



## **CHICON 8: The 80th World Science Fiction Convention September 1-5, 2022 / Hyatt Regency Chicago**

### **SPONSORSHIP/ PARTNERSHIP OPPORTUNITIES**

Welcome to Chicon 8: The 80th World Science Fiction Convention! We are delighted to bring the longest running speculative fiction convention back to Chicago for a record-setting eighth time in September 2022. Chicon 8 will be held at the Hyatt Regency Chicago, with an estimated 4,000-5,000 members attending in person or participating in our simultaneous hybrid virtual convention.

The World Science Fiction Convention (“Worldcon”) was first held in 1939. Over 80 years it has become the world’s longest running and most prestigious science fiction convention and literary conference, attracting thousands of fans, authors, actors, scientists, cosplayers, gamers, and geek culture lovers from around the globe. We are home to The Hugo Awards, the highest, most coveted award in the Speculative Fiction field.

We look forward to working with partners who recognize the value of the international visibility and local opportunities that a Worldcon provides. Put your brand in front of a well-educated, professional, and passionate audience spanning all age groups and lifestyles. We can offer the right solution for your needs, including direct messaging at events, publication advertising space, digital branding opportunities, and branded items for distribution to attendees.

Worldcon is where the future gets invented. The popular culture trends of tomorrow are born here, at our unique mix of international literary conference, academic symposium, fan gathering, and social event. Your company, brand, or business can be part of that process.

Let us provide the opportunity to make you part of the future.

Sincerely,  
Helen Montgomery  
Chair, Chicon 8

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## Who will meet your company at Chicon 8?

Worldcon members range in age from babes-in-arms to octogenarians. They are generally well educated, financially stable, socially-connected, and able to afford international travel. They are more internet and computer savvy than the average consumer, with a higher percentage of university graduates.

According to *Locus* magazine's annual survey in 2020, the demographic breakdown for Worldcon Members is:

- Average Age: 46
- Marital Status % (married/single/other): 54/30/16
- Annual Income: 38%- Over 100K, 29% Over 50k
- Education: 83% have a college/university degree, 45% a Master's or higher.

Chicon 8 has members from 36 countries around the world (as of March 2022). For the United States, we have members from 48 states, plus Washington D.C. and Guam. Our latest membership demographics can be found on our website at <https://chicon.org/home/whos-coming/membership-list/where-our-members-are/>.

## How will we make your brand part of our community?

As a 501(c)(3) educational organization, we are seeking partners to help us with both financial and in-kind contributions. There are numerous areas and events within the convention that can be sponsored. A few examples:

- a 70,000 square foot Exhibit Hall filled with vendors, fan groups, and fixed displays which serves as the main hub of the convention, with nearly every member spending time there.
- Art Exhibits and an Art Show featuring artwork from both fans and professional artists.
- Our Cabaret Stage which will feature musicians and theatrical groups from Chicago and elsewhere.
- Thousands of badge-wearing members who would love a lanyard.
- Captioning and ASL services for our hearing impaired members.
- Safer spaces and meetups for our BIPOC, LGBTQIA+, and Disabled members.
- Virtual Chicon 8, the online component of our convention for members around the globe who cannot attend in person.

We are ready, willing, and able to work with you to create a custom sponsorship or partnership opportunity! We will match our needs with your resources, and find optimal ways for you to put your brand in front of our community.

## How can you find out more?

For more information, visit our website at [www.chicon.org](http://www.chicon.org) or contact us at [sponsorship@chicon.org](mailto:sponsorship@chicon.org).

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