

OFFICIAL SPONSOR & PODCASTER PROSPECTUS
FOR PROSPECTIVE PARTNERS ONLY

CONFIDENTIAL

CASE FILE No. 2027-08-06

CLEARANCE: LEVEL III

VERDICT

2027

FROM CONVICTION TO CONVENTION

AUGUST 6-8, 2027 · LECONTE CENTER · PIGEON FORGE, TENNESSEE



verdictexpo.com
866-4-VERDICT
OFFICIAL PROSPECTUS

EXECUTIVE PRODUCER
MICHAEL SCOTT WITTENBERG
GRAND JURY PRODUCTIONS, INC.

FILE 002 // THE BRIEF

TOP SECRET

THE CASE FOR VERDICT

WHY THE WORLD'S #1 OBSESSION NOW HAS A HEADQUARTERS

True crime is no longer a niche — it is the dominant force in modern media. It tops the podcast charts, floods the social feeds, and commands the attention of **42 million monthly listeners** across the United States alone. Yet until now, the genre had no dedicated headquarters. **VERDICT is that headquarters.**

A three-day immersive investigation uniting creators, fans, brands, and industry professionals, VERDICT converts passive listening into active commerce — the first convention built from the evidence up.

EVIDENCE LOGGED

42M

MONTHLY U.S. TRUE-CRIME PODCAST LISTENERS

1.8B

TIKTOK VIEWS FOR #TRUECRIME IN 14 MONTHS

#1

PODCAST GENRE FOR WOMEN · TOP-FIVE OVERALL

10B+

YOUTUBE VIEWS FOR TRUE-CRIME CONTENT IN 2023

// SOURCE: SPOTIFY +50% YoY GROWTH IN TRUE-CRIME LISTENING HOURS, 2025.

EVIDENCE — DO NOT REMOVE



EXHIBIT 02-A · "THE MEDIA" — ARCHETYPE 03

ONE PASSION. MANY PERSPECTIVES.

Detectives, Judges, Podcasters, Reporters, Advocates, CSIs, Lawyers & Fans — all under one roof.

10,000+ attendees. One verdict.



FILE 003 // THE CRIME SCENE

EYES ONLY

THE VENUE — INVESTIGATION HQ

LECONTE CENTER · PIGEON FORGE, TENNESSEE

The primary crime scene: **LeConte Center**, a purpose-built exposition fortress in the heart of Pigeon Forge — a city that moves **\$2.4 billion in annual tourism revenue**. Clear-span, column-free, and built for high-volume foot traffic, it is the ideal headquarters for a three-day, multi-zone investigation.

SITE SPECIFICATIONS

232K

SQ FT OF CLEAR-SPAN, COLUMN-FREE SPACE

12K+

CAPACITY PER DAY ACROSS THE VENUE

1,600

FREE ON-SITE PARKING SPACES

\$2.4B

ANNUAL TOURISM REVENUE — HOST CITY

TRANSPORT LOG — FILE 03-B

Nearest airport: **McGhee-Tyson (TYS)**, Knoxville, TN — approx. 45 min to venue. Direct drive access off the Pigeon Forge parkway; lodging within 2 mi of the venue exceeds 18,000 rooms.

EVIDENCE — DO NOT REMOVE



EXHIBIT 03-A · "THE YARD" — EXHIBITOR FLOOR

FIELD OFFICE ESTABLISHED

A single, contiguous headquarters means no shuttle logistics, no split foot traffic, and **one captive audience** for all 10 zones — from The Courtroom to Dead Air Row.

FILE 004 // THE SENTENCING

TOP SECRET

SPONSORSHIP TIERS

FIVE LEVELS OF CONVICTION – FROM DEATH ROW TO THE HOLE

Brands don't sponsor VERDICT – they take a **sentence**. Each tier secures category exclusivity, on-floor presence, and access to a verified, high-intent true-crime audience. Founding rates expire **Sept 30, 2026**.

DEATH ROW	\$25,000	LIMIT 1 · PRESENTING
Naming rights as Presenting Sponsor . Prime 20×20 footprint in The Watchtower, main-stage recognition, co-branded keynote, full attendee data capture, top-tier Verdict Awards billing.		
LIFE SENTENCE	\$10,000	LIMIT 3 · MAJOR
10×10 premium booth in The Watchtower, stage signage, panel sponsorship, dedicated lead retrieval, VIP lounge access (The Jury Box).		
SOLITARY	\$5,000	LIMIT 6 · MID-TIER
10×10 exhibitor booth in The Yard, program & signage inclusion, digital lead list, two staff credentials.		
THE YARD	\$1,500	STANDARD
Standard 10×10 booth on the exhibitor floor, directory listing, two staff credentials, attendee list access.		
THE HOLE	\$750	ENTRY LEVEL
Compact 6-ft table presence, directory listing, one staff credential – the lowest-cost way onto the case file.		



CATEGORY LOCK

Tiers are **capped and limited** – once a slot is sentenced, it's closed. Secure your tier before the docket drops.



FILE 005 // THE WIRE

CLASSIFIED

DEAD AIR ROW

PODCASTER & CREATOR TIERS — FROM THE ANCHOR TO THE TIPSTER

A dedicated **podcast & creator floor** for live recording, broadcasting, and audience capture in real time. Five tiers scale with reach — from complimentary pods for top-tier shows to entry-level recording space for rising voices.

THE ANCHOR COMPLIMENTARY 500K+ FOLLOWERS

Complimentary **10x10 Dead Air Row pod**, VIP treatment, main-stage recognition, direct access to 10,000+ true-crime devotees. By invitation.

THE CORRESPONDENT \$299 100K-499K

Recording pod on Dead Air Row, audience seating, social cross-promotion, two creator credentials.

THE REPORTER \$599 25K-99K

Recording pod, shared audience capture, directory & program listing, two creator credentials.

THE STRINGER \$899 5K-24K

Compact **recording station**, directory listing, one creator credential, on-floor networking access.

THE TIPSTER \$1,199 UNDER 5K

Entry **recording station**, directory listing, one creator credential — the on-ramp for emerging shows.

EVIDENCE — DO
NOT REMOVE

EXHIBIT 05-A · "THE ROW" — CREATOR FLOOR

GO LIVE ON THE FLOOR

Record, broadcast, and convert listeners into attendees — **42M monthly listeners** are one mic away from your booth.

FILE 006 // PERSONS OF INTEREST

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PERSONAS OF INTEREST

EIGHT ARCHETYPES – EVERY ATTENDEE IS A SUSPECT, A WITNESS, OR A DETECTIVE

The convention is built around **eight archetypes**. Every fan, creator, and professional enters the story as one – then moves between roles across the three-day investigation. Brands and podcasters can target activations to the exact persona their audience mirrors.

ARCHETYPE 01

THE ACCUSED

The entry point into the story – the figure around whom the case turns.

ARCHETYPE 02

THE DETECTIVE

The investigator driving the case – method, motive, means.

ARCHETYPE 03

THE OFFICER

The first responder – boots on the ground when the call comes in.

ARCHETYPE 04

THE PODCASTER

The storyteller – turning evidence into narrative the world tunes in for.

ARCHETYPE 05

THE VICTIM

The center of the case – the human story behind every file.

ARCHETYPE 06

THE CSI

The evidence specialist – latents, trace, and testimony.

ARCHETYPE 07

THE LAWYER

The courtroom strategist – argument, objection, verdict.

ARCHETYPE 08

THE FAN

The audience & theorist – the jury that delivers the verdict.



EXHIBIT 06-A · "THE FAN" — ARCHETYPE 08

THE JURY IS IN

The Fan is the closing archetype – and the audience that votes the **Verdict Awards** winners live on the final day.

FILE 007 // THE INVESTIGATION

DOSSIER

PROGRAM OF EVENTS

THREE ACTS — THE CRIME · THE INVESTIGATION · THE VERDICT

VERDICT unfolds as a three-act investigation. Attendees arrive as suspects and witnesses; they leave as detectives who've closed the case. Programming escalates across the weekend toward a fan-voted finale.

ACT I · FRIDAY, AUG 6

THE CRIME

Intake · Arrival Checkpoint · Opening Keynote

The scene is set. Credentials are issued, roles assigned at **The Holding Cell**. The Courtroom opens with the keynote that drops the case file the entire weekend investigates.

ACT II · SATURDAY, AUG 7

THE INVESTIGATION

Evidence Room Panels · Dead Air Row Live · The Yard Floor

The deep work. Breakout panels in **The Evidence Room**, live podcast broadcasts down **Dead Air Row**, and a full exhibitor floor in **The Yard**. Midnight in the Smokies after-hours programming.

ACT III · SUNDAY, AUG 8

THE VERDICT

The Verdict Awards · Fan-Voted Finale · Closing Statements

The case closes. **The Verdict Awards** recognize the best podcasters, authors, vendors & creators — winners determined by **on-site fan voting**. The jury delivers the verdict.

EVIDENCE — DO
NOT REMOVE

EXHIBIT 07-A · "THE ENTRY SCENE" — ACT I

A NARRATIVE ARC

Sponsors and podcasters plug into the act that matches their moment — keynote reveals (Act I), live floor capture (Act II), or the awards crescendo (Act III).

FILE 008 // THE MAP

SITE PLAN

THE FLOORPLAN

TEN ZONES – ONE CONTIGUOUS CRIME SCENE

The 232,000-sq-ft venue is mapped into **ten themed zones**, each a distinct environment within a single contiguous floor. Attendees move freely between them – every zone is a touchpoint, every aisle a lead.

01 THE COURTROOM

Main stage & keynote hall – where the case opens and the verdict lands.

02 THE EVIDENCE ROOM

Panel rooms & breakout sessions – the deep-dive content hub.

03 DEAD AIR ROW

Dedicated podcast & creator floor for live, real-time recording.

04 THE YARD

General exhibitor floor – vendors, brands, and merchandise.

05 THE WATCHTOWER

Premium sponsor showcase – the highest-visibility real estate.

06 THE JURY BOX

VIP lounge for Grand Jury & Warden credential holders.

07 THE HOLDING CELL

Registration & check-in – where credentials are issued.

08 THE VISITATION ROOM

Press & media credentialing – the pressroom of the case.

09 THE WARDEN'S OFFICE

Event operations & staff headquarters – keeps the case moving.

10 THE INFIRMARY

First aid & quiet room – safety and respite on the floor.

ONE FLOOR, EVERY ZONE

No split venues, no shuttles. **10 zones, one captive audience** – your brand is seen in every corridor.

FILE 009 // THE DOCKET

TIME-SENSITIVE

FOUNDING RATES

15% LAUNCH SPECIAL · DOCKET CLOSES SEPTEMBER 30, 2026

Founding partners lock in the lowest rates on the case file — plus a **15% launch special** on every paid tier. After **September 30, 2026**, the docket resets and rates step up to standard pricing. Sentencing is first-come, limited, and final.

SEPT 30
2026 · DOCKET CLOSES

RATE CARD — FOUNDING vs. STANDARD

TIER	FOUNDING (-15%)	AFTER 9/30/ 26
DEATH ROW	\$21,250 \$25,000	\$25,000
LIFE SENTENCE	\$8,500 \$10,000	\$10,000
SOLITARY	\$4,250 \$5,000	\$5,000
THE YARD	\$1,275 \$1,500	\$1,500
THE HOLE	\$638 \$750	\$750

PODCASTERS — THE ANCHOR REMAINS COMPLIMENTARY;
-15% APPLIES TO ALL PAID DEAD AIR ROW TIERS.

// ALL SALES FINAL. CREDENTIALS NON-TRANSFERABLE.
FOUNDING RATES EXPIRE SEPT 30, 2026.

LOCK THE FOUNDING RATE

Founding partners are grandfathered at the lowest rate on file — **for life of the case**. The 15% launch special stacks on top. After the docket drops, both vanish.

SLOTS ARE CAPPED

Death Row (1), Life Sentence (3), Solitary (6). Once a tier is sentenced, it's **permanently closed** — no waitlist.



FILE 010 // CASE CLOSED — OPEN FOR PARTNERS

URGENT

FINAL CALL

THE FILE IS OPEN. THE DOCKET IS MOVING. CLAIM YOUR TIER.

The case file is open. The investigation convenes **August 6–8, 2027** at the LeConte Center in Pigeon Forge, Tennessee — and the founding docket closes **September 30, 2026**. The question isn't whether true crime commands an audience. It's whether your brand is on the file when the verdict lands.

INTAKE LINE — DIRECT

866-4-VERDICT

verdictexpo.com · sign up at **#sponsors**
/ **#podcasters**

Executive Producer: **Michael Scott Wittenberg**
Grand Jury Productions, Inc.
Social: @theverdictexpo — IG · TikTok · YouTube

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SIGN UP AT VERDICTEXPO.COM

Submit your sponsor, exhibitor, or podcaster application directly on the site. The intake desk is staffed and the file is live — **don't let the docket drop without your name on it.**

EVIDENCE — DO
NOT REMOVE

CRIME SCENE - DO NOT CROSS

EXHIBIT 10-A · "THE PODCASTER" —
ARCHETYPE 04

FROM CONVICTION TO CONVENTION

10,000+ attendees · 42M monthly
listeners · 10 zones · 3 acts · **one
verdict.**

AUG 6–8
2027 · PIGEON FORGE, TN

