

P O R T S M O U T H

# COMIC CON

INTERNATIONAL FESTIVAL OF COMICS

[portsmouthcomiccon.com](http://portsmouthcomiccon.com)

## MEDIA, TRADE & SPONSORSHIP PACK





# INTRODUCING...

After an extremely successful inaugural event Portsmouth Comic Con – International Festival of Comics is excited to be back for 2019. We'll be bringing you the best of comic, film, TV and pop culture entertainment in what is set to be the largest event of its kind in the South!

The brainchild of Portsmouth Guildhall and Tripwire Magazine, now supported GoGeek Events, the 2019 convention will feature guest panels, signings, showcases, competitions, cosplay, special events and merchandise, meaning there is something for everyone across the weekend.

Last year Portsmouth Comic Con made waves in the convention scene, selling-out to over 5,000 ticket-holders from across the world - and next year is projected to bring up to 8,000 visitors as it expands into new areas of Portsmouth Guildhall and its surrounding square.

Falling on Star Wars day this year, the show will celebrate the legendary film franchise as well as the 80th anniversary of the first appearance of Batman. We shall be bringing featured artists and guests from all over the world, including Marvel legends Roy Thomas and Steve Englehart.

*“I’ve been to a lot of comic conventions in the last three decades. This is a fine show, something the organisers should be proud of.” - **Bleeding Cool***



In partnership with...



# ABOUT...

## Tripwire Magazine

Tripwire started life as a magazine back in 1992 and quickly garnered a reputation for covering the more independent side of the comics industry in the UK and US. It began to cover films and TV in 1999. It ceased publication as a print magazine in 2013 but launched as a website in 2015, adapting seamlessly to the new digital format. It is seen as the pre-eminent British comics and genre publication with industry fans that include Richard Taylor, who heads up Peter Jackson's Weta, American Gods writer-producer Bryan Fuller, best-selling Scottish crime writer Ian Rankin (Rebus), Senior DC VP Mark Chiarello and movie poster legend Drew Struzan (Indiana Jones, Star Wars).

Tripwire has interviewed every major mover and shaker in the worlds of comics, TV and film including Matt Groening (The Simpsons), Guillermo del Toro (Pan's Labyrinth) and Joss Whedon (Avengers).

*"TRIPWIRE has been, for more than two decades the touchstone of comic book culture in the UK and one of the leading periodicals dedicated to this narrative art form. Incisive, smart and always relevant."*

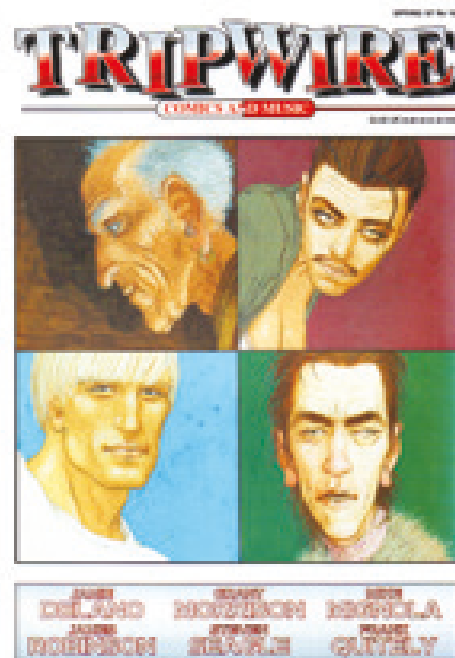
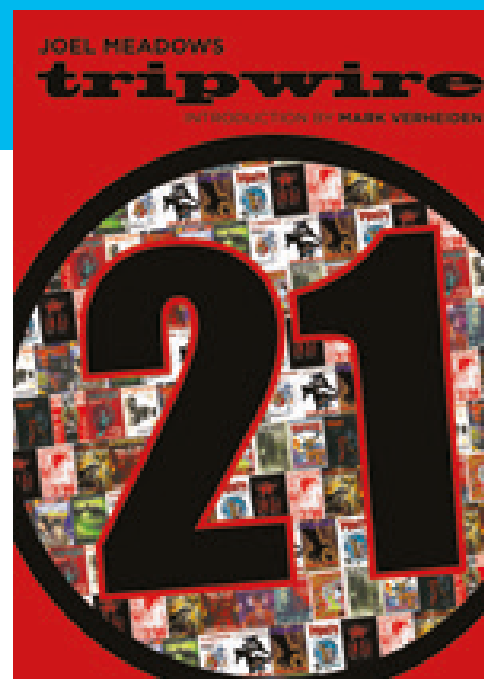
**Guillermo del Toro, Oscar winning Director,  
Hellboy, Crimson Peak, Pan's Labyrinth, Pacific  
Rim, The Shape Of Water**

## GoGeek Events

After successfully running and hosting the Cosplay Competitions for the inaugural Portsmouth Comic Con in 2018, GoGeek Events have come on board as official major partners for the 2019 event.

GoGeek's mission is to create extraordinary and unforgettable interactive events, and this year GoGeek will be bringing themed productions through the imaginative use of props, professional costumers, and a customer focused experienced management team.

GoGeek's core values of zero tolerance to any form of bullying or discrimination gives everyone the chance to express themselves to the full without fear. They fly the flags of diversity and inclusion with pride, and use the power of GoGeek cosplay and costuming to bring everyone together.



# ABOUT...

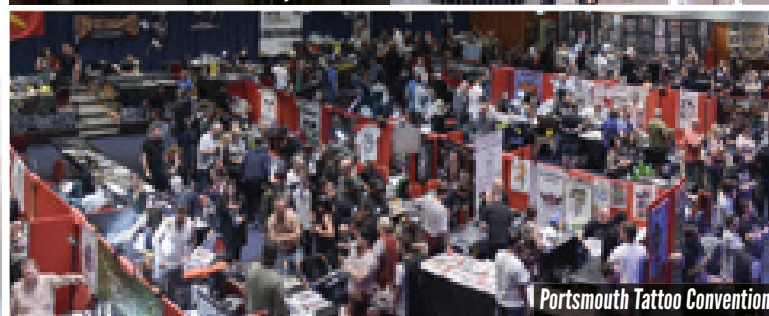
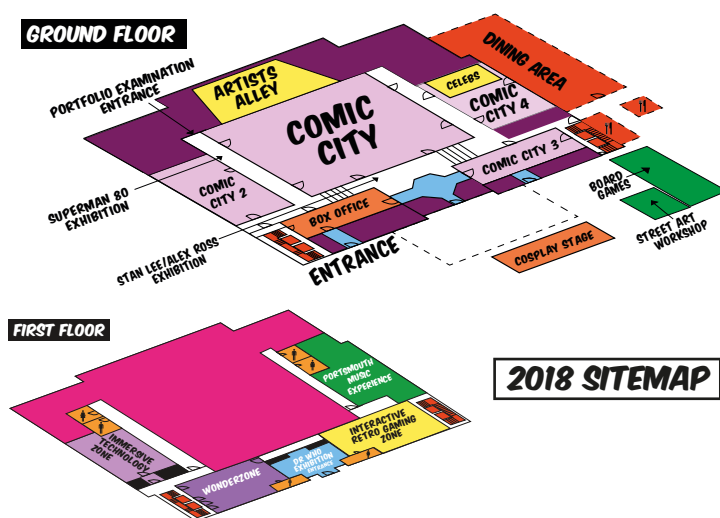
## Portsmouth Guildhall

Described as the “Beating Heart” of the city, Portsmouth Guildhall is the area’s premier entertainment venue, and one of the most dramatic additions to the city’s horizon. Best known for playing host to artists including The Beatles, The Rolling Stones, Jimi Hendrix, and more recently Oasis and Gorillaz, Portsmouth Guildhall offers more than just legendary concerts.

Portsmouth Guildhall attracts 260,000 visitors a year, attending over 780 events including large annual festivals / conventions including Portsmouth Beer Festival, Guildhall Games Fest, Portsmouth Tattoo Convention, Cheese Fest, Big Mouth Comedy Festival and much more.

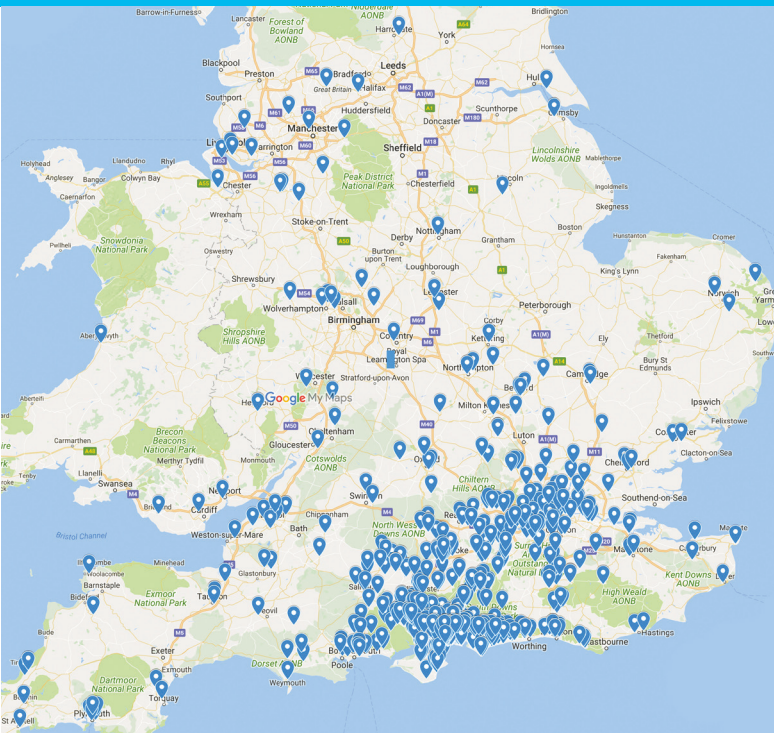
With well over a dozen spaces across six floors in the venue, Portsmouth International Comic Con is set to become an event like no other with an anticipated 8,000 visitors coming from across the UK, US and Europe. As the UK’s only Island City, home of landmarks including Portsmouth’s Historic Dockyard, the Mary Rose and HMS Warrior, Portsmouth is a unique and vibrant location with excellent transport links from London, Brighton, Southampton and the rest of the South East, providing guests and sponsors a chance to engage with passionate fans from a large area.

**Guildhall Square, Portsmouth, PO1 2AB**  
[portsmouthguildhall.org.uk](http://portsmouthguildhall.org.uk)





# PORTSMOUTH COMIC CON - 2018

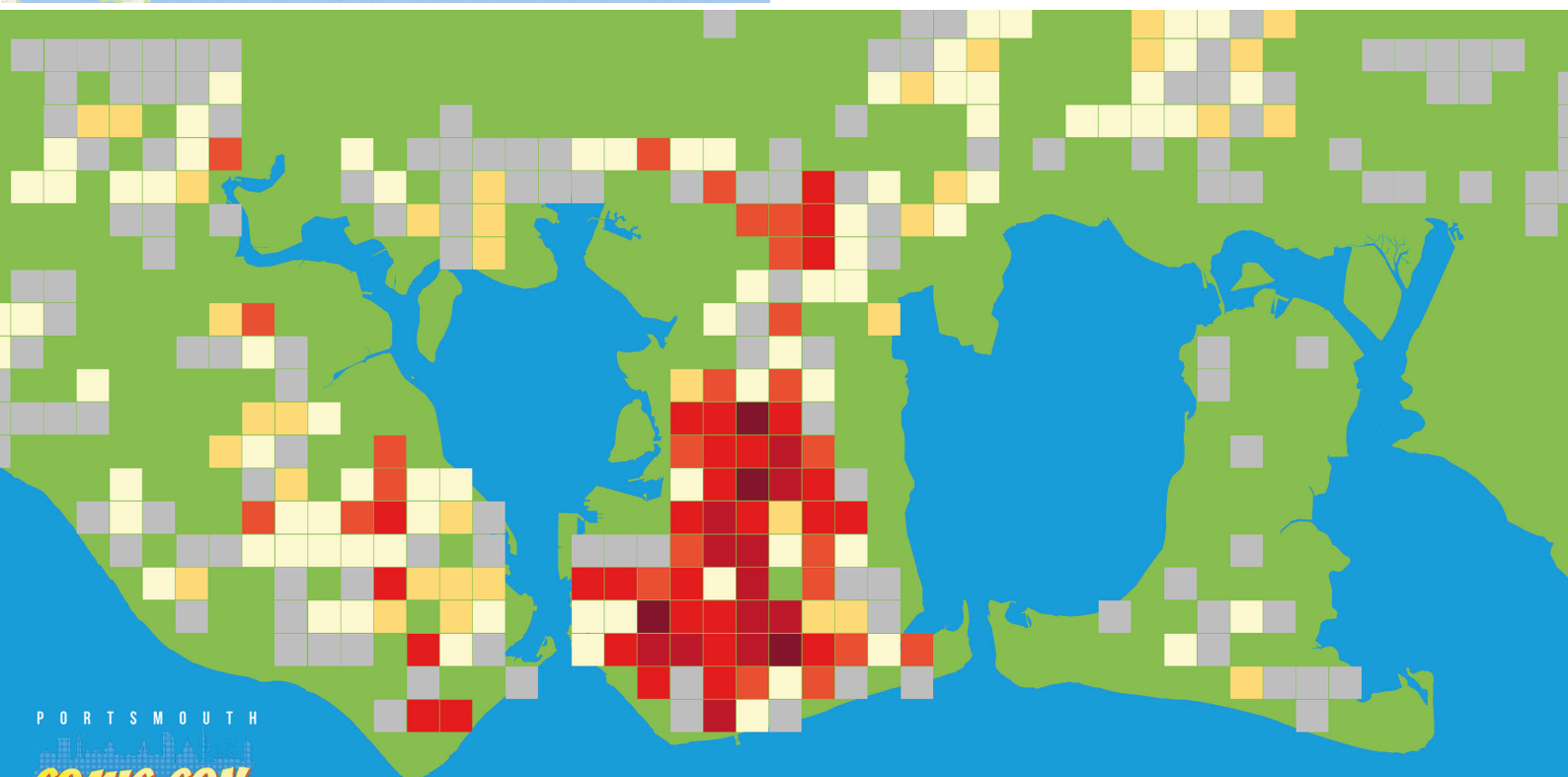


With fans coming from as far as Seattle, Washington, USA to attend - it's safe to say that Portsmouth Comic Con stamped itself on the list of "must-attend" Comic Cons in 2018.

## Locations of our ticket holders:

- 1/3 from within Portsmouth
- 1/3 from wider 45 minute drive time
- 1/3 from beyond including international

*"#PortsmouthComicCon has been a blast. One of the very best cons I've ever been to, blending the passion and comics focus of Thought Bubble with the family friendliness and party atmosphere of Dunfermline. I can't recommend it highly enough for next year. This one is special."*



PORTSMOUTH  
**COMIC CON**  
INTERNATIONAL FESTIVAL OF COMICS

## TICKET PURCHASING HOUSEHOLDS - 2018



**5,041**

Total ticket holders for Portsmouth Comic Con

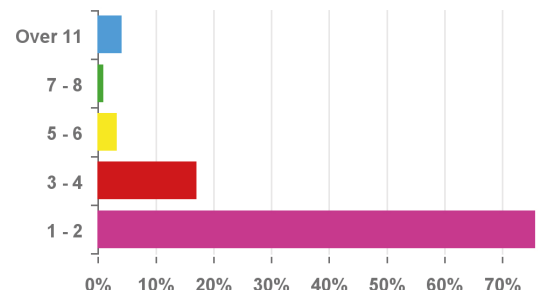
**38,141**

Website visitors between October 2017 - 2018

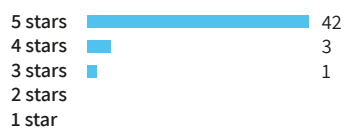
**2,000**

Facebook fans

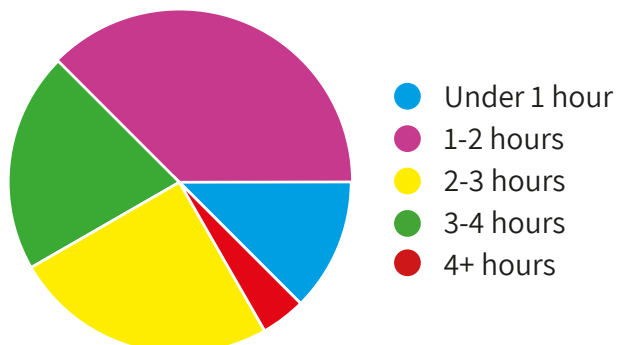
## Party Size



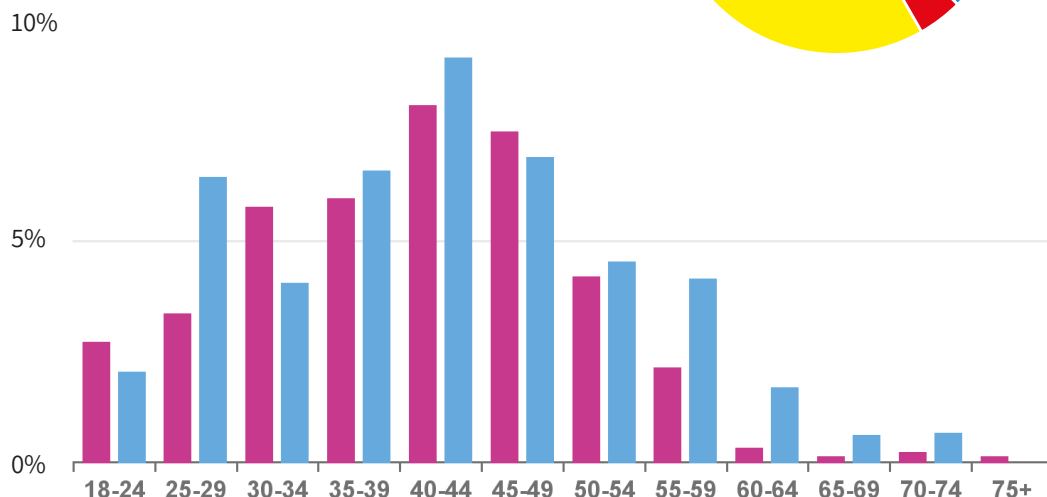
# 4.9 ★ Rating (Facebook)



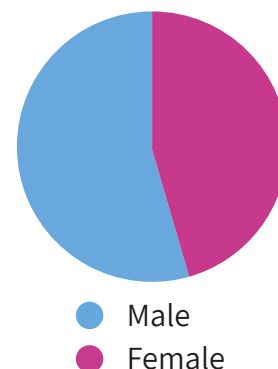
## VISITOR DURATION



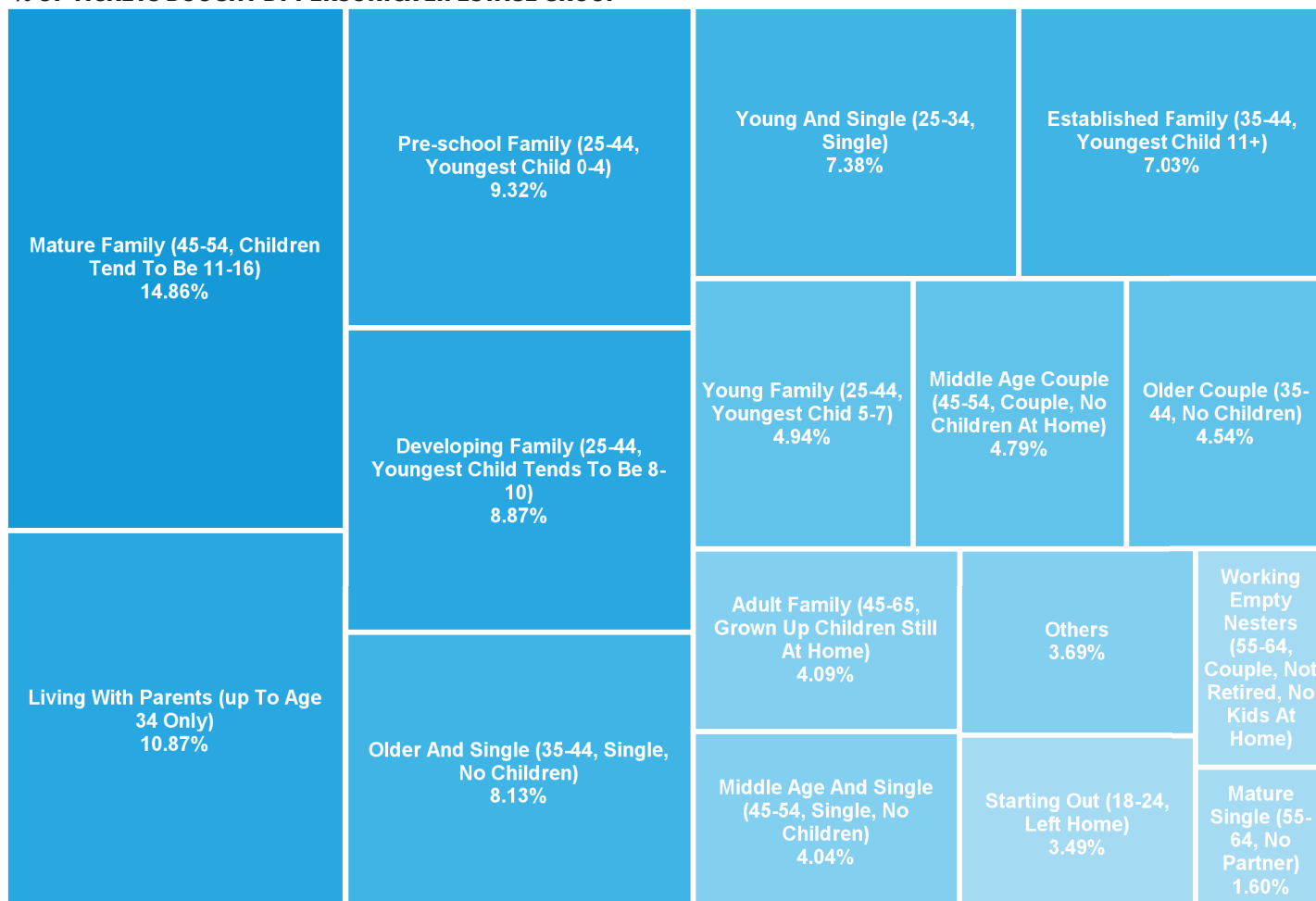
## % OF TICKETS BOUGHT BY AGE/GENDER



## GENDER SPLIT



## % OF TICKETS BOUGHT BY PERSONIX LIFESTAGE GROUP



All data taken from Ticketmaster Analytic Reports, Facebook and Customer Survey Data in 2018.

# SPONSORSHIP PACKAGES

## Exposure to:

Over 250,000 Guildhall users

8,000 Comic Con visitors

1.3 million unique website users

40,000 subscribers to our database

15,000+ followers on Facebook and Twitter

## Main Event Sponsor - £10,000

*As the main sponsor you will receive incredible exposure! You will feature heavily in our Marketing & PR campaigns, your branding and messaging will be highly visible in the months leading up to the event and will culminate during the event itself and you will receive prominence on both the official event website and the Guildhall's website.*

- Recognised as Main Sponsor on all marketing, branding and advertising materials.
- Logo/messaging on social media platforms (x6 mentions).
- Logo and messaging in PR campaigns including all major press releases.
- Logo on event website with link through to your website.
- PVC branded banner w2xh7m suspended from auditorium ceiling.
- Banner advertisement on event e-shots to Guildhall database.
- Double page spread in event programme.
- Screen advertising across the venue for 6 weeks leading up to the event and during the weekend itself.
- Stand/booth if applicable.
- x50 free tickets.

*Associate your brand with the largest Comic Con on the South Coast of England. We have a range of sponsorship opportunities available or can put together tailored packages on request!*

## Artist Alley Sponsor – £5,000

*As the official sponsor of Artist Alley, featuring former Marvel Editor-in-Chief and renowned Comic book writer Roy Thomas, you will receive enhanced exposure prior to the event and at the event itself.*

- Logo/credit on event marketing and branding - zone specific, including w2xh7m banner suspended from main stage ceiling.
- Logo on event website with link through to your website.
- Logo included on banner advertisement on event e-shots to Guildhall database.
- Logo/credit on social media platforms (x3 mentions) and in PR campaigns.
- Full page in event programme.
- Screen advertising across the venue during the weekend.
- Stand/booth if applicable.
- X30 free tickets.

## Substructure Sponsor - £5,000

*In 2019, the footprint of Comic Con will vastly expand with a state of the art exhibition superstructure in Guildhall Square. As the Official Superstructure Sponsor, you will receive enhanced exposure prior to the event and at the event itself.*

- Brand the entire superstructure! Externally and internally.
- Logo/credit on event marketing and branding.
- Logo on event website with link through to your website.
- Logo included on banner advertisement on event e-shots to Guildhall database.
- Logo/credit on social media platforms (x3 mentions) and in PR campaigns.
- Full page in event programme.
- Screen advertising across the venue during the weekend.
- Stand/booth if applicable.





- X30 free tickets.

## Official Event/Zone Sponsor – £3,000

*As an Official Sponsor you will receive enhanced exposure prior to the event and at the event itself. Be an Official Sponsor of the event or Sponsor a specific zone i.e. Wonder Zone, and receive concentrated branding exposure prior to and during the event.*

- Logo/credit on event marketing - event or zone specific.
- Logo on event website with link through to your website.
- Logo included on banner advertisement on event e-shots to Guildhall database.
- Logo/credit on social media platforms (x3 mentions) and in PR campaign.
- Full page in event programme.
- Screen advertising across the venue during the weekend.
- Stand/booth if applicable.
- x20 free tickets.

## Stage Sponsor – £2,000

*As the Official Sponsor of the Main Stage, featuring all Cosplay Competitions and live music acts as well as several key panels, you will receive enhanced exposure prior to the event and at the event itself.*

- Brand the Main Stage!
- Your logo on event website with link through to your website.
- Logo/credit on social media platforms (x1 mention).
- 1/2 page in event programme and screen advertising across the venue.
- Table if applicable.
- X10 free tickets.

## Guest Sponsor – £1,500

*Help maximise your exposure.*

- Logo on event website with link through to your website.
- Logo/credit on social media platforms (x1 mention).
- 1/2 page in event programme.
- Screen advertising across the venue during the weekend.
- Table if applicable.
- x10 free tickets.

## Wristband or Programme Sponsor – £1,000

As the Wristband or Programme Sponsor you will receive

enhanced exposure at the event itself.

- Logo/credit on all wristbands/programme.
- Logo on event website with link through to your website.
- Logo/credit on social media platforms (x1 mention).
- Logo/credit on front page of programme and screen advertising across the venue.
- x10 free tickets.

## Award Sponsor – £200

In 2019, Comic Con will feature the Tripwire Magazine Awards.

- Logo/credit in event programme.
- Logo/credit on screen during awards ceremony.
- Logo on event website with link through to your website.

Awards available to Sponsor:

Best Writer	Best Artist
Best Cover Artist	Best Publisher
Best Editor	Best Original Graphic Novel
Roll Of Honour	Best New Talent
Best Comics-related Film	
Best Comics-related TV show	
Best website or magazine about comics	

## Advertising Opportunities

### In Venue:

Get your business message across with premier branding and advertising opportunities across the venue. Advertise in the Main Auditorium featuring the UK top comic and genre traders and Artist's Alley:

PVC Banner H7m x W2m suspended from the Auditorium ceiling - £1,000 + VAT

PVC banner H1m x W2m branding on the Auditorium Circle - £500 + VAT

### Outside perimeter fencing:

Advertise on our perimeter fencing! The whole site and queuing system is lined with fencing – enjoy a 2m advertising space for a banner of your choosing (own banner must be supplied) - £250 + VAT

### Programme:

Enjoy full colour exposure in our event programme featuring guest interviews, bios, maps, exhibition info and advertising. Last year's advertisers included IDW Publishing, Image Comics, Progression Signage and Display, Prospero Teaching, The Historic Dockyards, The Mary Rose, The Trafalgar Boat Club, Westover Gallery and Game Over Museum.

- Full Page: £400+VAT
- Half Page: £300+VAT
- Quarter Page: £250+VAT

To feature your advert on our LCD screens across the venue – add £100+ VAT for 2 days exposure.



# EXHIBITOR TRADING

*"It was a massive success for yourselves and also me. I'm glad to tell you that it's probably going to be one of the best events I do all year"* - Alan Crockard, Planet Minifigures

*"Portsmouth Comic Con went very well. There was a lot going on, and it felt well organised. As for Blue Fox Comics, we'll definitely be after a table in 2019!"* - Simon, Blue Fox Comics

Due to the success of Portsmouth Comic Con in 2018 we will be expanding outwards into Guildhall Square, with a large wood-floored structure built outside of the building capable expanding the capacity for the event significantly.

Tables have already sold out for 2019, with the final tier of Group C Tables (to be placed in the new structure) going on sale soon.

Terms and conditions of trade can be found on:

[portsmouthcomiccon.com/exhibitors](http://portsmouthcomiccon.com/exhibitors)

Or join the waiting list for a table through:

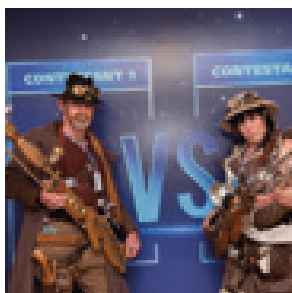
[curt.hill@portsmouthguildhall.org.uk](mailto:curt.hill@portsmouthguildhall.org.uk)

	Price each (ex VAT)
<b>Large booths</b> 4m x 2m Space + 3 tables 2 chairs	<b>£330</b> <b>SOLD OUT</b>
<b>Medium booths</b> 3m x 2m Space + 2 tables 1 chair	<b>£220</b> <b>SOLD OUT</b>
<b>Group A Tables</b> 2m x 2m Space With Table + 1 table & backboard Comic City 1 (Main Auditorium)	<b>£120</b> <b>SOLD OUT</b>
<b>Group B Tables</b> 2m x 2m Space + 1 table Comic City 2-4 (Smaller rooms)	<b>£90</b> <b>SOLD OUT</b>
<b>Group C Tables</b> *NEW FOR 2019* Tables in new outside structure <b>*ON SALE SOON*</b>	<b>TBC</b>



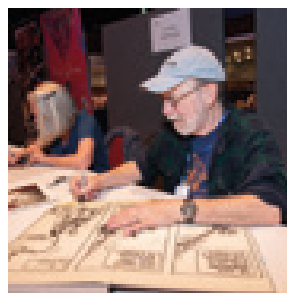
# PROGRAMMING

Portsmouth Comic Con has a wide-ranging programme spread out across six floors and outside the venue:



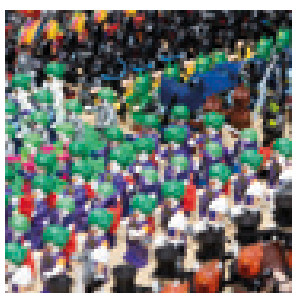
## Photo Opportunities

Film, TV props, exhibits, decals, cut-outs and more will be across the venue to get your photo taken with!



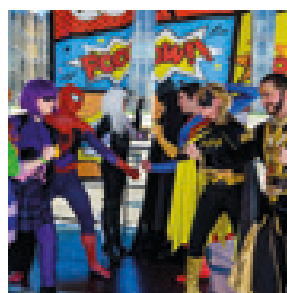
## Illustrators

Artists alley featuring some of the most notable names in the comic book trade.



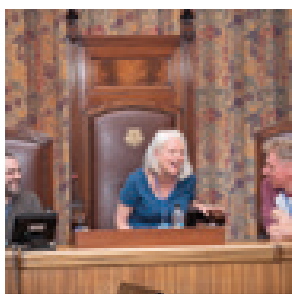
## Merchandise

We have already sold out with unique and exciting collectables will be on sale from vendors across the country.



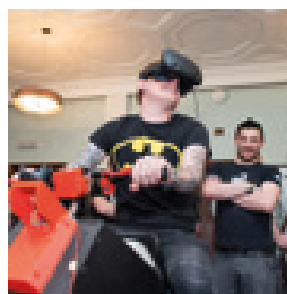
## Cosplay

An opportunity to dress up as is tradition for Comic Cons across the world, with prizes to be won as part of competitions hosted by GoGeek Events.



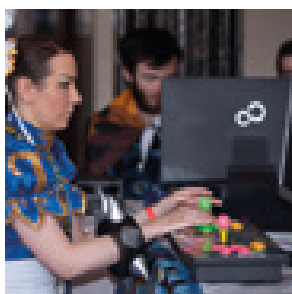
## Panels / Q&A's

Panels will be hosted by some of the most experienced people in the comics industry.



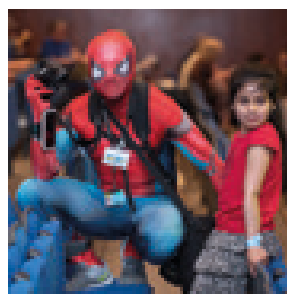
## Virtual Reality

Expect even more Virtual Reality gaming in 2019 after it's popularity in 2018!



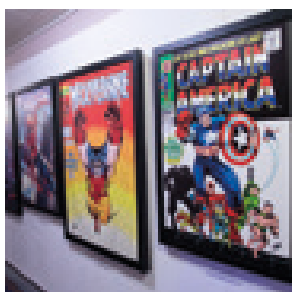
## Retro Gaming

Portsmouth's famous Game Over Café will be kitting out a whole area filled with free-to-play retro games consoles!



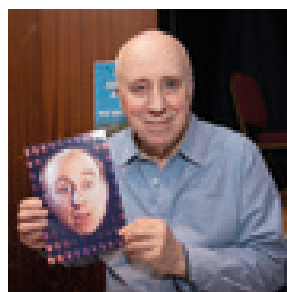
## Family Fun

Last year saw a huge range of entertaining activities for the young ones, including dance classes, art workshops and facepainting.



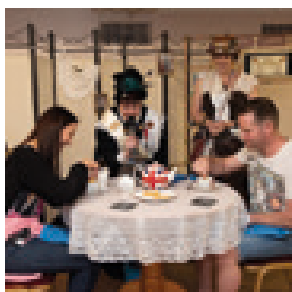
## Exhibitions

Expect a number of exhibitions celebrating comic art, including the work of Stan Lee and Alex Ross, courtesy of Bournemouth's Westover Gallery.



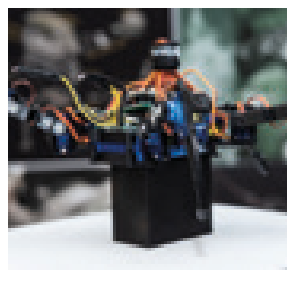
## Celebrity Signings

Expect names and faces from some contemporary Film and TV as well as the classics!



## Steampunk

Gosport Steampunk Society kitted out the whole of Portsmouth Guildhall's basement, with nerf-gun shooting, tea-duelling and more!



## And Everything Else!

Robots, live fx artists, exclusive prints were just a few of the extras found at Portsmouth Comic Con in 2018!

# CONFIRMED COMIC GUESTS

More to be announced!



## Roy Thomas

After Stan Lee, Roy Thomas was probably the most important figure at Marvel Comics through to the end of the Bronze Age. Arriving at Marvel in 1965, Thomas quickly became the company's key writer, firstly on Sgt Fury and the Uncanny X-men, before taking over the scripting reins on the Avengers, confirming his status as a major talent. Throughout his six year run on the title, Thomas raised the bar with ever more sophisticated and progressive stories, making him Lee's right hand man at the publisher.



## Steve Englehart

Arriving at Marvel Comics in the early 1970s, Steve Englehart worked for Roy Thomas on various secondary titles before co-creating the Defenders while also taking over the Avengers in 1972, where his cutting edge storytelling elevated both titles. Further fan-favourites that followed were Doctor Strange and Master of Kung Fu, co-created with Jim Starlin. Englehart's writing chimed with Marvel's readership and critics, capturing the spirit of an age that differed considerably from the previous decade.



## Russell Walks

Returning again in 2019, Walks is an official Star Wars artist. Although his original goals included both becoming bionic and joining the rebellion against the Empire, Walks eventually decided his destiny lay along another path, and chose art school over adventure. Adept at both traditional and digital illustration & design, he has created art based on licensed properties for clients including Paramount, 20th Century Fox, Random House and many others.



## Tomm Coker

Tomm Coker began his career as a comic book artist while still in high school. Since then, he has provided artwork for a variety of characters ranging from The Avengers to X-Men. Coker is currently working on The Black Monday Murders (Image Comics) with writer, Jonathan Hickman.



## Mack Chater

Chater is an artist who spent many years in the video game industry. Based in the northeast of England, he has worked for Marvel, Titan and Dark Horse. He collaborated with Brian Wood on series Briggs Land for Dark Horse and he is currently working with Wood again on fantasy series Sword Daughter.



## Sean Phillips

Phillips got his start in comics with strips for Crisis and in the U.S., Hellblazer. After working on Judge Dredd Magazine and 2000 AD, Phillips returned to the U.S. and began his collaboration with Ed Brubaker, firstly on Scene Of A Crime for DC, and later on Criminal for Marvel / Image. He continued to work with Brubaker on Sleeper for Wildstorm, followed by other noir series such as Criminal, Fatale, Incognito and The Fade Out.



## Ian Edginton

Edginton is a British writer whose CV has included regular collaborations with D'Israeli on series like Scarlet Traces, a sequel to HG Wells' The War Of The Worlds and The Great Game. He has also worked extensively for 2000AD on strips like Stickleback, Leviathan, Judge Dredd and The Red Seas. Edginton has also worked for Marvel, Vertigo, Wildstorm and Boom!



P O R T S M O U T H



**WANT TO EXHIBIT, SPONSOR, OR JUST  
GET IN TOUCH?**

[enquiries@portsmouthguildhall.org.uk](mailto:enquiries@portsmouthguildhall.org.uk)  
023 9387 0208

