



SEATTLE GIFT SHOW

2018 Media Kit

Advertising & Sponsorship Opportunities

August 17 - 20, 2018

Washington State Convention Center
Seattle, WA



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Print Advertising

SHOW POCKET DIRECTORY- Deadline: June 29, 2018

Run an ad in the Seattle Gift Show pocket directory handed out on-site to all registered attendees. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the pocket directory as a reference tool.

4- COLOR COVER AD OPTIONS: BLACK & WHITE AD OPTIONS:

Inside Front Cover - \$800

Full Page- \$350

Inside Back Cover - \$550

Half Page - \$200

Back Cover - \$1050

POCKET DIRECTORY ADDENDUM SPONSOR- \$500

Deadline: August 6, 2018

Company logo and information prominently displayed on the official pocket directory addendum insert. Addendums are included with every directory handed out at registration and include the most updated seminar and event information as well as late listings.



Your Show Directory Ad Here!

See Next Page For Print Ad Specs ----->

Print Advertising Specs

MATERIAL SPECIFICATIONS

- Digital files only are accepted in the format listed below. DO NOT send film or separations.
- PDF: Acrobat PDF files are accepted at high resolution (300 dpi)
- Quark Xpress 4.1 or higher: Provide high resolution (300 dpi or higher) images in position, along with proof. Include all fonts, tifs and eps files.
- Fully composed Photoshop or Illustrator files: Provide in native files (as, psd or .ai file) with all supporting fonts and images.
- E-MAILING: If you are e-mailing your ad you must first compress it (ZIP or Stuffit). As above you must include all components of the ad (fonts, images, etc.) Please identify the ad or representatives' name.
- FTP Site: Contact Lisa Meyer for FTP information.
Email: lmeyer@urban-expo.com or call 678.370.0346 for more information.

POCKET DIRECTORY AD SPECS

TRIM (final size of publication): 4" wide X 8 1/2" deep

FULL PAGE AD (no bleed): 3 1/2" wide X 7 3/4" deep
(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 3 1/2" wide X 3 3/4" deep

Send Ad Materials to-

E-mail: lmeyer@urban-expo.com
Mail Attention to: Lisa Meyer
1690 Roberts Blvd., Suite 111
Kennesaw, GA 30144

An extra \$25 will apply to all specific page requests other than the Covers | A \$75 fee will be added to all ads that are not camera ready | All ads must be paid prior to publishing All rates are net | Show Management reserves the right to reject any advertising at any given time.

Digital Advertising

DIGITAL PRODUCT PREVIEW GUIDE- Deadline: June 5, 2018

This guide will be featured on the Seattle Gift Show website with a direct link to your website too! It will be heavily promoted in our communications to buyers prior to the show including emails, buyer registration expresspass, digital ads in trade publications and more! In addition to seeing your ad prior to the show, buyers will have the ability to place orders & make appointments before they step foot in your booth.

4-COLOR AD OPTIONS:

Full Page - \$500

Half Page - \$300

PRODUCT PREVIEW GUIDE AD SPECS:

FULL PAGE (Non bleed): 6.5" x 9.5"

HALF PAGE (Vertical): 3.25" Wide X 9.5" High

HALF PAGE (Horizontal): 6.5" Wide X 4.75" H

QUARTER PAGE: 3.25" Wide X 4.75" High

Send Ad Materials to-

E-mail: lmeyer@urban-expo.com

Mail Attention to: Lisa Meyer

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144



Your Product Preview Guide Ad Here!

An extra \$25 will apply to all specific page requests other than the Covers

A \$75 fee will be added to all ads that are not camera ready

All ads must be paid prior to publishing All rates are net.

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SEATTLE GIFT SHOW

678.285.EXPO (3976)

||

www.seattlegiftshow.com

||

#SeattleGiftShow

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Promotional Package: New Exhibitors

Custom-tailored to first-time exhibitors, this package makes the most of your new show experience.

For \$100 you'll receive:

- ✓ Inclusion in New Exhibitor Listing on show website
- ✓ Listed on at least two promotional emails to pre-registered attendees prior to show
(*contingent on date signed up*)
- ✓ Inclusion in a special New Exhibitors listing handed out to all buyers at check in at the registration desk
- ✓ Listing on New Exhibitor stand-alone sign at show entrance
- ✓ New Exhibitor floor sticker
- ✓ Participation in New Exhibitor Product Preview Area



Promotional Packages: Silver & Gold

BUNDLE & SAVE!: Expand your brand and attract even more attention and booth traffic with enhanced promotional opportunities available through special show promotional packages. **Deadline: July 22, 2018**

	SILVER PACKAGE \$300	GOLD PACKAGE \$500
Product image inclusion in 1 pre-show email sent to pre-registered attendees	✓	✓
Product image inclusion in email to all pre-registered VIP attendees	✓	✓
Social Media Spotlight: Send us a photo and a custom message for show attendees and we will promote your offerings at the show on our Facebook, Instagram and Twitter accounts.	✓	✓
Featured exhibitor rotating website banner included on all interior pages of show website		✓
'Preferred Exhibitor' listing on the show website		✓

**** In order to fulfill sponsorship packages in a timely manner, please send required materials 30 days after purchasing package****



SEATTLE GIFT SHOW

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Social Media Package

We've created an all-inclusive social media marketing package to help you engage with our audience prior to the show and live at the show to drive traffic to your booth and increase your sales. These bundled package opportunities are guaranteed to get you exposure both before the show and onsite. Take the stress out of planning by letting us help promote your company's participation in the show through our social media channels. **Deadline: July 22, 2018**

SOCIAL MEDIA PACKAGE: \$250 (Limited to 5 Exhibitors)

- 5 Facebook, Instagram, Twitter and Pinterest Posts (Must be purchased 5 months pre-show)
- 1 Boosted Facebook post 4-6 weeks pre-show (Boosted posts are paid posts that appear higher on the audience's news feed.)

INDIVIDUAL POST: \$150 PER SLOT (Limited to 20 slots)

- 1) Facebook Post
- (1) Twitter Post
- (1) Instagram Post
- (1) Pinterest Post



**** In order to fulfill sponsorship packages in a timely manner, please send required materials 30 days after purchasing package****

Website / Digital



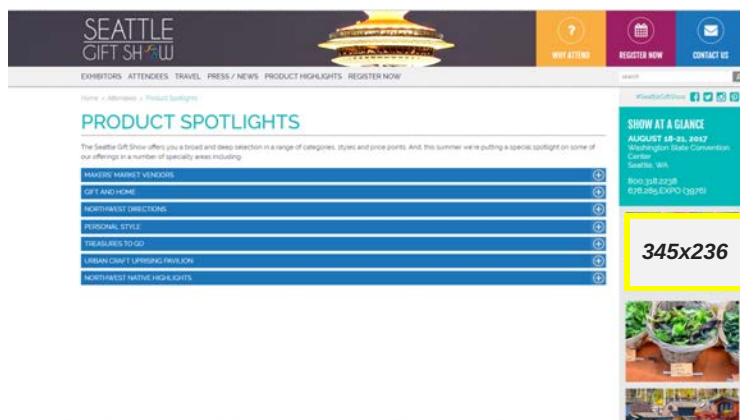
EXCLUSIVE Welcome Ad- \$1500

Gain the attention of each person who comes to the website with a prestitial ad. This large, dramatic, high impact banner allows your message to be seen by each unique visitor to the site. Exclusive to one advertiser.



EXCLUSIVE- Page Peel \$1,500

Position your company on every page of the website with a page peel. Your sponsorship will appear behind an active peel away image in the upper right hand corner of every page of the website. Exclusive to one advertiser.



Website Banners- \$700

Website banners are featured on every interior page of the site – offering maximum exposure to you.

Website / Digital (cont.)

OTHER DIGITAL SPONSORSHIP OPPORTUNITIES INCLUDE:

Product Spotlight | Show Daily Eblast- \$200 ➤

Feature your product shot in one of our show daily eblasts. Sent out each morning of the show, these email messages go out to all pre-registered and prospective attendees providing details of the show's daily events and news.



Official Registration Sponsor

**Total package
price of: \$2000**

(Limited to 1 company)

Registration is the one place that ALL buyers go through to receive their credentials. Put your brand in front of buyers as they register for the event, when they check-in at the event and as they walk the show floor, by being our official registration sponsor.

**SEE NEXT PAGE FOR
PACKAGE DETAILS**

PACKAGE INCLUDES:

Exclusive PRE-SHOW BRANDING opportunities



ExpressPass™ Email Confirmation



Registration Landing Page

And AT-SHOW BRANDING opportunities

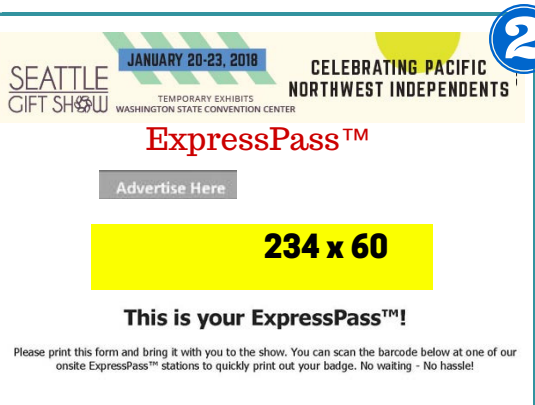


Badge/Lanyard

Official Registration Sponsor

PACKAGE DETAILS:

Your company banner and brand message will be on our registration landing page, top of key online registration pages *and* the final page of the registration will include a clickable banner taking the buyers to your website.



Your company's clickable banner will also receive prominent placement on the ExpressPass™ email confirmation received by all buyers registering for the show.

Your logo will be on all buyer badges and lanyards, essentially a walking billboard for your company, worn by all buyers on the show floor. Production of the lanyards not included. Lanyards must have double clips.



Registration (A LA CARTE OPTIONS)

Registration Sponsorship- \$2500

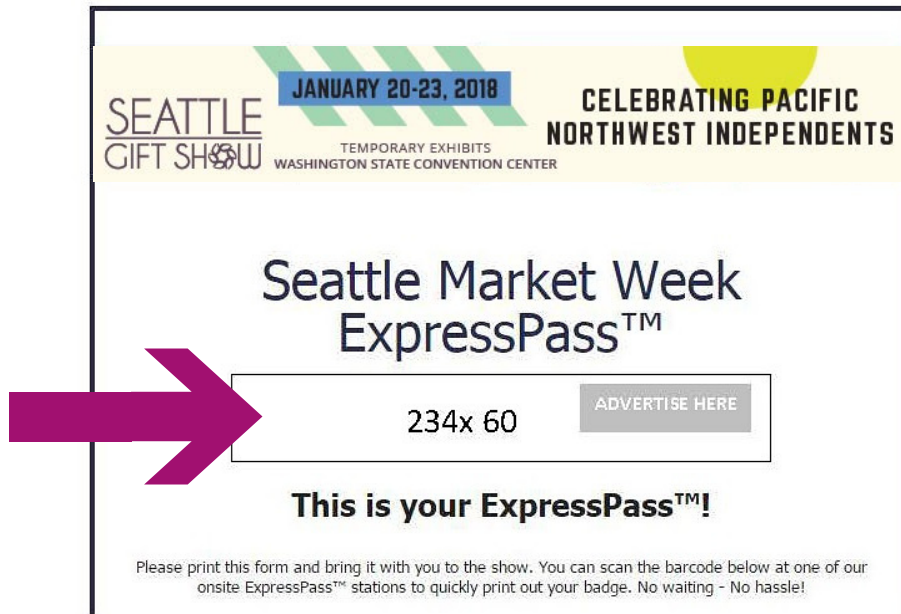
Put your brand in front of buyers as they register for the event. Your company banner and brand message will be featured on the registration landing page as well as two more key pages in the registration process. All banners will include clickable links taking buyers to your website or online showroom.

1 Registration Form Pages

2 "Register Now" Landing Page

3 Registration Confirmation Page

Registration (A LA CARTE OPTIONS)



◀ **EXCLUSIVE Registration ExpressPass™ Sponsorship- \$800**

The perfect placement for your brand is on the ExpressPass™ email confirmation. Place your company banner, brand message and clickable link on the email that is received by all buyers registering for the show.

Registration (AL LA CARTE OPTIONS)



Badge Pouch/Lanyard- \$1000

Provided to all attendees, lanyard/pouch will feature the name and/or logo of your company and name of show.

Production and labor charges are not included.

Sponsor is required to provide a minimum number of lanyards/pouches for distribution.

Hand Out at

Registration- \$500

Your company's sample available to all attendees at the registration counter before they enter the exhibition area.



Signage

Banner Opportunities- \$1000-3000*

Variety of opportunities to feature hanging banners at the show.

Column Wrap One Side- \$500*

Where available, sponsor's logo and booth number featured on one side of column on show floor or on a show banner.

*Call for additional details and pricing. Exhibitor provides print-ready artwork. Production and labor charges not included.



Stand Alone Board- \$500

Visible through lobbies and on the main show floor aisles, these stand-alone boards provide the perfect opportunity for a quick brand impression for buyers. *Exhibitor provides print-ready artwork. Price does not include production/labor charges.*

Floor Decals- \$750

Create custom artwork to create a dramatic presentation featured in key areas throughout the show floor. *Call for additional details. Exhibitor provides print-ready artwork. Production and labor charges are not included*

Onsite Sponsorships

EXCLUSIVE Restroom Rejuvenation Sponsor- \$300

Geared toward companies looking to provide products (featuring company name/booth#), including aromatherapy, lotions, sanitizers, soap or scents in the restrooms surrounding the show floor.

Window Decals- \$1000

Decals featuring your company name and booth numbers on convention center entrance windows and doors.

**Does not include production costs.*



EXCLUSIVE Show Bag- \$1000

A walking brand message sure to catch buyers' eyes. This exclusive opportunity allows you to showcase your brand message on our official show bags. Sponsor logo co-branded with show logo.

Production not included. Minimum number of bags required.

Onsite Sponsorships Continued

Shuttle Bus Sponsor- \$1000

Reach customers before and on their way to the event.
Sponsor logo and booth number included on shuttle bus.

**Exclusive and available only to exhibitors with a minimum 2-booths (200 square feet) space commitment.*



Wireless Internet Sponsor- \$750

Sponsor complimentary wi-fi service at show. Sponsorship include logo/booth number featured on splash/sign in page, logo link to your website and inclusion in email to pre-registrants prior to show and on show signage at registration desk.

Product Preview Area Participation Form

The product preview area at the Seattle Gift Show is open to all companies participating in the show. A **LIMITED NUMBER** of assigned spaces will be available on a first-come, first-serve basis.

SPACE SIZE: The dimensions for the Product Preview Area platforms are 1' x 1'. No advertising flyers or documents are to be used in the display area. Only product is to be displayed. Show management retains the right to adjust or remove any display abusing space privileges.

REP GROUPS: If you are a rep group, you can reserve a space for your company highlighting your lines or your lines can purchase individual spaces.

SET UP TIME: All displays are to be set by the participating company during move in and no later than 4:00 pm on Thursday, August 16, 2018.

PLEASE COMPLETE THE INFORMATION BELOW.

Company Name: _____

Number of spaces: _____

Please select if your product fits either category:

___ Green/Eco ___ Made In The USA

Shelving:

- ☐ Top—\$45
- ☐ Middle (Second & Third Rows)—\$75
- ☐ Bottom—\$45
- ☐ Free Standing (limited space)—\$75

GOOD NEIGHBOR POLICY: All exhibitors should abide by the "Good Neighbor Policy". If it is not your product, please do not touch it. No photography, handling or re-arranging. Violators will not be allowed in the display area.

NO EARLY BREAKDOWN OR PRODUCT PICK UP: Each exhibitor will be responsible for picking up their products at the close of the show. You can pick up your products no earlier than 2 pm on August 20. All products left after 4 pm will be donated to a designated charity.

ID SIGNS: One tent card, with exhibiting company name and booth number will be provided. Please stop by the show office to pick up your tent card. No advertising flyers or documents are to be used in display area. Only product is to be displayed.

Please note that all products and/or goods showcased in the Product Preview Display Area are displayed at my own risk. I will not hold Urban Expositions liable for any direct, consequential or incidental damages nor for loss of profit or loss due to failures to obtain or return stored goods at any particular time or place, however such loss may be incurred.

***SUBMIT COMPLETED FORM TO LISA MEYER**

Email: lmeyer@urban-expo.com | **Fax:** 678.831.4582

Mail To Attention: Lisa Meyer

1690 Roberts Blvd NW, Suite 111, Kennesaw, GA 30144

Questions? Call Lisa at 800-318-2238 x0346

*** See next page for insertion order and payment information. Complete this form AND attach insertion order with payment.**

INSERTION ORDER

August 17-20, 2018
Seattle, WA

DIGITAL PRINT ADVERTISING ----> PREVIEW GUIDE

- | | |
|------------------------------------|-------|
| ☐ Full Page | \$500 |
| ☐ Half Page | \$300 |

PRINT ADVERTISING ----> SHOW POCKET DIRECTORY

- | | |
|---|--------|
| ☐ Inside Front Cover | \$800 |
| ☐ Inside Back Cover | \$550 |
| ☐ Back Cover | \$1050 |
| ☐ Interior Full Page (black/white) | \$350 |
| ☐ Interior Half Page (black/white) | \$200 |
| ☐ EXCLUSIVE Pocket Directory | \$500 |
| Addendum Sponsorship | |

PROMOTIONAL PACKAGES

- | | |
|--|-------------|
| ☐ New Exhibitor Package | \$100 |
| ☐ Silver Package | \$300 |
| ☐ Gold Package | \$500 |
| ☐ Social Media Package | \$150-\$250 |

WEBSITE | DIGITAL

- | | |
|--|--------|
| ☐ EXCLUSIVE Page Peel | \$1500 |
| ☐ EXCLUSIVE Welcome Ad | \$1500 |
| ☐ Website Banner | \$700 |
| ☐ Show Daily Eblast Product Spotlight | \$200 |

OFFICIAL REGISTRATION SPONSORSHIP

- | | |
|---|--------|
| ☐ Exclusive Registration Package | \$2000 |
|---|--------|

REGISTRATION (A LA CARTE OPTIONS)

- | | |
|---|--------|
| ☐ Registration Sponsorship | \$2500 |
| ☐ Registration ExpressPass™ Confirmation | \$800 |
| ☐ Badge Pouch/Lanyard | \$1000 |
| ☐ Hand Out At Registration | \$500 |

SIGNAGE

- | | |
|---|-------------|
| ☐ Banner Opportunities | \$1000-3000 |
| ☐ Column Wrap One Side | \$500 |
| ☐ Stand Alone Board | \$500 |
| ☐ Floor Decals | \$750 |

ON-SITE SPONSORSHIPS

- | | |
|--|-----------|
| ☐ EXCLUSIVE show Bag | \$1000 |
| ☐ Window Decals | \$1000 |
| ☐ EXCLUSIVE Restroom Rejuvenation Sponsor | \$300 |
| ☐ Hotel Shuttle Bus Sponsor | \$1000 |
| ☐ Wireless Internet Sponsor | \$750 |
| ☐ Product Preview Area | \$45-\$75 |
- (see attached form)

RETURN THIS FORM with payment to Urban Expositions or provide credit card info below:

Exhibiting Company Name: _____ Contact Name: _____
Billing Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

Option to Pay by Credit Card:

GRAND TOTAL (Amount To Be Charged) _____ ☐ Visa ☐ Mastercard
☐ Discover ☐ American Express

Expiration Date: _____ Name of Card Holder: _____
Card Number: _____ Security Code: _____ Zip Code of Cardholder: _____

For More Information Contact:

Shashin Patel at spatel@urban-expo.com **OR**
Joseph Lee at jlee@urban-expo.com

Return form and payment to Urban Expositions:

Fax: 678.285.7469

Email: spatel@urban-expo.com

> Sponsorships must be paid in full prior to publishing.
> All artwork must be approved by show management.

All Credit Card Payments Will Incur a 2.5% Convenience Fee