







# A Halloween Festival For Ghouls Of All Ages!

Participate in over 50 interactive activities and games.

See custom-built attractions and amazing holiday displays.

Enjoy a huge variety of entertainment from the main stage.

Go through our Ghastly Graveyard if you've got the guts.

Meet Batman, Ghostbusters, Star Wars Characters & more.

Wear your costume and bring a bag for trick-or-treating.

Shop with our many creative and unique vendors.

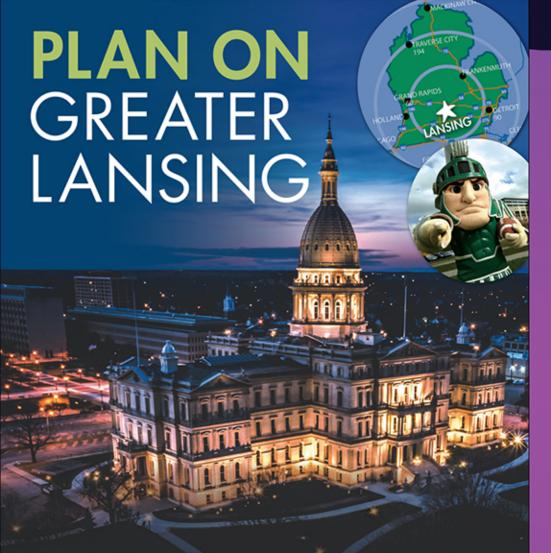
Learn tons of tips and tricks from cosplay experts.

Snap photos with killer cars like the Mystery Machine & Ecto-1.

Win our homemade costume contest for over \$100 in prizes.

Help support our community and local charities.

KICKING OFF WITH THE DOWNTOWN LANSING ZOMBIE WALK



- ★ BEST LARGE CVB IN MICHIGAN Voted by MSAE meeting planning professionals.
- ★ AFFORDABLE Venues & rates for every budget.
- ★ ACCESSIBLE Central location boosts attendance.

\*Source: 2016 Michigan Society of Association Executives.





# CONLENIS

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CONVENTION FRIENDS.	. 14-16

The fourth annual How-To Halloween is a family-friendly festival that celebrates the do-it-yourself spirit of haunt season with hands-on activities, theatrical displays, interactive games, unique vendors, amazing cosplay and great entertainment. Our mission is to inspire kids and the "kids at heart" to head into their garages, basements or local maker spaces to build something fun. So roll up your sleeves, get creative and have a Happy Halloween!

- from Robot Pumpkin



# ATTRACTIONS



Lansing Zombie Walk invades the Capital City on Day-1 of the festival in support of the Greater Lansing Food Bank, Please check page 10 for more details.



Hungry for brains? The 8th Annual Downtown Kids 12 and under are invited to trick-or-treat at the vendor booths in the center of the exhibit hall, Pick up a trail map at our information booth and join in the fun.



Zoinks! Your gang can get photos with a replica of the famous cartoon van lovingly built by our crew. It is the centerpiece of the show along with a huge inflatable haunted house and Scooby Doo.



# The 501st Legion

Experience the Star Wars universe as many of your favorite characters roam the hall. Also visit their featured exhibit to see amazing fan-built costumes and props on display. Charity donations are appreciated.



Science, technology, engineering, math and the art of design (known as STEAM) is showcased with a ghoulish twist with interactive exhibits hosted by REACH Studio Art Center, ITEC Lansing and more.



Some of the areas most talented cosplayers show off their creations and share their expertise including Get Geek'd, Nord Failure Cosplay, The League of Enchantment, Cosplay Crusaders and our special featured artist Sweets4aSweet Cosplay.



In a scene right out of a blockbuster movie, see the 20 foot tall T-Rex bearing down on an unsuspecting tour vehicle in this original display custom built by our staff. There's also an animatronic baby triceratops for kiddie photos.



Hang out with members of the Great Lakes Ghostbuster Coalition for slime-making demos, the Stay Puft Marshmallow Man and enough proton packs to take care of any spook, spectre or ghost. And watch out for West Michigan Beetletuice!



Science, technology, engineering, math and the art of design (STEAM) are showcased with interactive exhibits hosted by REACH Art Studio, MSU College of Engineering, ITEC Lansing and more.



Giant costume maker Squirrets Creations is showing off their hand-built Grimlock and Optimus Prime for an amazing photo-op. And be sure to catch their very own Minion Avengers and Monsters Inc characters



The Battle of Yavin comes to life with the Empire's planet killer high above the exhibit floor. This massive weapon fires real lasers as Luke's X-Wing evades enemy fighters on his flight to save the galaxy.



JAMMIN' DJs spins your favorite spooky hits from the main stage and MCs all the non-stop entertainment by a variety of performers and special presenters.



A replica of Captain America's mighty shield will be on display thanks to Aspiring Games Foundation, You'll learn more about manufacturing as you see how it was machined locally, and you can even make your own hero shield to take home.



On Sunday, you can walk our stage in your awesome homemade creation for a prize package valued at over \$100 awarded to Best Adult, Runner-up Adult and Best Kid Costume. Register at the Shuto Con booth.



With lights flashing, siren blaring and an unificensed nuclear reactor on top, this new ghost busting vehicle from the latest reboot film was specially built for our event. Who you gonna call?



Our Capital City transforms into Gotham with Lansing Batman and his crime-fighting motorcycle along with heroes Red Hood and 1930s Bombshell Batwoman. But watch out for Bane and other arch enemies.



Along with other fun activities, tinkrLAB will be hosting sessions where kids use basic tools to take apart old toys (just like at Sid's house in Toy Story) and fit them back together with creativity and imagination.



## Hearse Limo

The newly tricked-out 1972 Cadillac Hearse named "Lillian" can be seen as part of the Monster Monastery showcase brought to you by the enthusiasts behind one of the greatest home haunts in Mid-Michigan.



With the esthetic of yesteryear and tech of tomorrow, Capital Steam (Lansing's premier voice for the Mid-Michigan steampunk subculture) brandish their stunning costumes and props "from sprockets to rockets."



Become a part of the bridge crew and learn to work together to defend the sector from evil aliens. This is just one of the many fun and innovative activities hosted by the Lansing Makers Network.



Through the digital wizardry of green screen technology, jump aboard the vehicle made famous by the newest Star Wars heroine and get a photo of yourself speeding over the sands of Jakku by Mi Unlimited Photography.



Master illusionist Ty Lee, also known as the Urban Legend, will perform a variety of tricks and slight-of-hand that will astound and amaze fans of all ages with close-up shows and a special appearance on our main stage.



Talented artists are on-hand to transform your look and get you in the Halloween spirit including Kreatures of the Night who will demonstrate techniques in airbrushing and special effects makeup



Watch the live remotes, podcast recordings, photo shoots and video productions by Hungry Pine, Read A Comic, Bourbon & Blood, Mi Geek Scene, Photographer David Wood and many more social media broadcasters.

70



	FNTI	ERTAINMENT			И	OW_TA	) SESSIONS     –	
	EVENT	ORGANIZATION	LOCATION		EVENT	PRICE	ORGANIZATION	LOCATION
11:00	DJ Ninja Turtle	JAMMIN' DJs	Main Stage	11:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
11:30	Ghostbusters Introduction	GLGC	Main Stage	11:30	Make a Black Widow Spider	Free	Old Crone's Twisted Orph	Booth 19
NOON	The Urban Legend	Ty Lee- Illusionist	Main Stage	NOON	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
12:30	Lansing Batman Introduction	Lansing Batman	Main Stage	12:30	Decoden/ Squishy Make-n-Take	\$1	Midnight Springs Deco	Booth 5
1:00	Windwalker Storm Hoopers	Windwalker Underground	Main Stage	1:00	Magic Workshop Wand/Scepter Creation Station	Free \$5	Ty Lee- The Urban Legend Karmada Cosplay	Mad Scientist Lab Booth 16
1:30	Zombie Michael Jackson	JAMMIN' DJs	Main Stage	1:30	Dead Skin Texture Demo	Free	Old Crone's Twisted Orph	Booth 19
2:00	Get Geek'd Introduction	Get Geek'd Entertainment	Main Stage	2:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
2:30	The Urban Legend	Ty Lee- Illusionist	Main Stage	2:30	Demented Derma Technique	Free	Old Crone's Twisted Orph	Booth 19
3:00	Windwalker Storm Hoopers	Windwalker Underground	Main Stage	3:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
3:30	League of Enchantment Intro Zombie Walkers Assemble	League of Enchantment How-To Halloween	Main Stage Entrance	3:30	Magic Workshop Dead Skin Texture Demo	Free Free	Ty Lee- The Urban Legend Old Crone's Twisted Orph	Mad Scientist Lab Booth 19
4:00	Downtown Lansing Zombie Walk	How-To Halloween	Main Stage	4:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16

# THROUGHOUT THE DAY ON SATURDAY

# PHOTO OPS

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T-Rex & Tour Vehicle Baby Triceratops Walk The Grey Carpet Chalk Mural Rey's Speeder\* Star Wars Characters Death Star Grimlock & Transformers Monsters Inc Characters Minion Avengers Groot & Superheroes Princesses & Superheroes Lansing Batman & More BatPod Bane Ghostbusters, Beetlejuice & Ectos Ecto-1 Reboot Replica Lillian Hearse Mystery Machine & Scooby

# ORGANIZATION

How-To Halloween How-To Halloween **Hungry Pine** Ryan Holmes Art Mi Unlimited Photography The 501st How-To Halloween Squirrels Creations Squirrels Creations Squirrels Creations Get Geek'd Entertainment The League of Enchantment Lansing Batman How-To Halloween AngelsBane Cosplay GLGC Aikman Creations Snellenberger Creations The Monster Monastery How-To Halloween

# LOCATION

Entrance Entrance Entrance Entrance A Galaxy Far, Far A Galaxy Far, Far A Galaxy Far, Far Cosplay Corridor Cosplay Corridor Cosplay Corridor Cosplay Corridor Cosplay Corridor Gotham City Gotham City Roaming Paranormal Inv Paranormal Inv **Ghastly Graveyard** Ghastly Graveyard Center

# THROUGHOUT THE DAY ON

# SATURDAY

# INTERACTIVE ACTIVITIES

INTERNOTIVE NOTIVITES					
EVENT PI	RICE	ORGANIZATION	LOCATION		
Trick-Or-Treating Punch Out Candy Hunt Make a Robot Pumpkin Blinky Pin Spaceship Bridge Simulator Gigantris & Colossal Connect 4 Harpsi-Gourd Lego Robotics Build a Model of the Solar System Make a Hero Shield Airbrush Makeup Demos Tulle Wreath Kits Costume/Cosplay Demo Witch Hat Toss Pro Makeup Demos Toy Hacking/ Take It Apart	Free Free Free Free Free Free Free Free	All Vendors Lansing Parks and Rec Lansing Makers Network ITEC Lansing ITEC Lansing Aspiring Games Foundation Kreatures of the Night Pretty Crafty Critters Pretty Crafty Critters Spartan Urgent Care Sweets4aSweet Cosplay tinkrLAB	Booths 1-20 Booth 2 Mad Scientist Lab Cooplay Corplay Cosplay Corridor Mad Scientist Lab		
How To Hoop/ Hoop Tricks Color Your Own Button/Magnet Silme Making Fun Face Painting/ Latex Wounds Face Painting/ How To Silme	Free \$2 Free Free \$1"	Windwalker Underground The Roots Of Design GLGC REACH Studio Art Center The League of Enchantment	Mad Scientist Lab Booth 20 Paranormal Inv Mad Scientist Lab Mad Scientist Lab		



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	EVENT	ORGANIZATION	LOCATION		EVENT	PRICE	ORGANIZATION	LOCATION
11:00	DJ Ninja Turtle Costurne Contest Judging Begins	JAMMIN' DJs Shuto Con	Main Stage Booth 1	11:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
11:30	Cosplay Crusaders Introduction	Cosplay Crusaders	Main Stage	11:30	Demented Derma Technique	Free	Old Crone's Twisted Orph	Booth 19
NOON	The Urban Legend	Ty Lee- Illusionist	Main Stage	NOON	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
12:30	Monsters Inc Characters Intro	Squirrels Creations	Main Stage	12:30	Decoden/ Squishy Make-n-Take	\$1	Midnight Springs Deco	Booth 5
1:00	Windwalker Storm Hoopers	Windwalker Underground	Main Stage	1:00	Magic Workshop Wand/Scepter Creation Station	Free \$5	Ty Lee- The Urban Legend Karmada Cosplay	Mad Scientist Lab Booth 16
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2:00	Star Wars Characters Introduction	The 501st	Main Stage	2:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16
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3:00	Windwalker Storm Hoopers	Windwalker Underground	Main Stage	3:00	Decoden/ Squishy Make-n-Take Wand/Scepter Creation Station		Midnight Springs Deco Karmada Cosplay	Booth 5 Booth 16
3:30	Final Judging for Costume Contest	t Shuto Con	Booth 1	3:30	Magic Workshop Demented Derma Technique	Free Free	Ty Lee- The Urban Legend Old Crone's Twisted Orph	Mad Scientist Lab Booth 19
4:00	Homemade Costume Contests	Shuto Con	Main Stage	4:00	Wand/Scepter Creation Station	\$5	Karmada Cosplay	Booth 16

# THROUGHOUT THE DAY ON SUNDAY

# PHOTO OPS

## FEATURE

T-Rex & Tour Vehicle Baby Triceratops Walk The Grey Carpet Chalk Mural Rey's Speeder\* Star Wars Characters Death Star Grimlock & Transformers Monsters Inc & Minion Avengers Groot & Superheroes Princesses & Superheroes West Michigan Supergirl & More Buy Nearby Guy Lansing Batman, Batpod & More Ghostbusters, Beetlejuice & Ectos Ecto-1 Reboot Replica Mausoleum Lillian Hearse

Mystery Machine & Scooby

# ORGANIZATION

How-To Halloween How-To Halloween **Hungry Pine** Ryan Holmes Art Mi Unlimited Photography The 501st How-To Halloween Squirrels Creations Squirrels Creations Get Geek'd Entertainment The League of Enchantment Cosplay Crusaders Michigan Retailers Assoc Lansing Batman AngelsBane Cosplay GLGC Aikman Creations Snellenberger Creations The Monster Monastery How-To Halloween

# LOCATION

Entrance Entrance Entrance Entrance A Galaxy Far, Far A Galaxy Far, Far A Galaxy Far, Far Cosplay Corridor Cosplay Corridor Cosplay Corridor Cosplay Corridor Cosplay Corridor Roaming Gotham City Roaming Paranormal Inv Paranormal Inv **Ghastly Graveyard** Ghastly Graveyard Center

Trick-Or-Treating Punch Out Candy Hunt Make a Robot Pumpkin Blinky Pin Spaceship Bridge Simulator Gigantris & Colossal Connect 4 Harpsi-Gourd Lego Robotics Build a Model of the Solar System Make a Hero Shield Airbrush Makeup Demos Tulle Wreath Kits Costume/Cosplay Demo Witch Hat Toss Pro Makeup Demos 3D Printing Demos Toy Hacking/ Take It Apart How To Hoop/ Hoop Tricks Color Your Own Button/Magnet Slime Making Face Painting/ How To Slime

EVENT

# INTERACTIVE ACTIVITIES

F MOIIBINES	
DRGANIZATION	LOCATION
All Vendors	Booths 1-20
Lansing Parks and Rec	Booth 2
Lansing Makers Network	Mad Scientist Lab
Lansing Makers Network	Mad Scientist Lab
Lansing Makers Network	Mad Scientist Lab
Lansing Makers Network	Mad Scientist Lab
ITEC Lansing	Mad Scientist Lab
ITEC Lansing	Mad Scientist Lab
Aspiring Games Foundation	Mad Scientist Lab
Kreatures of the Night	Mad Scientist Lab
Pretty Crafty Critters	Booth 17
Pretty Crafty Critters	Booth 17
Spartan Urgent Care	Booth 10
Sweets4aSweet Cosplay	Cosplay Corridor
tinkrLAB	Mad Scientist Lab
tinkrLAB	Mad Scientist Lab
Windwalker Underground	Mad Scientist Lab
The Roots Of Design	Booth 20
GLGC	Paranormal Inv
The League Of Enchantmen	t Cosplay Corridor

# THROUGHOUT THE DAY ON SUNDAY

Free Free \$2 Free \$2 Free \$1"

PRICE

# PARANORMAL MAIN INVESTIGATION STAGE & ELIMINATION TRICK-OR-TREAT TRAIL 1 || 2 GOTHAM MAD CITY SCIENTIST 19 5 Laboratory 18 MEDIA DUNGEON COSPLAY CORRIDOR 15 **GHASTLY** 13 | 12 | 11 ||10 GRAVEYARD A GALAXY FAR, FAR **ENTRANCE** AWAY RESTROOMS INFORMATION JURASSIC BOOTH TERROR **NORTH POINT** CAFE

# ETHBIORS VENDORS

# **ENTRANCE**

Ryan Holmes Art

# A GALAXY FAR, FAR AWAY

501st Legion MI Unlimited Photography

# COSPLAY CORRIDOR

Get Geek'd Entertainment Expo Sweets4aSweet Cosplay Squirrels Creations Capitol Steam The League of Enchantment Nerd Failure Cosplay Cosplay Crusaders (Sunday)

# **GOTHAM CITY**

Lansing Batman AngelsBane Cosplay

# PARANORMAL INVESTIGATION/ELIM

Great Lakes Ghostbusters Coalition Aikman Creations and Entertainment

# MAD SCIENTIST LABORATORY

Lansing Makers Network
Aspiring Games Foundation
ITEC Lansing
tinkrLAB
REACH Studio Art Center
Windwalker Underground Gallery
The Urban Legend Ty Lee-Illusionist
Cub Scouts Pack #15

# MEDIA DUNGEON

Hungry Pine Read A Comic Bourbon & Blood

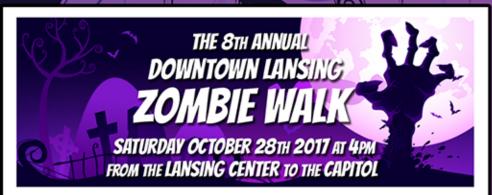
# **GHASTLY GRAVEYARD**

The Monster Monastery Snellenberger Creations

- 1. Creepy Kawaii/ Shuto Con Inc
- 2. Lansing Parks and Recreation
- 3. Ryan Holmes Art
- 4. Capital City Comic Con
- 5. Midnight Springs Deco
- 6. Kreatures of the Night
- 7. MidWest Silipint
- 8. Great Lakes Association of Horror Writers
- Cool Critters
- 10. Spartan Urgent Care
- 11. Celebration! Cinema
- 12. Celebration! Cinema
- 13. Celebration! Cinema
- 14. MSUFCU
- 15. American Cancer Society
- Karmada Cosplay
- 17. Pretty Crafty Critters
- Front Page Free Press
- Old Crones Twisted Orphanage
- 20. Roots of Design



Listings subject to change without notice.



The 8th Annual Downtown Lansing Zombie Walk invades the Capital City once again! All ages of the undead are welcome to walk for FREE! We ask participants to bring nonperishable food items in support of the Greater Lansing Food Bank, and to assemble at 3pm inside the Lansing Center by Exhibit Hall C. After collecting your donation, the horde members will be given a wristband for free entry into How-To Halloween to terrorize the festival and get a group photo before being unleashed on the unsuspecting citizens of Lansing, Michigan at 4pm.

We then invite the walking dead to return to the Lansing Center at 6pm for free entry into The INVASION; a new, adult only after-party featuring live music, dj, full bar and huge cash prizes for five categories of costume contests starting with BEST ZOMBIE. See you there!





# ARISTSPOLLIGHT



Candy Shannon was born and raised in Jackson, Michigan. After attending her first convention in 2011, Candy debuted her first cosplay – Ursula the Sea Witch from The Little Mermaid. Since then, she has added an extensive number of costumes to her resume, including Miss Piggy, Fiona from Shrek, Queen of Hearts, Peggy Bundy, Penguin from Batman, Captain Hook, Pam Poovey from Archer, and Darla from Finding Nemo.

She is most known for her attention to detail and film-accurate replications, however she is also proud of her original designs. Candy was the cover model for the June 2014 issue of Cosplay+ Magazine and has been featured in numerous articles and interviews on various media platforms, including CNN, MSN and Adult Swim.

Candy is passionate about supporting confidence in cosplay and body acceptance. She writes articles for various blogs on confidence and anti-bullying, including several inspirational videos. She travels to many conventions in the tri-state area, however her full time job is managing a veterinary clinic.

In her spare time, she cohosts a weekly podcast, teaches makeup effects, wig styling, prop building, and cosplay 101 at a local art school, and does makeup effects at a local haunted attraction. Candy also enjoys reading, console gaming and various fandoms like DC Comics, 80's movies and horror films.

Visit her in our Cosplay Corridor and you can find more information at www.facebook.com/Sweets4aSweet or follow her on Instagram, Twitter & Tumblr @sweets4asweet



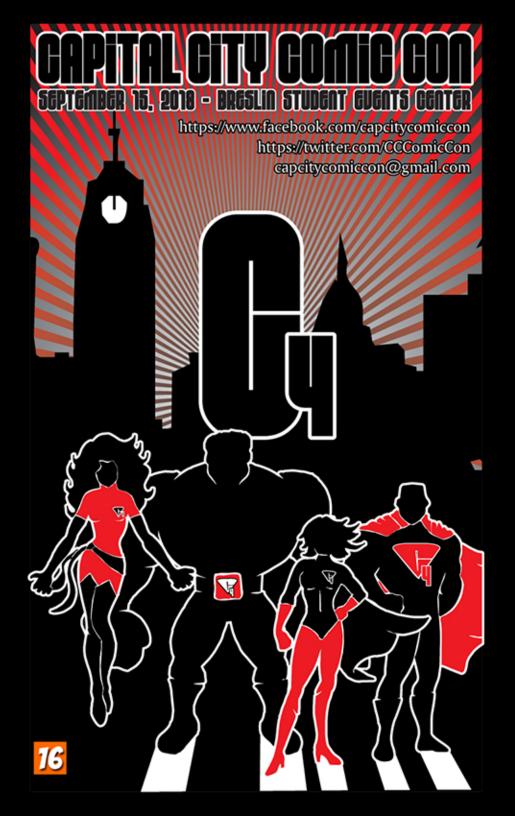


MAKE A ROBOT PUMPKIN BLINKY PIN WITH LMN!









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**Where Story Happens** 

Meet Flick
the Movie Kid
at Booth 11
during the festival!



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celebrationcinema.com