

Tattoo Masquerade™ Welcome Package
Colorado Convention Center
Denver, Colorado
July 22-24, 2016



Tattoo Masquerade™

Centrally located in the heart of downtown Denver, **Tattoo Masquerade™** will unite thousands of tattoo artists, painters, vendors, performers, and art lovers from all across the nation! Boasting over 40,000 square feet of beautiful state-of-the-art ballroom and meeting room space within the Colorado Convention Center, **Tattoo Masquerade™**, a revolutionary 3-day inaugural event, will feature more than 140 tattoo, vending, and live art booths, in addition to entertaining performances, music, and more, to be enjoyed by all.

Ranked 5th amongst *"The 15 Top Tattooed Cities in the US"* by Inked Magazine, it is an understatement to say that Denver is an exciting and alternative groundbreaking city on the move! As it is also located closer to the center of the US than any other city of its size, Denver offers easy air, road, and rail access from all corners of the country. **Tattoo Masquerade™** will be Denver's premier multi-art expo, unlike anything before seen in the heart of Colorado!

We cordially invite you to support this one-of-a-kind grassroots event and look forward to cultivating a long-lasting relationship for the years to come. **Tattoo Masquerade™** is the perfect opportunity to showcase your niche within the art world to a new, multifaceted, and cutting-edge demographic that will only continue to grow with us year after year!



www.tattoomasquerade.com

At a Glance...

LOCATION:

Colorado Convention Center
700 14th Street
Denver, CO 80202
www.denverconvention.com

Located less than 1.5 miles from the 150-acre Auraria Campus and only 6.5 miles from the University of Denver, **Tattoo Masquerade™** is perfectly situated just minutes away from over 53,000 enrolled college students. Additionally, more than 8,400 hotel rooms (represented by the various large brands as well as independent boutiques) are conveniently located within walking distance of the Colorado Convention Center, as are countless shopping, restaurant, and nightlife offerings.

EXPO SPACE:

Four Seasons Ballroom (35,000 square feet)
Meeting Rooms 205 & 207 (5,000 square feet)

DATE & TIMES:

Friday, July 22, 2016, 12:00PM - 10:00PM
Saturday, July 23, 2016, 10:00AM - 10:00PM
Sunday, July 24, 2016, 10:00AM - 8:00PM

ADMISSION PRICES:

\$30 Single-Day Tickets
\$70 3-Day Passes

EXPECTED ATTENDANCE:

8,000 - 10,000

TARGET DEMOGRAPHIC:

18 - 60+



Venue Photos

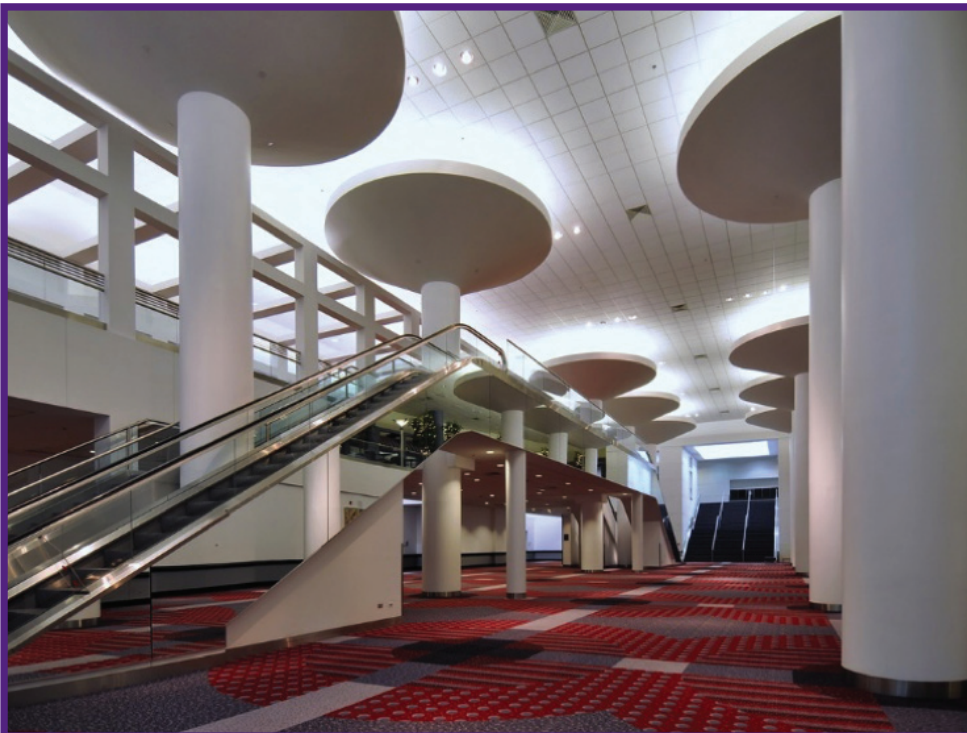
Colorado Convention Center



Four Seasons Ballroom



Four Seasons Ballroom Prefunction Space



Tattoo Masquerade™

2016 Marketing Plan

AXS Promotions

AXS regional email drop to more than 400,000

Targeted AXS marketing list of 300,000 qualified diverse buyers

Access to all citywide media assets (7 LED marquees, website promotions, and more)

Internet Promotions

Large-scale social networking campaign

Search engine optimized (SEO) web presence

SEO video promotion on major search engines and YouTube

Print Promotions

The Denver Post

Westword

Radio Promotions

We will be running ads on Colorado radio stations in select markets that may include, but are not limited to, Denver, Boulder, Colorado Springs, and Fort Collins.

Street Promotions

The **Tattoo Masquerade™** street team will distribute over 20,000 flyers across Denver, Aurora, Boulder, Colorado Springs, and Fort Collins until the expo begins on July 22, 2016. Our flyers and posters will blanket Denver and its surrounding areas.

