

# ACTIVATIONS AT FRIGHT NIGHTS

Reach the teen and young adult demographic of over 90,000 at Western Canada's Scariest Haunt.

# FRIGHT NIGHTS



## 2019 FRIGHT NIGHTS RATES

Rate	\$500 per night per 100 sq. ft.
Roaming	\$750 per day (does not include static location)

- Days do not have to be consecutive.
- Pricing includes space rental only. Power, tents, tables, chairs and other items can be rented from the PNE for an additional charge.
- Activation booths must be properly staffed, lit and functional during Fright Nights' full operational hours, rain or shine.
- All samples, activities and products must be approved in advance by the PNE.
- The PNE maintains a strict **"No balloons, No stickers"** policy.
- No masks or face makeup.

## ATTENDANCE GUARANTEE:

The PNE understands your need to reach metrics during your time on site. We expect a minimum of 2,500 guests daily. Should attendance fall below this number during your activation date, we will credit you 1 additional date at no additional fee\*. Average nightly attendance is 3,000-6,000.

\* Space only. Does not include activation resources (e.g. equipment and staffing). No refunds.

## WHY DO PEOPLE COME TO FRIGHT NIGHTS?

### 1 RIDES & HAUNTED ATTRACTIONS



### 2 HALLOWEEN SPIRIT



### 3 FAMILY ACTIVITY



## FRIGHT NIGHTS OPERATING HOURS: Select dates in October 2019

# LET'S TALK SAMPLING!

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