus a link to your business mentioned in our website sponsor section		✓	✓	✓
	Highlighted Newsletter Link Get larger real estate coverage in newsletter as a highlighted sponsor			✓	✓
	Highlighted in Social Media Have your logo listed on the event program under our sponsor section				✓

# AREA SPONSORSHIPS



Area sponsorships are included with all Gold and Platinum level commitments. Gold and Platinum sponsors will have the opportunity to choose one of our four highlighted areas, for heightened visibility.

Logos will be placed on hanging and standing banners throughout the selected area.

The four areas available for sponsorship are:

**Cosplay Central | Artist Alley**  
**Vendor Village | Gaming Galaxy**

## COSPLAY CENTRAL

Designed to promote local cosplayers and their crafts, Cosplay Central can expect heavy traffic as the home of the event's biggest contest of the day, the Cosplay Competition.



## ARTIST ALLEY

Artist Alley gives local artists the opportunity to feature and promote their craft in front of tens of thousands of people.



## VENDOR VILLAGE

Vendor village is home of all exhibitors selling products, goods, services and more. Vendors offer a diverse portfolio of products, are central in highest foot-traffic area.

## GAMING GALAXY

Gaming galaxy is designed to provide a fun and engaging place for gamers to unite and do what they love most, game.

# **VIP AREA SPONSORSHIPS**

VIP Area sponsorships are included with Platinum level commitments, only. Our Platinum sponsors will have the opportunity to choose one of our four main highlighted areas, with additional visibility in VIP areas, only accessible to All Access Pass holders.

Logos will be placed on hanging and standing banners throughout the selected area.

The four VIP areas available for sponsorship are:

## **Celebrity Guest Room | Panelist Forum Secret Room | Cosplay Competition**

### **CELEBRITY GUEST ROOM**



Our Celebrity Guest Room will be held in the MyPerks Lounge, and will only be accessible to All Access Pass holders.

Pass holders will have a chance to grab a picture with our guests and get a signed headshot, making the exclusive area a hot topic and high-traffic area.

For CouveCon 2023, we will be hosting three or more celebrity guests, with announcements of who will be in attendance made closer to the date of the event.

Sponsors and exhibitors will have the first opportunity to learn who these guests will be prior.





## PANELIST FORUM

Throughout the event, we will host approximately seven or more panelists, speaking on different topics including: Cosplay, Anime/Manga, Comics, Pop Culture, Movies/Television, Gaming/Video Games, and more.

VIP area sponsors for this area will have their brand placed on promotional content in this space, that could include a step and repeat banner and other standing banners.



## SECRET ROOM

Our Secret Themed Room is accessible only to All Access Pass holders, providing a submersive experience into another world. 2022's secret room featured a look into the upside down of Stranger Things.



This room draws a lot of attention both during the event, and pre-event with media outlets excited to announce what attendees have to look forward to.

## COSPLAY COMPETITION

The Cosplay Competition is the perfect opportunity to get your brand in front of hundreds of spectators and passersby, with your logo featured by the main competition stage.





# COUVECON BOARD

**Tracy Peters**

General Manager, Centennial Vancouver Mall

**Tawny Richey**

Marketing Manager, Centennial Vancouver Mall

**Christina Stewart**

Facilities Manager, Centennial Vancouver Mall

**Miranda Moe**

Specialty Leasing, Centennial Vancouver Mall

**Hillery Chaimberlain**

Administrative Assistant, Centennial Vancouver Mall

**Rebecca Ferguson**

Sales & Marketing Coordinator, Centennial Vancouver Mall

**Destiny Xayasanh**

Receptionist, Centennial Vancouver Mall

**Amy Tanska**

Business & Workforce Education Director, Greater Vancouver Chamber

**Contact our team today to maximize your event experience and lock-in sponsorships, specifically designed to elevate your brand at the community's go-to event.**