

ZOMBIE, HORROR & SCI-FI FAN CONVENTION

WALKER  **CON**
STALKER

2015 SPONSORSHIPS

SAN FRANCISCO – CHICAGO – DALLAS – ORLANDO – BOSTON – ATLANTA – NEW YORK/NEW JERSEY

HISTORY OF THE WALKER STALKERS

- James Frazier and Eric Nordhoff are The Walker Stalkers.
- In November, 2012, James and Eric had an amazing fan experience meeting cast and crew on the set of AMC's The Walking Dead.
- Started a Podcast for fans in December 2012.
- Interviewed their first celebrity guest, Executive VP & Special Effects - Greg Nicotero, in January 2013.
- Season 3 Finale Party March 2013 - Senoia, GA. 80 attendees.
- Walker Stalker Con concept is birthed as a convention run by fans for the fans.
- Established Kickstarter campaign in June 2013 to raise funding for first Walker Stalker Con in Atlanta, GA
- 2 weeks into the campaign, only \$2,000 of \$15,000 goal raised. Eric contemplates quitting.
- 3 days later, celebrity Norman Reedus (Daryl Dixon) confirms he will attend first Walker Stalker Con.
- 1 day before Kickstarter campaign ends, goal of \$15,000 is reached. Final amount raised: over \$16,000! Helps fund convention center commitment
- October 2013 (one month before WSC), lead actor, Andrew Lincoln (Rick Grimes) confirms he is attending WSC Atlanta 2013
- November 1 - 3, 2013 First Walker Stalker Con Atlanta is a huge success. Over 10,500 attendees.
- Second WSC city is announced: Chicago. Over 15,000 attendees.
- WSC Boston is announced. Over 17,000 attendees.
- Atlanta 2014 (October 17-19). 35,000 attendees.

2015 EXPECTED ATTENDEES
170,000
(7 Conventions)

A GOOGLE SEARCH ON "WALKER STALKER" YOU GET ABOUT 4,270,000 RESULTS (0.32 SECONDS)

ATTENDEES

ATLANTA 2013	10,500
CHICAGO 2014	15,000
BOSTON 2014	17,000
ATLANTA 2014	35,000
NEW YORK 2014	20,000*

*EXPECTED ATTENDEE TOTALS

SOCIAL MEDIA

TWITTER
45,000+
followers

FACEBOOK
180,000+
likes

PODCAST

500,000
downloads since
January 2013

70,000
downloads per month
& growing

JAMES & ERIC

WALKER STALKER CON

2015 EVENTS

SAN FRANCISCO

JANUARY 31 & FEBRUARY 1

FORT MASON CENTER

CHICAGO

FEBRUARY 21 & 22

NAVY PIER

DALLAS

MARCH 14 & 15

THE DALLAS CONVENTION CENTER

ORLANDO

JUNE 27 & 28

ORANGE COUNTY CONVENTION CENTER

BOSTON

AUGUST 22 & 23

WESTIN BOSTON WATERFRONT

ATLANTA

OCTOBER 30 – NOVEMBER 1

GEORGIA WORLD CONGRESS CENTER

NEW YORK / NEW JERSEY

DECEMBER (DATES TO BE DETERMINED)

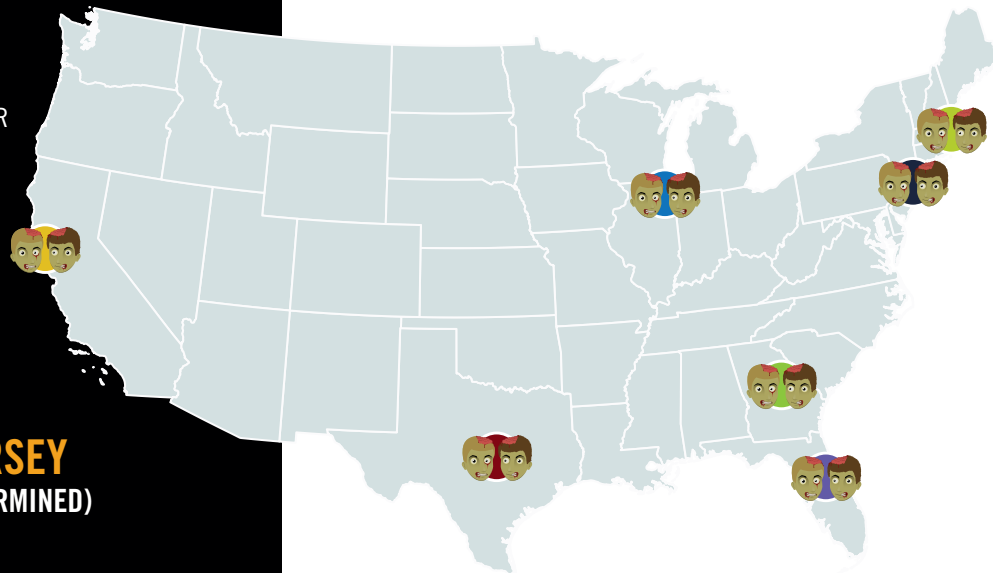
LOCATION TO BE DETERMINED



#2 TOURING POP-CONVENTION

#1 CONVENTION

FOR FANS OF AMC'S
THE WALKING DEAD
& SKYBOUND'S
THE WALKING DEAD COMIC



QUICK FACTS

TOTAL PRESALES: 24,243

74% of all presale tickets were sold between August and October 2014

Attendees represented 54 US states & territories and 20 countries

Females purchased 69% of all presale tickets

Majority of attendees were between the ages of 25 and 54

84% of attendees were first time attendees to a Walker Stalker Con event

79% of presales came from WALKERSTALKERCON.COM

37% of attendees heard about WSC from social media (*Facebook, Twitter, Tumblr, etc.*). An additional 25% heard about WSC from a friend or family member





MARKETING **SUPPORT**

SOCIAL MEDIA

- WEBSITE ADS & ANNOUNCEMENTS
- TWITTER BLASTS
- FACEBOOK POSTS
- YOUTUBE VIDEOS
- PODCAST

PRINT

- SURVIVAL GUIDE (PROGRAM)
- LANYARDS & NAME BADGES
- T-SHIRTS
- MERCHANDISE BAGS

DIGITAL

- WSC LIVE
- PANEL GRAPHICS
- CONVENTION HALL SIGNAGE

CELEBRITIES

- CATERING
- GREEN ROOM / HOSPITALITY
- SWAG BAGS

CELEBRITY REVIEWS

WE'VE WORKED WITH

AMC's Comic Book Men
Robbie Amell
Stephen Amell
Emma Bell
Manu Bennett
Jon Bernthal
Jay Bonansinga
Jose Pablo Cantillo
Brian Cano
Nestor Carbonell
Gwendoline Christie
Lauren Cohan
Chad L. Coleman
Denise Crosby
Michael Cudlitz
Henry Ian Cusick
Jeffrey DeMunn
Chris Durand
Sean Patrick Flanery
Lawrence Gilliard Jr
Landon Gimenez
Danai Gurira
Nick Gomez
Sonequa Martin-Green
RJ Haddy
Laurie Holden
Melissa Hutchison
Adrienne King
Emily Kinney
Jeff Kober
Andrew Lincoln
Mackenzie Lintz
Madison Lintz
Travis Love
Adam Minarovich
Brian Mahoney
Alanna Masterson
Daniel Thomas May

Melissa McBride
James Allen McCune
Josh McDermitt
Addy Miller
Jason Momoa
Meyrick Murphy
Greg Nicotero
Judith O'Dea
Gene Page
Juan Gabriel Pareja
David Ramsey
Emily Bett Rickards
Chandler Riggs
Norman Reedus
David Della Rocco
Michael Rooker
Christian Serratos
Brighton Sharbino
Howard Sherman
IronE Singleton
Ian Somerhalder
Amy Steel
Russ Streiner
Arthur Suydam
Kylie Szymanski
Doug Tait
Lew Temple
Vincent Ward
Parker Weirling
Paul Wesley
Theshay West
Andrew J. West
Scott Wilson
EuyIn Womble
Roy Wooley
Steven Yeun
Z Nation
& MORE!

ANDREW LINCOLN

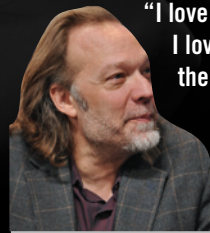
"It's insane. I mean this is the thing that keeps sort of taking my breath away the fact that this show feels like it keeps building and we get shown so much kind of love by the fans. They're hardcore, they are so hardcore."



SONEQUA MARTIN-GREEN

"I love Walker Stalker Con; it's one of my favorites. James and Eric are just so cool; I have a good time with them. I love the fans. I think the cons are always at really good locations, the fans are always really excited and it actually kind of flies by, so I enjoy it."

GREG NICOTERO



"I love being here, I love meeting the fans."

EULYN WOMBLE

"This one (convention) actually appreciates the people behind the scenes, the crew. I mean it's unheard of for costume designers and directors like Greg Nicotero to actually be acknowledged and this convention loves us. They are constantly asking for us to be there and acknowledging our work means a lot. To be acknowledged as an artist is all you ever want."

JEFFREY DeMUNN

"I started getting a bunch of letters at home from fans saying would you please come do this. This is by the fans for the fans."

"I'm glad I came, I'm really glad I came. This has been beautifully run and I'm happy with it."

STEVEN YEUN

"I think it's cool to have something dedicated to our show, it's cool to give back a portion of that. I think that our fans are the best fans."



JOSH McDERMITT

"That's what this is all about; it's about meeting the fans and having a great time. It's just an honor to be here."

"The thing I love about the Walker Stalker Con is that it is mostly Walking Dead. We get to see past cast members and people that were on the show season one."

"There is no other place that is just Walking Dead and that's what's exciting."



SPECIAL EVENTS

AFTER-HOUR ACTIVITIES

PARTIES

CONCERTS

FILM / TV SHOWCASES

SPECIAL SHOWS

COSPLAY / COSTUME CONTEST

VIP EVENTS

TRADE SHOW

PRIME VENDOR SPACE

BANNERS / SIGNAGE

PRODUCT DISPLAY & LAUNCHES



VENDOR REVIEWS

“This weekend was incredible! I want that table in that spot for next year! Thanks so much.”

– Geoffrey K. Gwin, Maddprops!

“I am just writing to let all of you know that you did an amazing job this weekend. It was a huge convention, with I am sure at least 30,000 people, and you all handled it very well. I've been to several conventions, none of which has ever come close to the number of celebrity guests and attendees, yet are very unorganized. The one question I ask every person who comes to my booth is if they are having a good time. Out of the literally 1000's of people I asked, only a handful had any complaints. And the ones they did have, such as guest cancellations which are out of your control.”

– Angie Trombley, Creative Par-Tees

“I just wanted to say that I had a great time last weekend! You guys are awesome! Everyone is so helpful and organized! I can tell you try to accommodate everyone best way possible. I also appreciate the booth prices! So many others are so expensive I can't do them since I hand make everything, I wouldn't make any money back. Chicago and Atlanta were great! You will see me soon! Planning on doing Chicago and Dallas for sure.”

– Megan Smith, Stitched from the Crypt.

“Just wanted to send you a quick thank you for all your help at Walker Stalker. This has to be my favorite event of the season. Thank you for all your hard work organizing and promoting this fantastic show. I will definitely return next year. If you set a date, send it along so I can put it in the books.”

– Heather Weikel, Skully Kouture

“We had a great time! We would love to continue to work with you at future events! Our Boston and Atlanta rooms will be open soon.”

– Maren Rosenberg, ROOM ESCAPE ADVENTURES

“Please tell everyone that we really enjoyed walker stalker con and the entire staff and volunteers were amazing.”

– Allen Castillo, EQUNIT.COM

“Just wanted to send a quick THANK YOU for all your assistance leading up to Walker Stalker Con this weekend. Our rep on site mentioned how well it went and the photos turned out great, looks like there was an awesome turnout.”

– Alex Gagliano, Anchor Bay Entertainment

“Just wanted to say thanks for the show! Definitely hoping to be part of the artist alley again next year!”

– Donovan Scherer Rataat Graphics LLC

“I just wanted to say thank you for hosting a great convention. It was a fun time for me. I hope you guys plan on coming back next year. If so I'll definitely be there again. Please pass along my thanks to everyone involved. I'll be on the lookout for info on your next visit to Chicago.”

– Tony Santiago, Artist

“My sales were phenomenal!”

Kim Raiser Author

MEDIA REVIEWS



“Besides the signings, fans can get a zombie makeover for \$10, or head over to the Nerf booth to take turns shooting foam bullets at a cutout of a “walker,” as zombies are known on the show. Vendors hawked paintings, including one that was half Mickey Mouse, half ghoul.”

THE WALL STREET JOURNAL.

“The upcoming pow-wow is another sign of the pop culture clout wielded by the comic book-inspired cable series, where walkers (or biters... but they’re never called “zombies”) battle the living in a post-apocalyptic world.”

CHICAGO
SUN-TIMES

“Wow, Atlanta Walker Stalker Con 2014 looks like it was a total blast! There are six more Walker Stalker events coming up soon across the US, so be sure to check out the locations here and get along to one yourself!”

moviepilot

“Personally, I thought the convention was extremely well run last year, especially given it was their first year.”

ajc The Atlanta Journal-Constitution



COVERAGE BY DOZENS OF TOP TIER NEWS OUTLETS, INCLUDING

THE HUFFINGTON POST

Rolling Stone

USA TODAY
A GANNETT COMPANY

Entertainment WEEKLY

CNN

THE WALL STREET JOURNAL.

IMDb

VANITY FAIR

CLICK HERE TO WATCH THE WALL STREET JOURNAL'S VIDEO REPORT

WALKER STALKER CON



CONTACT

For general questions or to inquire about customized packages, contact sponsors@walkerstalkercon.com

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