New York Comic Con is the second largest Pop Culture event in the USA

- Over 105,000 people attended
- Over 9,200 of those who attended were trade professionals including retailers, book store buyers, licensing professionals, librarians and educators
- 675 companies and 550 members of Artist Alley exhibited
- Over 350 panels and screening sessions – cutting across contemporary pop culture, blasts from the past and a look into the future of what’s nerdy, geeky and cool
- Over 4,250 members of the press in attendance and almost three billion media impressions were made covering NYCC in 2011

No other show on the East Coast brings together such a broad scope of pop culture categories including: Comics, Graphic Novels, Gaming, Anime, Manga, Toys, TV, Movies and More!

www.newyorkcomiccon.com
WHO ATTENDED NEW YORK COMIC CON 2011?
105,000 TOTAL ATTENDEES

72% of Fans rated NYCC 2011 as Epic/Awesome*

58% of NYCC Fans do not attend any other events*

85% of Fans Attend NYCC with friends*

87% of Fans own a Portable Media Device*

48% of Fans Spend 10% or more of their weekly budget on Pop Culture related merchandise*

86% of Fans own a Video Game System*

*2011 NYCC Post-Show Research
SOCIAL MEDIA

New York Comic Con is highly engaged in Social Media, predominantly with Twitter and Facebook. The NYCC Social Media platforms are used to provide followers with the latest show information, industry trend watching and participation, community outreach and interfacing with show supporters.

Followers:
Twitter - 24,442
Facebook - 51,395
YouTube Views: 84,796

Facebook.com/NewYorkComicCon
@NY_COMIC_CON
Flickr.com/groups/NYComicCon
YouTube.com/NYComicCon

FAN NEWSLETTER

The New York Comic Con weekly eNewsletter is deployed on Wednesdays, providing fans with the most up to date information about NYCC, including Guest announcements, Programming updates and information on when the Exhibitor List and Show Map are available and tons more.

Subscribers: 68,766

OFFICIAL MOBILE APP

The Official New York Comic Con Mobile App is a custom built information center that consolidates everything related to NYCC in one easy to use 24/7 accessible format. The NYCC Mobile App features, Exhibitors Listings, Show Floor Map, Conference and Panel Schedule, Guest Bios and Headshots, Twitter and Facebook integration along with up to the minute updates on the event.

Downloads:
iPhone - 21,867
Android - 9,842
Blackberry - 1,845
Total - 33,554
EXHIBITORS & SPONSORS

Over 675 companies and 550 members of Artist Alley exhibited at NYCC in 2011.

A small sample of exhibitors includes:

MARVEL, AMC, XBOX, IFC, CAPCOM, Hasbro, DC, HBO, Intel, Sprint, Nintendo, Chevrolet.

PRESS

Over 4,250 members of the Press attended the New York Comic Con in 2011

A small sample of attending press includes:

There were hundreds of special events at New York Comic Con including Celebrity Appearances, Panels & Screenings, Autographing Sessions, Gaming Tournaments and more! The top names in every genre of the Comic and Pop Culture industry were represented at New York Comic Con.

2011 SPECIAL EVENTS

Opening Night Concert featuring Tom Morello and DJ Z-Trip

Jay and Silent Bob Get Old Live Podcast

Costume Contest

Bruce Campbell Autographing

Intel Extreme Masters Tournament

Kids Day at NYCC
New York Comic Con plays host to hundreds of Guests from a variety of genres including Comic, Entertainment, Anime, Literary and more. Guests of New York Comic Con participate in Panels, Q&A Sessions, Autographing Sessions, Artist Alley and conduct interviews with members of the Press.

2011 COMIC GUESTS

Adam Hughes • Adam Kubert • Andy Kubert • Axel Alonso • Brian Azzarello • Bruce Timm • Dan DiDio • David Finch • Francis Manapul • Frank Miller • Frank Quitely • Geoff Johns • Greg Capullo • Jason Aaron • Jeff Smith • Jim Lee • Joe Kubert • Joe Prado • Joe Simon • Joe Quesada • John Ficarra • John Romita Jr. • John Romita Sr. • Kevin Shinick • Kieron Gillen • Matt Fraction • Michael Golden • Neal Adams • Paul Cornell • Paul Levitz • Peter Tomasi • Roman Dirge • Robert Kirkman • Sam Viviano • Scott Snyder • Stan Lee • Stuart Immonen • Tim Sale • Tim Seeley • Todd McFarlane and more!

2011 ENTERTAINMENT GUESTS

Chris Evans • Chad Michael Murray • Chris Hardwick • Cobie Smulders • David Cross • Eliza Dushku • Felicia Day • Heather Lawless • Janeane Garfalo • Jason Mewes • Jason Momoa • Jason O’Mara • Jon Bernthal • Kevin Conroy • Laurie Holden • Maggie Q • Mark Hamill • Mark Ruffalo • Mike Judge • Patton Oswalt • Rose McGowan • Seth Green • Seth Meyers • Shane West • Tom Morello and more!
WHAT PEOPLE SAID ABOUT NYCC 2011

“Half of the reward with acting is the feedback from the audience and getting to see that stuff...for the first time with a loyal crowd like (New York) Comic Con provides is fantastic.”
- Chris Evans, Marvel's The Avengers

“New York Comic Con is the perfect launching pad for our series...we had brand new, completed footage to show our amazing and absolutely dedicated Fans.”
- Gale Anne Hurd, Producer, The Walking Dead

“Here I could walk around with an iPad and actually show hundreds of fans what it (his new digital comic book) looks like...the people who come are passionate Fans, who are looking for something new and are the ones who can spread the word.”
- Kurt Christenson, Entertainment: The Daily News

“Geeks came out of the woodwork in Gotham for last weekend’s (New York) Comic Con spectacular, giving the super-hero-story and sci-fi shindig its best attendance tally - and Hollywood is taking notice.”
- NY Daily News

CONTACT US FOR PRICING AND TO CHECK OUT THE FLOOR PLAN

Sponsorship & Non-Endemic Advertising and Exhibiting
Larry Settembrini, Group Sales Director
Phone: 203.840.5321
Email: Larry@ReedPOP.com
Twitter: @LSett

Exhibitors with Company Names Beginning with S, T, W
Mike Armstrong, Sales Manager
Phone: 203.840.5333
Email: Mike@ReedPOP.com
Twitter: @armstrongmike

Exhibitors with Company Names Beginning with I-Z
Jenny Martin, Sales Executive
Phone: 203.840.5454
Email: Jenny@ReedPOP.com
Twitter: @Gingersnap_Jen

Exhibitors with Company Names Beginning with # or A-H
Mark Fitch, Sales Executive
Phone: 203.840.5518
Email: Mark@ReedPOP.com
Twitter: @Phantom_Fitch

Exhibitors with Company Names Beginning with # or A-H
Mark Fitch, Sales Executive
Phone: 203.840.5518
Email: Mark@ReedPOP.com
Twitter: @Phantom_Fitch

What are you waiting for?