

How-To HALLOWEEN



SO MUCH FUN,
IT'S ALMOST SCARY!

**SATURDAY & SUNDAY
OCTOBER 15-16, 2016**

**FROM 11AM-5PM
AT THE LANSING CENTER**

GHOSTBUSTERS

JURASSIC TERROR

ZOMBIES

STAR WARS

CAR SHOW



**INTERACTIVE
GAMES**

COSTUMES

ENTERTAINMENT

**HANDS-ON
ACTIVITIES**

CONTESTS

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ABOUT US

How-To Halloween is the first of its kind, grass-roots event which aims to be the "Maker Faire for the Haunting Season". Our family-friendly festival celebrates the do-it-yourself spirit of the holiday with hands-on experiences, theatrical displays, interactive games, unique vendors, fun food and great music...all at an affordable price. It all started with a couple friends who lived across the street from each other and loved creating amazing things for their neighborhood on Halloween. And with some help from the awesome folks at LEPPA, How-To Halloween was born and has continued to grow for three years running.

Our mission is to inspire kids, adults, and families alike to head into their garages, basements or local maker spaces and build something cool for the holiday. Along the way, we hope they get excited about the creative process and STEM after trying any of the 50+ activities and how-to labs hosted by our exhibitors.

This year, we've expanded the show to a two-day event so we can provide even more attractions like a spooky trail with haunted house display and walk-through graveyard, tons of costumed characters, expanded entertainment on the main stage and our biggest car show yet. A portion of the proceeds will go to local charities such as the Lansing Youth Scholarship Fund, and we'll also be collecting donations for the Greater Lansing Food Bank from the Downtown Lansing Zombie Walk participants as they invade the Capital City on Sunday.

Thanks to all of our sponsors, exhibitors, vendors, entertainers and media professionals for supporting How-To Halloween, and special thanks to all the attendees (especially those in costume) for sharing your day with us, being part of the fun and helping to make a magical and memorable experience for all kids and the "kids at heart."

Happy Halloween!

- from Robot Pumpkin



SATURDAY SCHEDULE

How To HALLOWEEN DAY 1

ENTERTAINMENT

TIME	EVENT	ORGANIZATION	LOCATION
11:00	DJ Ninja Turtle Costume Contest Judging begins	JAMMIN' DJs Shuto Con	Main Stage Booth 1
11:30	Ghostbusters Grand Entrance	GLGC	Main Stage
NOON	Star Wars Grand Entrance	501st Legion	Main Stage
12:30	Get Geek'd Grand Entrance	Get Geek'd	Main Stage
1:00	Zombie Dancers	Quinn School of Irish Dance	Main Stage
1:30	-	-	-
2:00	DJ Ninja Turtle	JAMMIN' DJs	Main Stage
2:30	-	-	-
3:00	Steel On Steel Weapons Demo	Capital City Martial Arts	Main Stage
3:30	Final Judging for Costume Contest	Shuto Con	Booth 1
4:00	Homemade Costume Contest	Shuto Con	Main Stage
4:30	Pedal Carriage Hearse Procession	The Monster Monastery	Roaming

PHOTO OPS

FEATURE	ORGANIZATION	LOCATION
Walk The Gray Carpet	Hungry Pine	Entrance
Robot Pumpkin Greeter	How-To Halloween	Entrance
Chalk Mural	Ryan Holmes Art	Entrance
Ghostbusters Characters	GLGC	Cosplay Corridor
Stay Puft Marshmallow Man	GLGC	Cosplay Corridor
Star Wars Characters	501st Legion	Cosplay Corridor
Minion Avengers	Squirrels Creations	Cosplay Corridor
Lilian Hearse	The Monster Monastery	Spooky Trail
Reaper's Ride Coffin Car	Aikman Creations	Spooky Trail
T-Rex Breakout	How-To Halloween	Jurassic Terror
Jurassic Park Jeep	JP Jeep 28	Jurassic Terror
Baby Triceratops	JP Jeep 28	Jurassic Terror
East Dock Sign	JP Jeep 28	Jurassic Terror
Mr. T Rat Rod	tinkrLAB	STEMetry
Frankenstein Display	How-To Halloween	STEMetry
Ecto-1 Reboot Replica	How-To Halloween	Center

HOW-TO SESSIONS

TIME	EVENT	PRICE	ORGANIZATION	LOCATION
11:00	Toy Hacking	Free	tinkrLAB	STEMetry
11:30	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
NOON	Lip Sync a Puppet To a Song	Free	Ruppits	Booth 10
12:30	DIY Spider Necklace	Free	Pretty Crafty Critters	Booth 16
	Take It Apart	Free	tinkrLAB	STEMetry
	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
1:00	Color and Create a Halloween Pin	\$2	Roots of Design	Booth 9
1:30	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
2:00	Toy Hacking	Free	tinkrLAB	STEMetry
2:30	Lip Sync a Puppet To a Song	Free	Ruppits	Booth 10
	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
3:00	Color Your Own Halloween Sticker	\$1	Roots of Design	Booth 9
	DIY Spider Necklace	Free	Pretty Crafty Critters	Booth 16
3:30	Take It Apart	Free	tinkrLAB	STEMetry
4:00	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry

INTERACTIVE ACTIVITIES

EVENT	PRICE	ORGANIZATION	LOCATION
Make-n-Take Eye Trainer Puppets	\$5	Ruppits	Booth 10
Slime Making	Free	GLGC	Cosplay Corridor
Spaceship Bridge Simulator	Free	Lansing Makers Network	STEMetry
Gigantris & Colossal Connect 4	Free	Lansing Makers Network	STEMetry
Harpsi-Gourd	Free	Lansing Makers Network	STEMetry
Touch Jack O' Lanterns	Free	Lansing Makers Network	STEMetry
Magic Wand Battle	Free	Lansing Makers Network	STEMetry
Face Painting by Ariel	\$1*	How-To Halloween	Cosplay Corridor
Game Piece Assembly	Free	AFK Games	Booth 17
Historical Weapons Training	\$3*	Capital City Martial Arts	Combat Arena
Steampunk Make-n-Takes	Free	Capitol Steam	Cosplay Corridor
Airbrushing Demos	Free	Motor City Nightmares	Booth 11 & 12
Hands-On Robotics	Free	MSU College of Engineering	STEMetry
Halloween 3D Printing Demo	Free	ITEC Lansing	STEMetry
Lego Table	Free	ITEC Lansing	STEMetry
Cosplay Demos & Repair Station	Free	Nerd Failure Cosplay	Cosplay Corridor
Robot Demos	Free	Haslett Robotics Club	STEMetry
3D Printing Demos	Free	tinkrLAB	STEMetry
Laser Pong	Free	How-To Halloween	STEMetry

ALL DAY

2

ALL DAY
SATURDAY 11-5PM

Minimum Donation

3

SUNDAY SCHEDULE

How-To HALLOWEEN DAY 2

ENTERTAINMENT

TIME	EVENT	ORGANIZATION	LOCATION
11:00	DJ Ninja Turtle	JAMMIN' DJs	Main Stage
11:30	Zombies Assemble	How-To Halloween	Lower Plaza
NOON	Downtown Lansing Zombie Walk	How-To Halloween	Outside
12:30	Steel On Steel Weapons Demo	Capital City Martial Arts	Main Stage
1:00	Zombie Dancers	Quinn School of Irish Dance	Main Stage
1:30	Zombie Contest Judging begins	Shuto Con	Booth 1
2:00	DJ Ninja Turtle	JAMMIN' DJs	Main Stage
2:30	The Urban Legend	Ty Lee- Illusionist	Main Stage
3:00	Kalamazoo Batman Entrance	Kalamazoo Batman	Main Stage
3:30	Final Judging for Zombie Contest	Shuto Con	Booth 1
4:00	Best Zombie Contest	Shuto Con	Main Stage
4:30	Pedal Carriage Hearse Procession	The Monster Monastery	Roaming

PHOTO OPS

FEATURE	ORGANIZATION	LOCATION
Walk The Gray Carpet	Hungry Pine	Entrance
Robot Pumpkin Greeter	How-To Halloween	Entrance
Chalk Mural	Ryan Holmes Art	Entrance
Ghostbusters Characters	GLGC	Cosplay Corridor
Stay Puft Marshmallow Man	GLGC	Cosplay Corridor
Star Wars Characters	501st Legion	Cosplay Corridor
Minion Avengers	Squirrels Creations	Cosplay Corridor
Kalamazoo Batman	Kalamazoo Batman	Roaming
Zombie Bride	Hell, Michigan Tourism	Roaming
Lilian Hearse	The Monster Monastery	Spooky Trail
Reaper's Ride Coffin Car	Aikman Creations	Spooky Trail
Mr. T Rat Rod	tinkrLAB	STEMetry
T-Rex Breakout	How-To Halloween	Jurassic Terror
East Dock Sign	JP Jeep 28	Jurassic Terror
Frankenstein Display	How-To Halloween	STEMetry
Ecto-1 Reboot Replica	How-To Halloween	Center

HOW-TO SESSIONS

TIME	EVENT	PRICE	ORGANIZATION	LOCATION
11:00	Toy Hacking	Free	tinkrLAB	STEMetry
11:30	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
NOON	Lip Sync a Puppet To a Song	Free	Ruppits	Booth 10
12:30	DIY Spider Necklace	Free	Pretty Crafty Critters	Booth 16
	Take It Apart	Free	tinkrLAB	STEMetry
	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
1:00	Make-up Shadowing Demo	Free	Kreatures of the Night	Booth 13
	Color and Create a Halloween Pin	\$2	Roots of Design	Booth 9
1:30	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
2:00	Toy Hacking	Free	tinkrLAB	STEMetry
2:30	Lip Sync a Puppet To a Song	Free	Ruppits	Booth 10
	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry
3:00	Color Your Own Halloween Sticker	\$1	Roots of Design	Booth 9
	DIY Spider Necklace	Free	Pretty Crafty Critters	Booth 16
3:30	Make-up Shadowing Demo	Free	Kreatures of the Night	Booth 13
	Take It Apart	Free	tinkrLAB	STEMetry
4:00	Make a Robot Pumpkin Blinky Pin	\$2	Lansing Makers Network	STEMetry

INTERACTIVE ACTIVITIES

EVENT	PRICE	ORGANIZATION	LOCATION
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Slime Making	Free	GLGC	Cosplay Corridor
Spaceship Bridge Simulator	Free	Lansing Makers Network	STEMetry
Gigantris & Colossal Connect 4	Free	Lansing Makers Network	STEMetry
Harpsi-Gourd & Touch Jack O's	Free	Lansing Makers Network	STEMetry
Face Painting by Ariel	\$1*	How-To Halloween	Cosplay Corridor
Game Piece Assembly	Free	AFK Games	Booth 17
The Glory of Latex Wounds	Free	REACH Art Studio	STEMetry
How To Make Homemade Blood	Free	REACH Art Studio	STEMetry
Halloween Make-up Tips	Free	REACH Art Studio	STEMetry
Historical Weapons Training	\$3*	Capital City Martial Arts	Combat Arena
Airbrushing Demos	Free	Motor City Nightmares	Booth 11 & 12
Steampunk Make-n-Takes	Free	Capitol Steam	Cosplay Corridor
Hands-On Robotics	Free	MSU College of Engineering	STEMetry
3D Printing Demos & Lego Table	Free	ITEC Lansing	STEMetry
Robot Demos	Free	Haslett Robotics Club	STEMetry
3D Printing Demos	Free	tinkrLAB	STEMetry
Cosplay Demos & Repair Station	Free	Nerd Failure Cosplay	Cosplay Corridor
Laser Pong	Free	How-To Halloween	STEMetry

* Minimum Donation

ALL DAY

4

ALL DAY

SUNDAY 11-5PM

5

MAP

MAIN
STAGE

JURASSIC
TERROR

COMBAT
ARENA

SPOOKY
TRAIL

20
19
18
17

Ecto-1
Reboot
Replica

3
4
5

STEMETERY

Inflatable
Haunted
House

16
15
14

6
7
8
9

COSPLAY
CORRIDOR

13 12 11 10

MEDIA DUNGEON

ENTRANCE

REST ROOMS

FOOD

Information Booth

Lower Plaza

EXHIBITORS

ENTRANCE

Ryan Holmes Art

COSPLAY CORRIDOR

Great Lakes Ghostbuster Coalition
501st Legion
Get Geek'd
Nerd Failure Cosplay
Capitol Steam
Squirrels Creations

SPOOKY TRAIL

The Monster Monastery
Aikman Creations and Entertainment

MAIN STAGE

JAMMIN' DJs

JURASSIC TERROR

How-To Halloween (T-Rex Breakout)
JP Jeep 28 (Saturday Only)

COMBAT ARENA

Capital City Martial Arts
Black Lightning Robotics

STEMETERY

Lansing Makers Network
tinkrLAB
REACH Art Studio
MSU College of Engineering
ITEC Lansing
Haslett Robotics Club
How-To Halloween (Laser Pong)

MEDIA DUNGEON

Hungry Pine

VENDORS

1. Shuto Con Inc
2. Matt Pepler Illustration
3. Awaken Haunted Attraction
4. Awaken Haunted Attraction
5. Capital City Comic Con
6. MSUFCU
7. Ryan Holmes Art
8. Simply Chiropractic and Rehab Center
9. Roots of Design
10. Ruppits
11. Motor City Nightmares
12. Motor City Nightmares
13. Kreature of the Night (Sunday Only)
14. The Urban Legend (Sunday Only)
15. Lansing Parks and Recreation
16. Pretty Crafty Critters
17. AFK Games
18. Scream Prints
19. Hell, Michigan Tourism
20. JAMMIN' DJs

6

7

ARTIST SPOTLIGHT



RYAN HOLMES

Two time "Chalk of the Town" People's Choice winner Ryan Holmes will be creating his largest ever 3D chalk mural on the entrance floor of How-To Halloween. He'll also be offering more amazing chalk artwork on a one-of-a-kind special canvas along with water colors and photo prints for sale at his vendor booth. And if that wasn't enough, he has brought a custom made Star Wars diorama made of over 100 characters, figures and ships on a planet surface fabricated out of recyclable goods.



JIM SNELLENBERGER

In his second year at the festival, life-long carpenter and prop builder Jim Snellenberger has expanded his graveyard display (featured along our Spooky Trail) with his massive hand-built Haunted House Facade as the centerpiece. You'll appreciate the attention to detail in his work such as the many custom tombstones and animatronics along with a new full-sized skeleton headless horseman striking terror in the night.



EMILY DELAMIELLEURE

As a student in LCC's early college program, Emily excels in academics much like her creativity as an avid cosplayer. She is a self-taught artist, sculptor and seamstress which enables her to thrill audiences with amazing costumes and mind-blowing full body make-up. You can see her dressed as Ariel from The Little Mermaid while working as our resident face painter for the third straight year.

MEDIA DUNGEON

HUNGRY PINE
video photography graphics

COMICS COMMUNITY PODCAST

Toaden

MI GEEK SCENE

Photographers David Wood & Shondell Beam

THANKS TO ALL THE ON-SITE MEDIA CREWS

Mid-Michigan's
Newest haunt!

Fridays/Saturdays 7pm
Sep 23rd - Oct. 30th

AWAKEN
HAUNTED ATTRACTION

over 13,000 Sqft

Indoor waiting

awakenhaunt.com

11



RUPPITS
Hand Crafted Puppets

Visit us at booth #10

COSTUME CONTESTS

SATURDAY- HOMEMADE COSTUME CONTEST

Register at Vendor Booth #1 (closest to the main stage) by 3:30pm for your chance to get on stage and win tons of great prizes awarded to Best Adult, Runner-up Adult and Best Kid Costumes. The contest starts at 4pm, and you must be present to win.

SUNDAY- BEST ZOMBIE CONTEST

After the Downtown Lansing Zombie Walk, the undead are invited to register at Vendor Booth #1 (closest to the main stage). The contest starts at 4pm and prize packs will be awarded to Best Adult and Best Kid Zombie. Must be present to win. Contests are sponsored by Shuto Con. (Photos by MI Geek Scene)

PAST
WINNERS



SHUTO CON 2017

LANSING'S ANNUAL ANIME, COSPLAY, & GAMING CONVENTION
MARCH 17TH - 19TH, 2017
LANSING CENTER AND RADISSON HOTEL - LANSING, MI

JAMMIN' DJs
WILL MAKE YOUR
HALLOWEEN PARTY
BAT-TASTIC!

CALL (517) 332-JAMS OR VISIT US ONLINE AT
JAMMINDJS.COM FOR MORE INFO

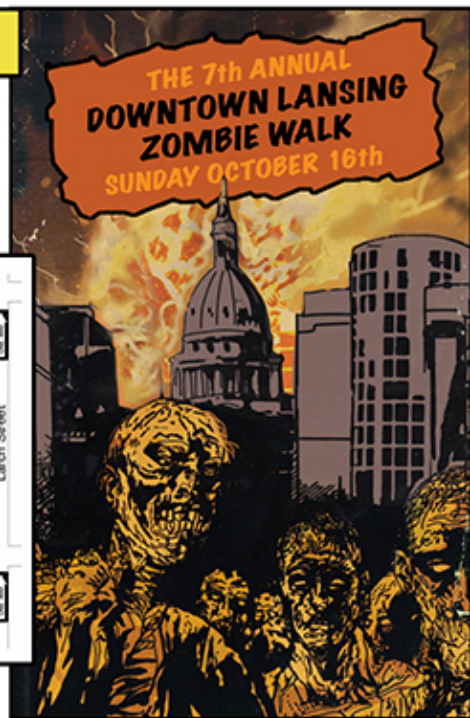
8

ZOMBIE WALK

THE 7th ANNUAL
DOWNTOWN LANSING
ZOMBIE WALK
SUNDAY OCTOBER 16th



ROUTE



- WHO:** All ages of the undead are welcome to walk for free.
WHERE: Meet inside the Lansing Center by Exhibit Hall C and drop off your non-perishable food donation at the *How-To Halloween* information desk.
WHEN: The horde assembles at 11:30am and invades Downtown Lansing at high noon.
WHY: Participants who bring a food donation in support of the Greater Lansing Food Bank receive wristband for entry into *How-To Halloween* for tons more spooky fun including contests and prizes for "best zombie".



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PARTNERS



THE MONSTER MONASTERY

- One of the largest and most amazing home haunts in Mid-Michigan
- 2500 sq/ft haunted house with animatronics, scares and lots of eye candy
- Low gore, high startle family friendly event.
- Always free to go through.
- We do accept voluntary donations for our charity The Leslie Outreach and accept nonperishable food items.
- Street carnival on Halloween Night (weather permitting) which is a great place for the ones not brave enough to go through the haunted house.

October 21st, 22nd, 28th, 29th and 30th from 8-11:00 p.m.
October 31st from 5:30 till 11:00

211 Butler St, Leslie, MI 49251
www.themonstermonastery.com

ROBOT PUMPKIN GEAR



SALE



Visit the How-To Halloween information booth for some great items for sale including two commemorative poster designs by local illustrator Steve Jenks from Scream Prints along with Robot Pumpkin t-shirts and trick-or-treat safety lights plus a large assortment of Halloween-themed helium-filled mylar balloons.

**HOW-TO HALLOWEEN WILL BE BACK AGAIN
ON SATURDAY & SUNDAY OCTOBER 14-15, 2017
AT THE LANSING CENTER. SEE YOU NEXT YEAR!**

HOW-TOHALLOWEEN.COM

OUR SPONSORS

