



October 11 - 13, 2024

<https://www.houstonarcadeexpo.com>

22nd Houston Arcade Expo Sponsorship Opportunities

Established in 2002, the Houston Arcade Expo is holding their 22nd Annual Arcade Expo on October 11, 12, & 13th at the [Houston Marriott Westchase](#). It is the ULTIMATE 80s Arcade Party that spans over 28,000 square ft! The show features 100's of classic and current coin-op pinball machines, video arcade games, penny arcades, console video games, and vintage computers, ready for attendees to play on free play or buy them for their home. In addition to a vast array of gaming options, the show hosts pinball and arcade tournaments, celebrity guests, live bands and music, pop culture vendors, local artists, a costume contest, trivia contest, a free swap meet, and workshops about a variety of gaming, technical, and pop culture-related topics to keep the young and young at heart entertained.

Even though our attendees are a broad demographic of the public, the majority of our guests are from 34 to 54 years old (see statistics page) and at the prime of their financial and decision-making time of their lives. Most people in the hobby are spending on average between \$5,000 and \$12,000 for a brand-new pinball machine. These are homeowners and business owners, most of which have technical backgrounds and typically have disposable incomes.

Please see our following sponsorship packages for your consideration; each package is limited and can and will sell out. We hope you can join us to promote your product or service and bring your company's name recognition to this high-energy and dynamic convention!

For more information or to discuss a custom sponsorship to meet your marketing objectives, please contact Keith Christensen at 713-375-1801 or via email keith@trinicom.com

Best Regards,

A handwritten signature in black ink, appearing to be 'Keith Christensen', written over a horizontal line.

Keith Christensen
Houston Arcade Expo, LLC

DOUBLE DIAMOND SPONSOR – Presenting Sponsor \$10,000

Sponsor Entitled to:

- Logo recognition on the 1st place Best of Show Trophy, primary placement on ads and commemorative merchandise
- Banner with logo displayed at Gate Entry, Game Room, and Stage
- 35 VIP weekend event passes with snack room access
- Access to Thursday night (7pm until midnight) play time during setup
- Logo and link on the online 2024 Houston Arcade Expo Show Schedule.
- Logo & QR code on Weekend Pass Badge lanyard (estimated 1500 printed)
- Banner ad on the Houston Arcade Expo website front page
- Your logo and company link on the Houston Arcade Expo vendor page
- Announcements and video ads during the Expo on PA/Projector systems
- Celebrity Mentions and Posts on social media
- Exhibitor/Vendor booth space up to 20 ft. x 20 ft. primary location at show entry
- Acknowledged in all press releases and collateral materials
- Logo in social media Video Marketing (60,000+ views)
- Give out your branded promo items to attendees as part of door prizes.
- BIG Logo and URL or QR code on special edition Bottle show Koozie Giveaways!

DIAMOND SPONSOR – Summit Tournaments Sponsor \$5,000

Sponsor Entitled to:

- Banner with logo displayed at Gate Entry and in Game Room
- 25 VIP weekend event passes with snack room access
- Access to Thursday night (7pm until midnight) play time during setup
- Logo and link on the online 2024 Houston Arcade Expo Program Guide
- Banner ad and a vendor listing on the Houston Arcade website
- Your logo on commemorative merchandise
- Announcements and Stills during the Houston Arcade Expo on PA/Projector system
- Shout Outs on Social Media
- Exhibitor/Vendor booth space up to 10 ft. x 10 ft. in primary location
- Acknowledged in all press releases and collateral materials
- Logo in social media Video Marketing (60,000+ views)
- Give out your branded promo items to attendees as part of door prizes.
- Med. Logo and URL or QR code on special edition Bottle show Koozie Giveaways!

GOLD SPONSOR \$2,500

Sponsor Entitled to:

- Banner with logo displayed at Gate Entry and in Game Room
- 20 VIP weekend event passes with snack room access
- Access to Thursday night (7pm until midnight) play time during setup
- Logo and link on the online 2024 Houston Arcade Expo Show Schedule.
- Vendor listing on the Expo website
- Your logo and company link on the Houston Arcade Expo website
- Announcements during the Expo on PA system

- Shout outs on social media
- Acknowledged in all press releases and collateral materials
- Give out your branded promo items to attendees as part of door prizes.
- Small Logo and URL or QR code on special edition Bottle show Koozie Giveaways!

Arcade Dominator **\$1,000** (4 available)

- Naming rights (Stage, Speaker Room, Front Desk or Vendor area)
- Ability to put up Banners in your room and walk ways to and from expo floor
- Live, on the day of, MC acknowledgements
- website logo and link
- Three Social Media posts up to the Show
- 14 weekend passes
- VIP room Access for your 14 passes
- Access to Thursday night (7pm until midnight) play time during setup

High Score Master- **\$500** (2available)

- Room naming rights (SwapMeet, VIP room, Hotel Entry)
- Ability to put up Banners in your room/area only
- Live, day of, MC acknowledgements
- Website logo and link
- One social media post up to the show
- 7 weekend passes
- VIP room Access for your 7 passes
- Access to Thursday night (7pm until midnight) play time during setup

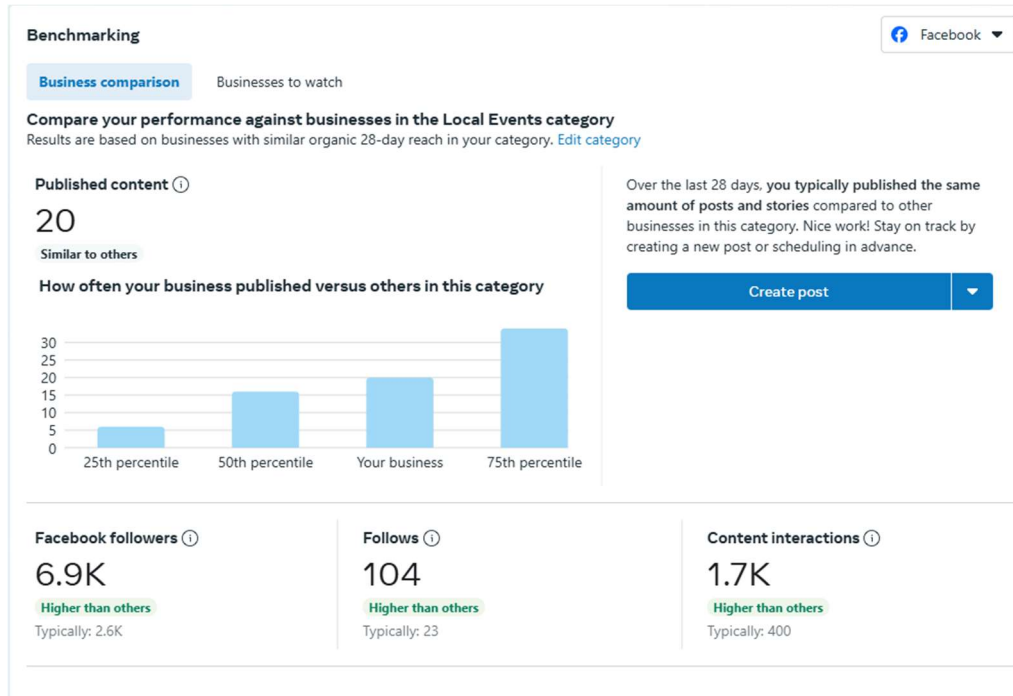
VIP Gamer- \$ <https://houstonarcadeexpo.ticketspice.com/houston-arcade-expo-2024>

(Unlimited)

- You can leave your flyers or handouts at the Registration Desk
- 2 weekend passes
- Access to VIP Chill Room (with free drinks and snacks) for your 2 passes
- Access to Thursday night (7pm until midnight) play time during setup

Social media and Web site Statistics

Facebook page Benchmarking compare to other pages 2024

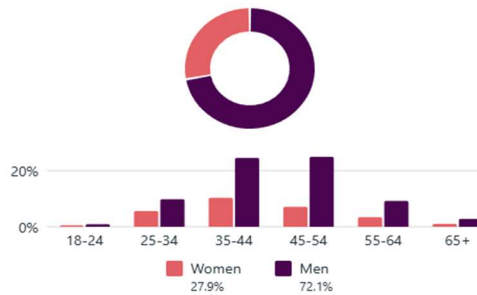


Facebook/Instagram Followers Statistics including Age Brackets 2024

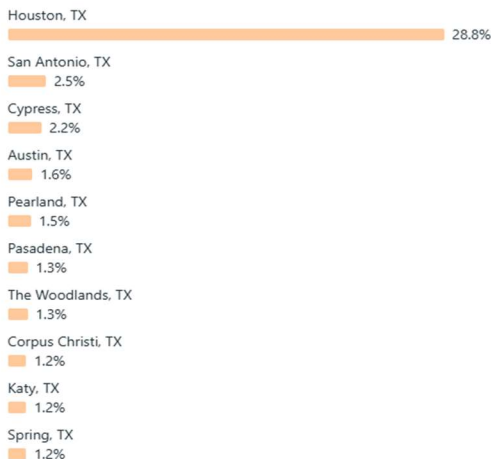
Facebook followers ⓘ

6,853

Age & gender ⓘ



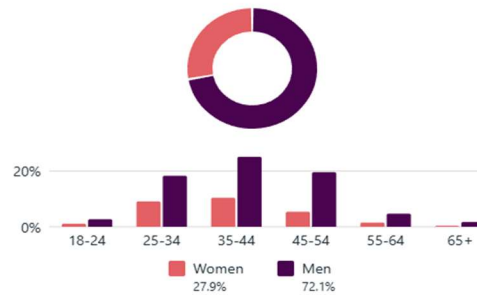
Top cities



Instagram followers ⓘ

1,250

Age & gender ⓘ



Top cities



Facebook page Reach stats, Ads and Organic traffic 7/10-8/10 2024

Performance

Daily Cumulative ⓘ

Reach ⓘ

76.5K ↑ 2.0K%

Content interactions ⓘ

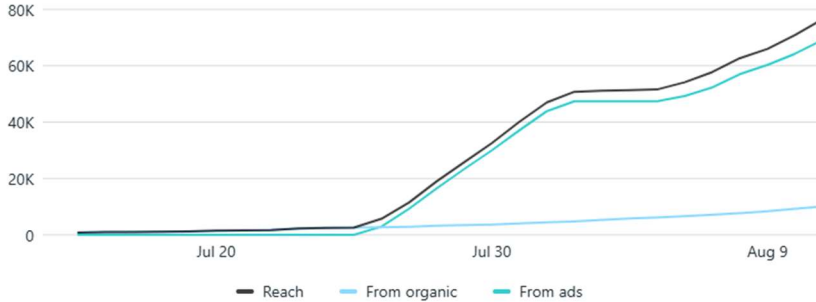
1.7K ↑ 447.3%

Followers ⓘ

Lifetime
6.9K

Link clicks ⓘ

1.8K ↑ 4.8K%



Reach breakdown

Total
76,466 ↑ 2.0K%

From organic
10,062 ↑ 181.5%

From ads
69,100 ↑ 100%

Ways to help grow your reach

Advertise your business

Facebook reach ⓘ



28 days prior

From organic

10,062

From ads

69,100

Your Facebook reach when advertising is **659.9%** higher versus no ads.

Post frequently and improve content engagement

Posts ⓘ

20 ↑ 185.7%

Median Facebook post interactions ⓘ

21 ↓ 34.4%

Stories ⓘ

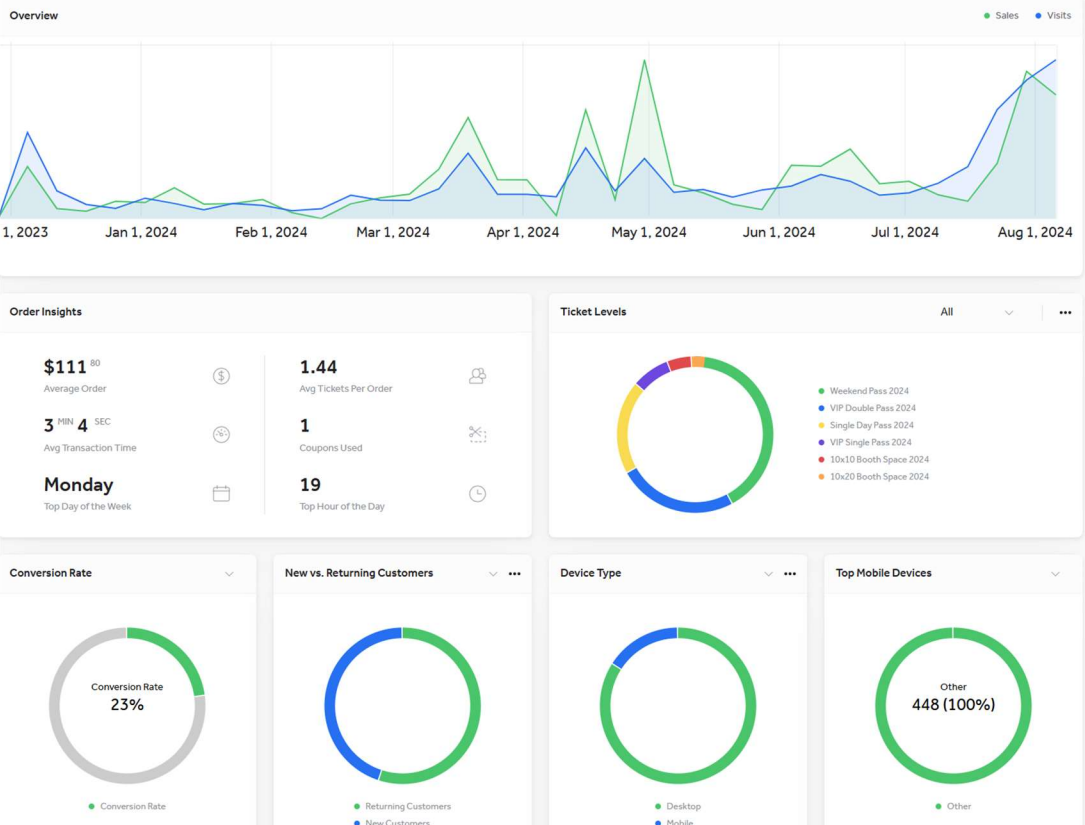
0 0%

Median Facebook story interactions ⓘ

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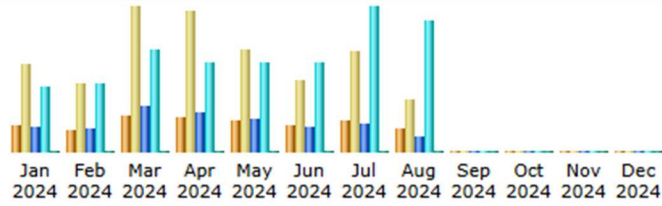
[See tips to help improve your content](#)

Ticket Page traffic from 1/1 thru 08/10 2024



Raw Web site traffic for 2024 and August daily break down

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	6,023	20,442	45,024	118,819	0
Feb 2024	5,208	15,954	43,738	124,891	0
Mar 2024	8,287	33,601	83,071	186,134	0
Apr 2024	7,922	32,829	72,063	161,670	0
May 2024	7,153	23,559	60,588	161,807	0
Jun 2024	6,249	16,459	44,154	163,415	0
Jul 2024	7,346	23,165	52,596	264,362	0
Aug 2024	5,279	12,129	28,555	238,923	0
Sep 2024	0	0	0	0	0
Oct 2024	0	0	0	0	0
Nov 2024	0	0	0	0	0
Dec 2024	0	0	0	0	0
Total	53,467	178,138	429,789	1,420,021	0

Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Aug 2024	949	2,172	19,131	0
02 Aug 2024	870	2,715	18,031	0
03 Aug 2024	858	2,391	19,996	0
04 Aug 2024	574	1,236	9,726	0
05 Aug 2024	989	2,255	10,718	0
06 Aug 2024	692	1,501	10,025	0
07 Aug 2024	1,154	2,198	19,308	0
08 Aug 2024	987	2,530	21,406	0
09 Aug 2024	1,355	3,576	26,601	0
10 Aug 2024	1,087	2,609	22,842	0
11 Aug 2024	888	2,022	23,480	0
12 Aug 2024	1,013	1,998	24,323	0
13 Aug 2024	713	1,352	13,336	0
14 Aug 2024	0	0	0	0
15 Aug 2024	0	0	0	0