

Case Study: Hal-Con 2014

NOVEMBER 7-9, 2014

Atlantic Canada's Largest Sci-Fi, Fantasy, Comic and Gaming Convention

Hal-Con 2014 is the largest convention of its kind in Atlantic Canada, featuring notable regional and international actors, authors, comic artists and other characters from the sci-fi and fantasy realm. The event highlights Nova Scotia's strong comic, gaming, fantasy and sci-fi culture, and provides opportunities for local enthusiasts to showcase their talent and connect with their counterparts from around the world. Hal-Con 2014 marked the first time tickets sold out before opening day, setting a new record as the event continues to grow in popularity.



5000
Attendees



40
Hours



125
Exhibitors



25+
Celebrity Guests

“ Nova Scotia has a keen comic, gaming, sci-fi and fantasy culture. It's exciting to provide these thousands of fans with the opportunity to express their enthusiasm on a more global level through Hal-Con.

Jason Stapleton
Board Member and Director of Venues,
Hal-Con 2014

Why Nova Scotia?

Jason Stapleton, Board Member and Director of Venues for Hal-Con, sees Halifax as a great host city for its legendary maritime hospitality, combined with a pool of creativity and talent unlike any other. Hal-Con continues to draw international recognition to Nova Scotia by attracting some of the biggest names in the industry.

The convention also provides an opportunity to showcase the region's rich gaming and interactive media sector. Nova Scotia boasts an impressive selection of specialized post-secondary programs, as well as inviting provincial tax credits, rebates and training incentives. With such expertise and resources readily available, many innovative and emerging national and international companies have already recognized the value of investing in operations in the region.



Thousands dressed as their favourite costumed characters descended on Halifax for Hal-Con 2014.

Where it all comes together

Located in the heart of Halifax's entertainment district, our convention centre is the only venue capable of accommodating Hal-Con's unique conference agenda and thriving fan base.

Through our onsite technical and event management support, we provide Hal-Con with the expertise required to turn their event needs into tangible results. We've been joining forces with their dedicated committee of volunteers since 2011, as we continue to share lessons learned and expand on their event growth and success.

We've even collaborated with Hal-Con to develop a fun social program that blends together a diverse mix of interests and activities aimed at connecting the community and creating memorable experiences.

We also work with their marketing committee on promotions, media relations, content development and social media support to help build excitement locally.

- **A unique celebration of culture.** Hal-Con has grown to encompass the full-spectrum of fantasy fanfare while drawing equal appeal for even the casual follower.
- **Extraordinary connections.** The family-friendly event provides a platform for Nova Scotians to not only connect with stars and fans from around the world, but also to showcase and share their universal passion for comic books, games, science fiction, fantasy, film, and related popular arts.
- **At the centre of it all.** With over 220 unique events spanning 40 hours, guests had the opportunity to network, be entertained, exchange interests and enhance their knowledge - leading to positive cultural and economic spinoffs for the region.
- **Continued growth.** This extraordinary convention continues to grow so substantially that in addition to occupying three levels of our convention centre, next year it will conveniently expand into our adjacent Scotiabank Centre, allowing for an even more robust program.

» **Learn more about working with our team to bring your conference to Nova Scotia.**



Many celebrity fan favourites were part of the Hal-Con program, where they signed autographs, took photos and interacted with guests.

“ Aside from any celebrity notoriety, commercial boom or general publicity the city of Halifax might receive from Hal-Con, the true benefit is in the gathering of beautiful, creative and wonderful people. Hal-Con brings everyone together for an educational, entertaining and inspirational event that encourages self expression, positive self imaging, and above all: fun.

Vicky Hirtle
Hal-Con 2014 Attendee