



MARCH 16-19, 2008
LAS VEGAS
SANDS EXPO & CONVENTION CENTER



For Immediate Release
November 1, 2007

Contact: Kathryn Wellner
(414) 852-5277

2008 National Haunt & Attractions Show Announces New Seminar Theme: The Art & Science of Haunting

Powerful Seminars, Roundtable Discussions Primed for Education, Innovative Ideas, Business Efforts

(Northfield, IL) – TransWorld Exhibits, Inc. announced today the line-up for the 13th National Haunt & Attractions Show seminar series scheduled during the show March 16-19, 2008, at the Sands Expo & Convention Center in Las Vegas. Featuring top industry insiders, this year's seminar series, **The Art & Science of Haunting**, will fuel attendees with new scare techniques and business tactics to create the most memorable and profitable haunt-filled attractions possible. Seminars and roundtable discussions will be held Sunday, March 16, 2008, and Monday March 17, 2008, from 9:30 a.m. to 5:30 p.m.

"The new theme of blending the art and science of the haunt industry is designed to give attendees a behind-the-scenes look at the newest standards for fear and profits from some of the most talented artists, prop designers and haunt marketers," said Joe Thaler, chief executive officer and chairman of TransWorld Exhibits, Inc. "The presenters will bring firsthand knowledge to enhancing a product line's scare factor, while focusing on ways to build business and generate more sales."

Highlighting each day will be a roundtable discussion hosted by the faculty of the seminars from Noon to 1:15 p.m. on March 16 and March 17. These interactive discussions will focus on the most popular topics of the day, share insights among the group, and address attendees' specific questions and concerns on either the art *or* science of haunting.

"This is an amazing educational opportunity for the participants, who are looking for both a creative and competitive edge for their business," said Thaler. "By attending either the National Haunt & Attractions show, seminar, or roundtable discussion, our exhibiting companies and program facilitators will bring inspiration and help familiarize attendees to the latest trends and tactics in the haunt industry."

The 13th National Haunt & Attractions Show and the 24th International Halloween Costume & Party are *the* shows where buyers come to see the latest in animatronics, lighting, sound, special effects, giftware, seasonal items, Halloween merchandise, and licensed products. More than 700 exhibitors will showcase what's new among 10,000 visitors from 47 countries. Special programming includes costume fashion shows, industry awards, networking events, and new product demonstrations.

For more information and to register for either a single seminar or an all-day seminar ticket, visit www.hauntshow.com. To attend or exhibit at either the 13th Annual Haunt & Attractions Show or the 24th International Halloween Costume & Party Show, call 800-323-5462 or 847-446-8434 for international calls.

EDITOR'S NOTE: Attached is a complete list of the seminar programming information.

Seminar Series Schedule: The Art & Science of Haunting

The Art of Haunting – Sunday, March 16, 2008

<u>TIME</u>	<u>SUBJECT</u>	<u>SPEAKERS</u>
9:30 a.m. – 10:30 a.m.	“Classic Scares, Good Old Fashion Gore and Things That Will Make Your Customers Scream Without Breaking the Bank”	Ken Spriggs, Dream Reapers
11:00 a.m. – 12:00 p.m.	“Creating Ultra Realistic Movie Quality Sets”	Dwayne Sanburn, 13 th Gate
Noon – 1:15 p.m.	Roundtable: “The Art of Haunting”	Ben Armstrong, Netherworld; Ken Springs, Dream Reapers; Dwayne Sanburn, 13 th Gate; Mike Jubie, Headless Horseman; Robbie Lepre, Busch Gardens Tampa
1:30 p.m. – 2:30 p.m.	“Terror in the Parking Lot”	Ben Armstrong, Netherworld
3:00 p.m. – 4:00 p.m.	“The Art of the Hayride: Bringing High Production, Value & In-Depth Themes to Outdoor Attractions”	Michael Jubie, Headless Horseman
4:30 p.m. – 5:30 p.m.	“Engineering Fear: How Theme Parks Scare Thousands”	Robbie Lepre, Busch Gardens Tampa

The Science of Haunting – Monday, March 17, 2008

<u>TIME</u>	<u>SUBJECT</u>	<u>SPEAKERS</u>
9:30 a.m. – 10:30 a.m.	“Horror Under the Big Top: The Ins & Outs of Tent Shows”	Karl Fields, Pirates of Emerson
11:00 a.m. – 12:00 p.m.	“Creating a Major Multi-Themed Haunted Screampark”	Larry Kirchner, Hauntworld
Noon – 1:15 p.m.	Roundtable: “The Science of Haunting”	Larry Kirchner, Hauntworld; Karl Fields, Pirates of Emerson; Rich Hanf & Bob Wright, Nightmare on the Bayou; John Denley, Spookyworld; Brett Bertolino, Eastern State
1:30 p.m. – 2:30 p.m.	“Running a Major Haunted House Alongside Your Primary Business”	Rich Hanf & Bob Wright. Nightmare on the Bayou
3:00 p.m. – 4:00 p.m.	“Managing Multi-Event Spectaculars	John Denley, Spookyworld
4:30 p.m. – 5:30 p.m.	“Designing a Powerful Multi-Level Marketing Campaign”	Brett Bertolino, Eastern State