











SPONSOR DECK

LARGEST DIECAST CONVENTION IN THE USA

ABOUT



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ABOUT



The Diecast Super Convention has been produced in Las Vegas, Nevada by HOC Entertainment LLC since 2009.

Each year thousands of attendees attend the convention capital of the world to look, touch, and feel the most diverse venue of diecast manufactured products.

The Diecast Super Convention is now known as the go-to event to launch new products, first to market and exclusives by manufacturers such as Jada Toys, MGA's Car Tuned, Greenlight Collectibles, KiloWheelz, and more

In 2026, over 6 million people came to Las Vegas as the premier convention city. Las Vegas is an amazing location to host an event of this magnitude. We have the foundation and platform that has delivered for years.

THE VENUE



Positioned in the heart of downtown Las Vegas, World Market Center Las Vegas is one of the most prestigious and versatile event destinations in the United States. Home to The Diecast Super Con, this state-of-the-art venue delivers the scale, flexibility, and visual impact required for a world-class experience like the Diecast Super Convention.

WHY THIS VENUE ELEVATES THE EVENT



1

Premier Location

Minutes from the Las Vegas Strip and Fremont Street Experience

2

Easy Stay and Fun

Surrounded by hotels, dining, and entertainment

3

Travel Made Simple

Easy access for both domestic and international attendees

4

Massive Scale & Capacity

Over 300,000+ square feet of flexible exhibit space

5

Large Venue Location

Designed to host large-scale conventions, trade shows, and activations

6

Direct To Consumer

Ideal for vendors, manufacturers, dynamic booths, and live features

7

Modern, High-End Infrastructure:

Industrial-modern architecture with clean, upscale finishes

8

Everyone IS Here!

All Major Manufacturers are Represented!

9

Comfort!

Temperature-controlled environment makes it a comfortable venue

10

Seamless integration for branding, signage, and sponsor activations

DESIGNED FOR MAXIMUM BRAND EXPOSURE



The Expo at World Market Center is not just a venue—it's a brand amplification platform.



Large-format banner placements across entryways and exhibit halls



Digital signage integration for sponsor messaging



Custom experiential zones for product launches and activations



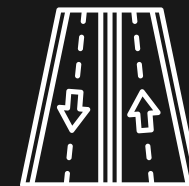
High-traffic flow design ensuring maximum attendee exposure



Sponsors benefit from constant visibility, from arrival to exit.

ATTENDEE EXPERIENCE ADVANTAGE

This venue enhances every touchpoint of the attendee journey:



Wide, open aisles for smooth traffic flow



Dedicated areas for VIP experiences and exclusive drops



Comfortable, modern environment that encourages longer engagement



Perfect layout for interactive zones, gaming areas, and live entertainment

BUILT FOR LARGE-SCALE MOMENTS



The Expo allows us to deliver unforgettable experiences:



Hall of Honor ceremony & premium dinners



Live streaming and content creation zones



Main stage productions & celebrity appearances



This is where brands don't just show up — they stand out

WHY IT MATTERS FOR SPONSORS



Partnering with the Diecast Super Convention at this venue means:



Las Vegas

Las Vegas is the premier convention destination in the world.



Showcasing

Your brand in a high-energy, high-traffic environment through attendance and interaction



Direct Engagement

Gaining access to thousands of engaged collectors and enthusiasts



The Drops

Drop exclusive merchandise for revenue and/or awareness. The largest on-brand event of the year always delivers.

THE BOTTOM LINE



The Expo at World Market Center Las Vegas transforms sponsorship into impact. With over 16,000 attending, direct-to-consumer and distributor are what has driven the convention for over 18 years.

It provides the space, visibility, and energy needed to turn brand presence into real engagement, real connections, and real results.

The ability to present engaging video and in-person presentations to show off the past, the current, and the future allows attendees to consume this information and be the driving force behind getting the word out.

Demographics



Die-cast Toys Market Global Forecast (2025-2030)



MARKET STATISTICS

Market Value (2024): **\$3.9 BN**
Market Value (2025): **\$6.09 BN**
CAGR (2025-2034): **4.3%**



SEGMENT STATISTICS

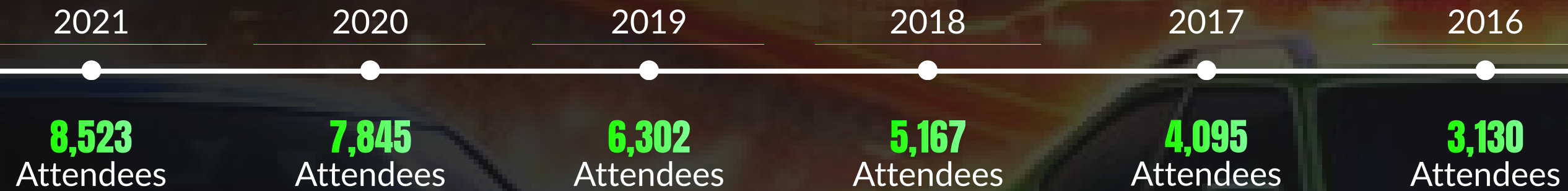
- Car and truck segment
- Market Size (2024): **\$1.99 BN**
- Individual consumer segment:
- Market Share (2024): **>90.1%**
- Offline channel segment:
- Market Share (2024): **65.3%**



REGIONAL STATISTICS

- North America
- Market Share (2024): **29.2%**

Attendance Growth By Year



2027 (Estimated)

21,000

Attendees

Hall of Honor



Mad Mike

The Hall of Honor dinner and ceremony has been the highlight of the convention for years. Inductees such as **Richard Petty, Tom McEwen, Don Prudhomme, Shaquille O'Neal, Counts Kustoms** and so many more have graced the stage for this very unique awards and dinner ceremony.

The dinner seats between **400 - 600** special dinner ticket holders and is hosted by MTV's Pimp My Ride celebrity **Mad Mike!**

It is a night of great laughter, emotion, and industry pride and the celebrity interaction is pretty cool too from industry leaders!

Jostens hand cuts each inductee ring and is presented during the evening along with a sit-down dinner.

Partnerships



We have developed an incredible partnership with the 5th largest school district in the world that allows us to donate a ticket to the convention for every child enrolled in Clark County School District. This gives back to our community over \$1 million in donations every year and brings fresh new focus to the diecast hobby.

We also partner in the same format with Vet Tix which sees a \$500,000 donation each year to allow current and retired veterans an opportunity to redeem tickets for themselves and their family at no charge to attend the convention.

We also partner with incredible non-profit organizations that allow for wishes to be delivered through our celebrity appearances at the convention which we coordinate to grant any wish asked of us for any celebrity attending our event.

These are amazing opportunities that have tremendous community value that your entity can be a part of!



You Would Be In Great Company If You Join Us!



SPONSORSHIP PACKAGES

We Can Create Custom Sponsorships for Any Budget!



SILVER

\$7,500

BRAND SPONSOR

Provided a dedicated Game Stage Event

SOCIAL MEDIA MENTIONS

(6) dedicated posts pre-event

10X20 PREMIUM BOOTH

(1) EVENT ACTIVATION

(1) 30 MINUTE HOSTED STAGE
MANUFACTURER PRESENTATION AND Q
AND A TO DISCUSS YOUR PRODUCT LINE

LOGO INCLUDED ON STEP & REPEAT

GOLD

\$15,000

EVENT CO-SPONSOR

Branded as a sponsor (large)

SOCIAL MEDIA MENTIONS

(8) dedicated posts pre-event

20X20 PREMIUM BOOTH

(1) EVENT ACTIVATION

BRANDING ON EVENT SCHEDULE

(1) 30 MINUTE HOSTED STAGE
MANUFACTURER PRESENTATION AND Q
AND A TO DISCUSS YOUR PRODUCT LINE

LOGO INCLUDED AT SHOW ENTRY

EVERYTHING INCLUDED IN SILVER

PLATINUM

\$25,000

MAIN EVENT SUPPORTING SPONSOR

SPONSORED TABLE OF 10 AT HALL
OF HONOR DINNER

SOCIAL MEDIA MENTIONS

(10) dedicated posts pre-event

20X20 PREMIUM BOOTH

(2) EVENT ACTIVATIONS

IN-ROOM TRADING BRANDING

Branding on floor signage

(2) 30 MINUTE HOSTED STAGE
MANUFACTURER PRESENTATIONS AND
Q AND A TO DISCUSS YOUR PRODUCT
LINE

Hotel Sleeping Rooms Up To
Rooms Provided at No Cost



If you are ready to put your brand or business in front of all the right people, reach out to our event expert or better known as the current Toy Expert on History Channel's Pawn Stars, Steve Johnston.

He can share a wealth of knowledge with you regarding the event and even custom-tailor a package for you for any budget!

We want partners for

LONG-TERM RELATIONSHIPS AND COMMON GOALS!

JOIN US TODAY!

Email: steve@hocentertainment.com