

HAuNTcon Speaker Packet

Thank you for your interest in speaking at HAuNTcon! It is the sharing of information that will take this industry to heights it has never been before. We are looking for new ideas and out of the box thinking; new ways to do things and new ways to save money! Sessions are organized into four basic session tracks: Business, Creative, Workshop/Demo and Make-N-Take. We are looking for seminars on solid basics and cutting edge concepts from Haunting veterans. Haunting notables AND future veteran notables!

The following information is required so that we can create conference materials. Your timely response is greatly appreciated.

This letter includes Conference Fact Sheet, a Speakers' FAQs Sheet, and the Speaker Packet, which includes important paperwork for you to review. **Please complete and return the completed information to the HAuNTcon office by March 15.**

Here's a checklist to help you prepare for the conference.

1. **Return the Speaker Profile Form and signed Memo of Understanding** found in the Speaker Packet to the Speaker Coordinator.
2. Please let us know when you are available to speak! When will you arrive and when will you be leaving, so we can schedule your session.
3. **Prepare** an organized, comprehensive presentation, and remember to take slides or prepare other appropriate visuals **during the season prior to the conference.**
4. **Create your Session Handout** and send it to the Speaker Coordinator **before March 15.**
5. **Make your own** travel and lodging arrangements **before March 15**, to make sure you get the event room discount. Registration for the conference is complementary for speakers, but you still have to register.
6. If you plan to use Power Point, **Email a copy of your** presentation to info@hauntcon.com **by March 15.**

If you have scheduling restrictions, (days or times that you cannot speak), please notify the Speaker Coordinator so we can avoid conflicts.

We hope that you enjoy your experience as a HAuNTcon conference speaker! Thanks again for choosing to be a part of this exciting conference! Call us if you have any questions. We look forward to working with you.

Sincerely,
Leonard Pickel
info@hauntcon.com

HAuNTcon Conference Fact Sheet

WHAT? The Haunted Attraction National Tradeshow and Convention (HAuNTcon) has the largest, most comprehensive Haunter education program available anywhere. It moves around the country each year to tour the best attractions in the US. Not to mention a huge tradeshow floor showcasing the newest products and services useful to the Haunt industry. Plus, fun networking opportunities like the infamous Haunted Attraction Magazine Costume Ball, Hearse Rally and the Haunted Garage Sale!

WHEN? Conference Sessions are from 8 am to 5 pm, Friday, Saturday and Sunday. There is a pre-show Haunt Tour road trip the two days before the conference, a kick-off Haunt Tour on Thursday night, another Haunt Tour on Friday night and another on Sunday Night. The Costume Ball is Saturday, the Hearse Rally and the Haunted Garage Sale are on Sunday.

WHO? Over 1,000 Haunters, Halloween enthusiasts and entrepreneurs who are active in, or interested in Haunted Attractions of all shapes and sizes will be in attendance. Approximately half will drive to the conference from surrounding areas. The other half will fly in from all across the United States and Canada with a few even coming from the United Kingdom and other parts of the world.

WHY? HAuNTcon is an incubator of new ideas and innovations for Haunters of all levels. All attendees will benefit from the networking and information exchange with peers. The objective is to share information, develop new marketing and fright strategies, technologies, and management practices, and to further abilities to save money, make more money and become better at haunting in general.

THE SPEAKERS! HAuNTcon will assemble approximately 60 presenters from different markets with various levels of presentation experience to give inspiring and enthusiastic sessions. These seminars are NOT the place for a sales pitch! They are, however, a great opportunity to share you experiences, and expertise and to gain notoriety for you and your attraction, as well as a great chance to get speaking experience.

HAuNTcon Conference
Speakers' Frequently
Asked Questions (FAQs)

1. Do I have to register for the conference?

Yes! Even though speakers receive one complimentary conference registration, ***you must still register for the conference!***

2. Do I have to make my own travel and lodging arrangements?

Yes! Click on the LOCATION tab at www.hauntcon.com to make your reservations. Be sure to book your room **before March 15.**

3. When is my session going to be held?

All conference sessions will be held on Friday, Saturday or Sunday. You will learn your session's timeslot when you receive the conference program in April. With four or more concurrent sessions, it is the challenge of the Speaker Coordinator to schedule session time slots. Considerations in this process include speaker schedules, room size, anticipated attendance, and conference flow. The Speaker Coordinator will work with each speaker to best accommodate session requirements. Please communicate with the Speaker Coordinator early on in the process if you have special scheduling requests and considerations.

4. Where do I go when I arrive at the conference?

When you get to the conference go to the registration desk to pick up your name badge and other materials. There will be a designated room available at the conference for moderators and speakers to meet and review sessions. Speakers may also use this room to check their slides and props or review their notes.

5. What do I do to get ready this winter?

Take pictures, work on your outline and finalize your handout by **March 15.** If you're not sure about your topic, NOW is the time to contact the Speaker Coordinator. It is well worth your time to call the Speaker Coordinator BEFORE you complete your handout. If you're not clear about what your moderator expects from you, ASK! Do it NOW!

HAuNTcon attendees have high standards. The few minutes it takes to return calls promptly, check mail regularly, and make contacts early will prevent this project from becoming a burden to you.

1. SPEAKER PROFILE FORM

Please fill out this form carefully. The information that you provide will be used to promote your session on the conference Web site and in the Conference Digest.

Return completed forms no later than *March 15* to:

Leonard Pickel, Speaker Coordinator
PO Box 220286, Charlotte, NC 28222
Phone 972-951-5100 ♦ Fax: 704-366-0876
info@hauntcon.com

A. Speaker Contact Information:

Verify the information for our records so that we can properly list you in our literature.

Name:
Business/Haunt Name:
Mailing Address:
City/Town: State/Province:
Postal/ZIP Code: Country:
Phone: Fax:
E-Mail:
Web site:

B. Title of Your Part of the Presentation:

Create a descriptive title for your piece of the session. Make it fun!

C. Brief Description of Your Part of the Presentation:

Please limit your description to 40 to 60 words. Make it accurate to what the audience will actually experience. This is for the web site and event program!

D. Audio/Visual:

All meeting rooms will be provided with only a wireless microphone and podium. You must alert us if you will require any additional equipment. Please verify proper equipment 15 minutes before your session begins to prevent oversights.

I will require additional A/V setup equipment.

Specify _____

E. Biographical Information:

Email a one or two-paragraph biographical sketch about yourself. This biographical write-up will appear on our conference web site and in the conference program.

2. MEMO OF UNDERSTANDING

This agreement between the Haunted Attraction National Tradeshow and Convention (HAuNTcon) and the below signed "SPEAKER" is intended to provide a written understanding of logistical agreements made between the SPEAKER and HAuNTcon to avoid misunderstandings prior, during, or after the conference for either party.

This document represents the entire agreement between parties. There are no understandings to be honored other than those which are specified within this document. **SPEAKER** agrees to give a presentation at the HAuNTcon Conference at a time agreed to by the SPEAKER and HAuNTcon.

In addition, the Speaker will provide HAuNTcon with:

1. A brief biographical description
2. Session topic and brief description of session
3. Audio/visual requirements using the Speaker Profile Form
4. Written session handouts by e-mail or mail no later than March 15

Upon completion of **ALL** the above items, HAuNTcon agrees to provide the SPEAKER with:

1. One complimentary conference registration for all three days of the conference and registration badge denoting their speaker status.
2. Use of audio/visual equipment as requested on the Speaker Profile Form.
3. Speaker biography and session description posted on the HAuNTcon web site and listed in the convention program.
4. Complimentary recording of the speaker's presentation. (If available)

NOTE: HAuNTcon seminar sessions may or may not be recorded. If they are recorded, we request permission to sell these recordings – not as a profit center, the recording and copying costs are such that there is little if any profit - but instead for the further sharing of information both with Haunters who were not able to attend the conference as well as attendees who want a recording of the session they attended or one they had to miss. (If this is a problem, please contact the event coordinator.)

I understand that I, (the SPEAKER), am responsible **for my own** travel arrangements, hotel reservations, accommodations and other expenses associated with my conference attendance. I am also responsible for submitting my own conference registration form available on-line at www.hauntcon.com by March 15, in order to receive one *complimentary registration, nametag, and registration packet.*

Speaker Signature

Date

3. SESSION HANDOUT PREPARATION GUIDELINES

Return completed forms no later than *March 15* to:

Leonard Pickel, Speaker Coordinator
PO Box 220286, Charlotte, NC 28222
Phone 972-951-5100 ♦ Fax: 704-366-0876
info@hauntcon.com

As per your signed Memo of Understanding, each speaker is required to submit a 1- to 3-page handout for the seminar by **March 15**. It's never too early to begin thinking about and organizing your session. Don't forget to take photographs, too, if you already haven't. ***If you're unsure about your topic or your Session Subtitle, please contact your Session Coordinator NOW.***

Your handout is an important tool for conference attendees, who use them to decide which sessions to attend and to take notes on during the sessions. They also keep the yearbook—and your handout—for years to come.

What is a handout? Your handout should include an outline of your presentation and/or supplemental materials, and NOT a word-for-word account of your presentation. Attendees rely on handouts to supplement your talk and don't want to read along with you. Include only highlights, relevant information, or details to help your audience keep up with your presentation.

When creating your handout, put the session title and subtitle at the top of the page. Be sure to refer back to your Session Subtitle and description, which you submitted in the Speaker Profile Form. This will help conference attendees find your handout more easily.

Please follow these guidelines when creating your handout:

- Submit your handout as attachment by e-mail to: info@hauntcon.com.
- If using photographs, graphics, graphs, or tables within your handout, please provide them in a pdf format to preserve formatting.
- Microsoft Word documents are preferred, or save outline as a .txt file.
- Page size: 8½ inches x 11 inches. Left and bottom margins: ½ inch (at least)
- Please limit your handout to 3 pages.

Thank you for agreeing to speak at this year's HAuNTcon! I look forward to your session!

Leonard Pickel
Speaker Coordinator