

THE NORTHEAST TATTOO EVENT OF THE YEAR



PUTTING BOSTON ON THE MAP FOR TATTOO CULTURE
AND LIFESTYLE FOR THE LAST DECADE.

**Body art has been internationally recognized as a significant cultural artform and
an important medium of communication and personal expression.**

For over a decade, the Boston Tattoo Convention has brought body artists and vendors from all over the world together with over 8,000 art lovers to share in the spectacle of creation in the unique atmosphere of Boston's historic Back Bay. Held in the heart of the city's arts community, the Boston Back Bay Sheraton Hotel is surrounded by sidewalk cafes, shops, and galleries. Inside, 140+ booths of tattooing and vending, a gallery of tattoo inspired artwork, a bar and lounge, and live performances keep it lively and interesting throughout the long weekend.

This exclusive event has become an alternative cultural phenomenon, and is eagerly anticipated by thousands across New England and throughout the country. This landmark show gets bigger and better each year, and as it grows so does your chance to reach out to the community and be seen and heard. Tattoos last forever, but the BTC is just four days in late summer. Come and join us over the long Labor Day weekend for the Thirteenth Annual Boston Tattoo Convention!

Inside:

Event and Venue Details

Sponsorship Information

Marketing/Promotions

2014 Sponsor Registration



For details on how you or your company can get involved, read on!

CONVENTION DATES/TIMES:

Friday, August 29th, 4:00PM -12:00AM
Saturday, August 30th, 12:00PM -12:00AM
Sunday, August 31st, 12:00PM -9:00PM

EXPECTED ATTENDANCE:

8,000-10,000

TARGET DEMOGRAPHIC:

18-50

ADMISSION:

\$25 Single Day Ticket
\$45 Weekend Pass (All 4 Days)
\$55 V.I.P. (All 4 Days, t-shirt, poster)

LOCATION:



BOSTON BACK BAY SHERATON HOTEL

39 Dalton St. Boston, MA. 02199

SPONSORED BY:

Artistic Ventures Inc.
Lightwave Tattoos
Witch City Ink

YOUR COMPANY!

CONTACT:

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WEBSITE:

<http://www.bostontattooconvention.com>

<http://www.facebook.com/bostontattooconvention>

<http://twitter.com/bostontattoocon>



A Unique Branding Opportunity

The Boston Tattoo Convention is the premier event of its kind in Massachusetts. Representing your product or service at the Boston Tattoo Convention is the best way to show what you have to offer is interesting and cool! It represents a chance to reach a diverse market that is alternative yet retains the purchasing power of older demographics. There are thousands of ways to present your product, but no others will have the same universal appeal and cool factor as the Boston Tattoo Convention.

Location:

Over 8,000 art lovers and appreciators will gather to celebrate freedom of expression and enjoy the party within the elegant Boston Back Bay Sheraton Hotel's grand ballroom. Expect to find a surprising mix of young and old gathered here.

Consider This:

14% of Americans have at least one tattoo (that's about 45 million, or 1 in 7 people).

\$1.65 billion was spent on tattoos in 2013 in the US.

There are 21,000 tattoo studios in the US.

The fastest growing demographic group in the US is middle-class suburban women. They also happen to be the most common tattoo client!

Boston Tattoo Convention 2013

Sponsorship Packages

Level I - \$2,000

One (1) 8' x 10' booth in the main exhibition hall.

Three (3) three-day passes.

Banner ad on BTC homepage.

Sponsor page on the BTC website.

Level II - \$3,500

One (1) 8' x 10' booth in the main exhibition hall.

Five (5) three-day passes.

Banner ad on BTC homepage.

Sponsor page on the BTC website.

Level III - \$5,000

Two (2) 8' x 10' booths in the main exhibition hall.

Company logo displayed in the main exhibition hall.

Banner ad on the BTC homepage.

Sponsor page on the BTC website.

Ten (10) three-day passes.

Level IV - \$10,000

Two (2) 8' x 10' booths in the main exhibition hall.

Full-page ad in the BTC program guide (back cover, inside front or back cover).

Inclusion of company logo/name in print media and radio buys.

Company logo printed on all posters, flyers, handbills and street marketing tools.

Company logo displayed in the main exhibition hall.

Banner ad on the BTC homepage.

Sponsor page on the BTC website.

Twenty (20) three-day passes.

BTC program rates (run of 25,000)

1/4page - \$400

1/2page - \$700

Full page - \$1400

Back cover, inside front cover, inside back cover - \$1800

Additionally, submissions of sponsorship offers of any kind are welcomed.

Contact: Natan Alexander (617.697.5450)

Production, Sponsorship, Entertainment

BTC 2014

Marketing Plan

BTC RADIO (\$10,000 BUYS)

WAAF - Boston, MA

BTC PRINT (\$7,000 BUYS)

Boston Phoenix
Portland Phoenix

Providence Phoenix
Boston's Weekly Dig

BTC RADIO PROMOTIONS (TICKET GIVEAWAYS AND CONTESTS)

WAAF – Boston, MA
WBCN – Boston, MA
WHJY – Providence, RI
WGIR – Manchester, NH
WHEB – Portsmouth, NH

WLZX – Holyoke, MA
WCYY – Portland, ME
WZLX – Boston, MA
WBRU – Providence, RI

BTC PRINT PROMOTIONS

Boston's Weekly Dig produces a special guide to the BTC the week of the show. The program guide is dedicated to BTC 2013 sponsors, participants, and events.

BTC INTERNET PROMOTIONS

E-mail campaigns to over 50,000 recipients.

Web presence on all major tattoo search engines,

Massive social network campaign including Facebook, Instagram, Tumblr and Twitter.

Front page banner placement on WAAF and Boston.com and Weekly Dig Websites.

BTC STREET PROMOTIONS

The BTC Street Team will distribute 100,000 flyers at New England music and art events up until the convention begins, on August 30th.

BTC Publicity reaches every tattoo and body piercing shop in the New England area. BTC posters, flyers, and banner exchanges dominate the body art marketing scene during the entire promotion and significantly beyond throughout the year.

Who wants a tattoo?



Angelina Jolie



Allen Iverson

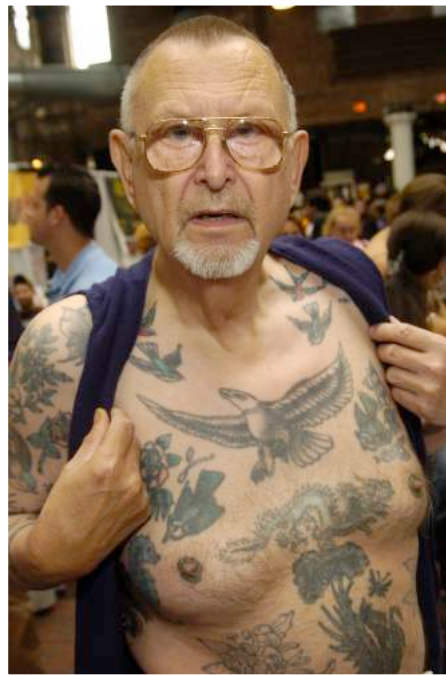


Goran Ivanesovic



Oetzi, the 5300 year old frozen Ice Man

Just about



Everyone!

**PREVIOUS YEARS SPONSORS HAVE INCLUDED THE
FOLLOWING COMPANIES:**

- The Boston Phoenix 2002, 2003, 2004, 2005, 2006
- Venom Energy Drink 2009
- Delta Gloves 2002, 2003, 2004, 2005
- WBCN 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009
- WFNX 2002, 2003, 2004, 2005, 2007
- Miller High Life 2004, 2005, 2006
- Sobe 2002, 2003, 2004, 2007, 2008
- Proteus Press 2002, 2003, 2004, 2005
- Sailor Jerry Rum 2004, 2005, 2006, 2007, 2008, 2009, 2010
- New England Surgical 2002, 2003, 2004, 2005, 2006, 2007
- Hit The Pit Records 2002, 2003
- Fine Art Cloning 2003, 2004, 2005
- Red Rocket Records 2002, 2003, 2004
- Phat Stuf 2002, 2003, 2004, 2005, 2006
- Bostons Weekly Dig 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010
- Scion, 2007
- Bass Ale, 2007
- Dewars, 2007
- Best Buy 2010
- New England Surgical 2010
- Jagermeister 2011, 2012, 2013
- Lubriderm 2011, 2012, 2013
- Pabst Blue Ribbon 2011, 2012, 2013
- Monster Energy Drink 2011, 2012
- McGreevy's 2011, 2012
- Veritas Cigars 2011

- Stat-Tat Tattoo Supplies 2011
- WAAF 2011, 2012, 2013
- TatSoul 2013
- Delete Tattoo Removal & Laser Salon 2013
- Professionals Only 2013