TWIN CITIES CON

Minnesota's comic con returns in 2022 after a huge inaugural event! Twin Cities Con welcomed over 5,000 attendees in 2021, and with an expected turnout of at least 10,000 attendees for 2022, TCC is the perfect opportunity to promote your venture. As one of the major pop culture events in the Midwest, TCC's fans are passionate and hungry for more content and merchandise from their favorite media properties - that's YOU!

TCC's marketing budget is mainly directed at social media, but is also diversified through traditional media outlets including radio, TV, and an inexpensive but time-intensive campaign to put physical flyers in local shops across the Twin Cities area - if you go shopping at a comic shop, Gamestop, or Hot Topic, you'll hear about TCC!

WHO SHOULD EXHIBIT AT TWIN CITIES CON?

Retailers/Resellers of:
- Comic Books
- Toys
- Video Games
- Apparel
- Anime & Manga
- Books

TCC is also a great promotional tool for publishers, manufacturers, filmmakers, etc. with new up-and-coming projects!

WHY EXHIBIT AT TWIN CITIES CON?

• Expected turnout of 10,000+ attendees visiting from all over Minnesota
• Sell your products directly to fans eager to consume new content/merch
• Promote your venture ahead of the busy holiday shopping season
• Face-to-face interaction with your fans and potential customers
• For the majority of attendees, TCC is the only "con" they attend all year.
• Gain Insight into the ever-changing trends in the pop culture market
• Evaluate competition and enter new markets
• Create and build brand awareness

SPONSORSHIP OPPORTUNITIES

☐ **Naming Rights** - Twin Cities Con, presented by...YOU!
$20,000

☐ **Special Feature Sponsorship** - Main Stage, Gaming Area, Costume Contest, etc
$2,000 and up - Contact for availability

☐ **Registration Handouts** - We will distribute your literature to all attendees at registration
$950 plus production costs

☐ **Badge Sponsor** - Your logo/artwork prominently displayed on our entry badges
$950 plus badge production costs

☐ **Lanyards** - Attendees with badges need lanyards, put your logo/artwork on those lanyards
$950 plus production costs

☐ **Swag Bag** - Distribute bags of swag to all attendees
$950 plus production costs

☐ **Self Handouts** - You have the opportunity to distribute your own literature to attendees
$475 plus production costs

☐ **Panel Room Naming Rights** - Your name/logo posted outside of the room and directory
$475 ea

☐ **Indoor Banners** - Display your banner inside the convention for attendees to see
$475 plus production costs

☐ **Booth Drop** - We will distribute your literature/merchandise to all of our exhibitors
$475 plus production costs

If you are interested in any of the above, please contact ben@nerdstreet.net.

Go to www.twincitiescon.com for more info about Twin Cities Con including how to buy tickets, to see our full guest list, and to get the full schedule of events. Twin Cities Con is the perfect way to end the 2022 convention season!