



SUMMER 2018

# PHILADELPHIA GIFT SHOW

GREATER PHILADELPHIA EXPO CENTER

# Media Kit



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# Print Publications Offer Fabulous Exposure

## > What is the Product Preview Guide?

- Guide featuring exhibitor supplied product images.
- Full Show Preview Guide mailed out to thousands of pre-registered retailers and prospective attendees.
- Purchase an ad in the Preview Guide and buyers will have the ability to place orders and make appointments before they step foot in your booth.

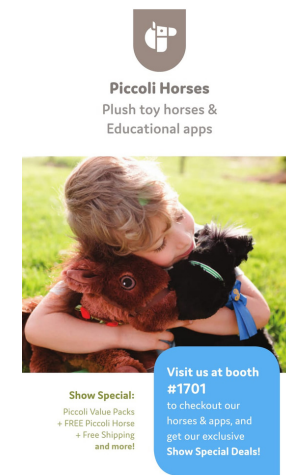


## Your Product Shot Here



## Show Directory Cover

## Your Product Preview Guide Ad Here



## Your Show Directory Ad Here

## > What is the Directory Addendum?

Addendums are included with every directory handed out at registration and include the most updated even information as well as late listings.

See Next Page for complete details!

# Print Advertising Upgrades

PRODUCT PREVIEW  
GUIDE (PPG)

SHOW  
DIRECTORY

DEADLINE

	PRODUCT PREVIEW GUIDE (PPG)	SHOW DIRECTORY	DEADLINE
Full Page Color Ad	\$750	N/A	PPG- April 11
Premium Full Page Color Ad- <i>Inside Front Cover or Page 1 Premium</i>	\$1,200	\$750	PPG- April 11 Directory- June 1
Premium Full Page Color Ad- <i>Inside Back Cover</i>	N/A	\$500	PPG- April 11 Directory- June 1
Premium Full Page Color Ad- <i>Back Cover</i>	N/A	\$1,000	PPG- April 11 Directory- June 1
Half Page Color Ad	\$600	N/A	Directory- June 1
Quarter Page Color Ad	\$450	N/A	PPG- April 11
Full Page Black/White Ad	N/A	\$300	Directory- June 1
Half Page Black/White Ad	N/A	\$190	Directory- June 1
Product Image Inclusion in Product Preview Guide	FREE	N/A	Full Show Preview Guide Inclusion: April 11

## Additional Print Advertising Option:

**Exclusive Directory Addendum Sponsor \$500** - Company logo and information prominently displayed on the official show directory addendum insert. Deadline: July 1, 2018



# Print Advertising Specs

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## 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  
*(included in show fee)*

## PRODUCT PREVIEW GUIDE AD SPECS:

**TRIM:** 7" x 10"

**BLEED:** 7.25" X 10.25"

**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

## MATERIAL SPECIFICATIONS

- Please send a 4-color ad for the directory.
- Half page ads will be converted to **grayscale** for the printed onsite show directory.
- 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 Amy Dufour for FTP information. Email: adufour@urban-expo.com or call 678.285.0597 for more information.

*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.*

Send Ad Materials to: Urban Expositions

Phone: (678) 285-3976 Fax: (678) 285-7469

E-mail: adufour@urban-expo.com

Attention: Amy Dufour

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

# Promotional Package: New Exhibitor

**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 official 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 Exhibitor listing handed out to all buyers at check in at the registration desk
- Listing on New Exhibitor stand-alone sign at show entrance
- Floor sticker indicating you as a new exhibitor
- 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.

	Silver Package \$300	Gold Package \$500
Company logo or product image inclusion in 1 pre-show email sent to all pre-registered attendees	✓	✓
Company logo or product image inclusion in email to all pre-registered VIP attendees with a special invitation to visit your booth	✓	✓
Social Media Spotlight - Product photo and custom message for show attendees on the show's Facebook, Twitter & Instagram accounts.	✓	✓
Featured exhibitor rotating website banner included on all interior pages of the show website.		✓
Promoted as a "Featured Exhibitor" on the show website		✓

# Promotional Package: Social Media

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.

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

- 5 Facebook, Instagram, Twitter and Pinterest Posts 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.
- Logo added to Social Connection section of the website for 5 months.

## **NOVEMBER/DECEMBER POST: \$150 PER SLOT (Limited to 20 slots)**

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





# Promotional Package: Custom Line Listing

Custom Line Listing in the Philadelphia Gift Show Directory.

2 Exposure Opportunities for your lines to be featured in the online and printed show directory:

## For \$300, your line will receive:

- Inclusion in the **online exhibitor listing** on the show website.
- Inclusion in the **line and category listings** in the **printed show directory** handed out on show site.
- Participation in the **custom ebanner and evite program with personalized registration code** - invite your buyers and get \$25 for every new company that comes to the event through your code.



# Made in America Sponsorship

Retailers are looking for American-made products. Help them find yours with the added exposure you'll get through the Philadelphia Gift Show's Made In America Sponsorship Package.

## For Only \$200, You'll Receive:

### PRODUCT PREVIEW GUIDE CALL-OUT

Your product image highlighted in a spread within the product preview guide identifying your Made in America status. The guide is mailed out to thousands of pre-registrants and prospective attendees in advance of the show.

### PRODUCT PREVIEW AREA

A 1' x 1' space in the new "Made in America" preview area to showcase your product. Includes a sign with your company name and booth number.

### MADE IN AMERICA SHOW SIGN

Your company and booth number will be included on special signage in the lobby area highlighting exhibitors offering American-made resources.

### REGISTRATION HANDOUT

Your company and booth number will be included on a handout at both registration areas highlighting exhibitors offering American-made resources.

### FLOOR STICKER

Special sticker on floor at entrance of your booth clearly identifying your company's American-made offerings.

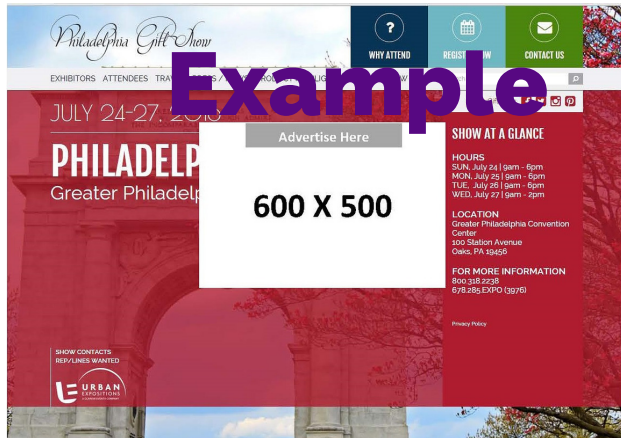
### PRESHOW BUYER EMAIL & SOCIAL POST

Company logo and product image inclusion in 1 pre-show email sent to all pre-registered attendees and 1 pre-show social media post sent out to our large follower base.





# Website / Digital



## EXCLUSIVE Welcome Ad- \$1500

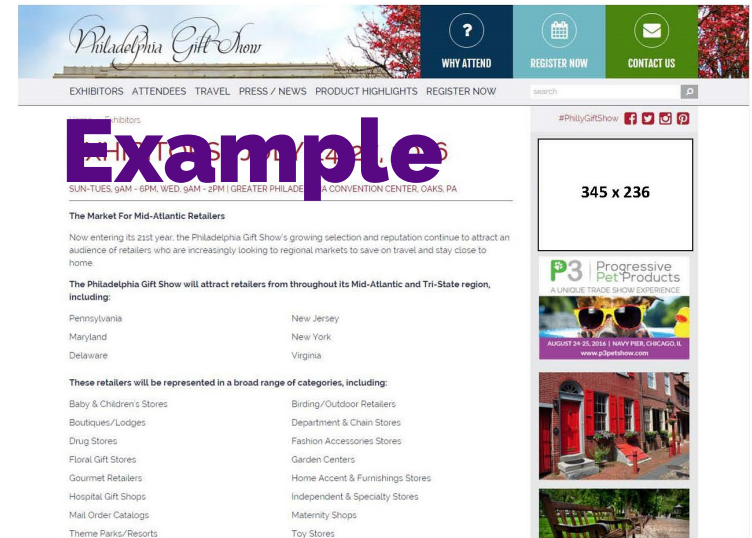
Gain the attention of each person who comes to the website with a prestitial ad. This large, dramatic, high impact banner allows your message to be seen by each unique visitor to the site. Exclusive to one advertiser. Runs 6 months.

Ad size: 600 x 500 pixel banner



**Website Banners- \$750**  
 Website banners are featured on every interior page of the site – offering maximum exposure to you.

Banner Size: 345 x 236 (w x h) – Image only (.gif or .jpg) Runs 6 months. Up to 3 advertisers.



## EXCLUSIVE- Page Peel- \$1,500

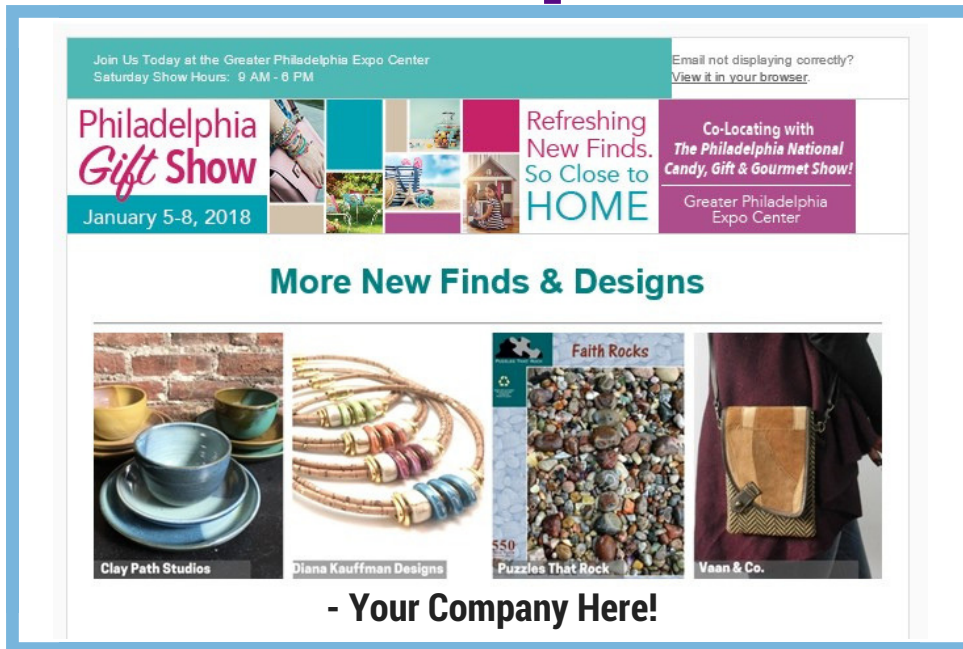
Position your company on every page of the website with a page peel. Your sponsorship will appear behind an active peel away image in the upper right hand corner of every page of the website. Exclusive to one advertiser. Runs 6 months.

Peel Size -- Full image 550pxl x 550pxl -- of which the preview corner is 100 x 100. Recommend keeping full content portion to half the space for optimum viewing.

# Website / Digital (cont.)

OTHER DIGITAL SPONSORSHIP OPPORTUNITIES INCLUDE:

## Example



### 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.

### Company Spotlight Eblast- \$500

Feature your company logo, booth number and product shots in an email sent to each buyer completing online registration.



# NEW! Official Registration Sponsor

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

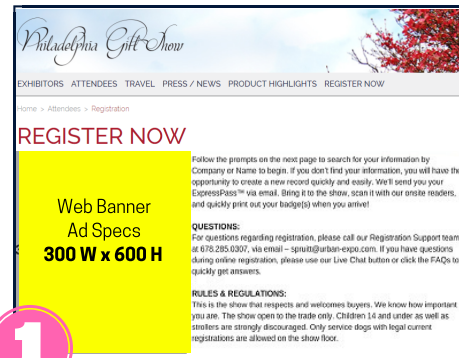
(Limited to 1 company)

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



1

Registration Landing Page



2

ExpressPass™ Email Confirmation

And AT-SHOW BRANDING opportunities



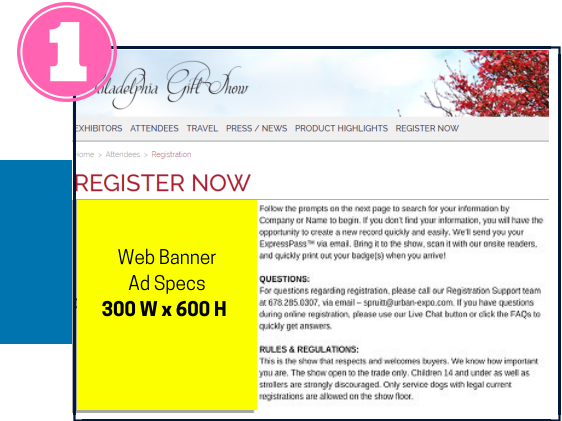
3

Badge/Lanyard

# NEW! Official Registration Sponsor

## PACKAGE DETAILS:

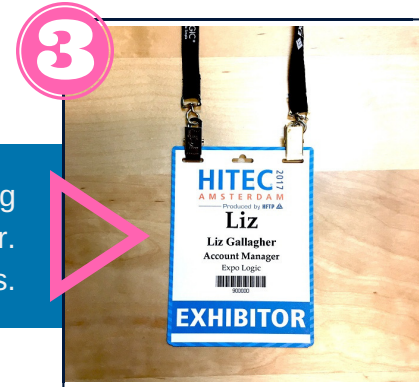
Your company banner and brand message will be on our registration landing page, top of key online registration pages *and* the final page of the registration will include a clickable banner taking the buyers to your website.



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.



# Signage



## Banner and Column Wrap One Side- \$1,000-\$3,000

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 - \$300

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.*

## Window Decals- \$500

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

## Floor Decals- \$500

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



## Product Preview Area- \$50

The #1 reason buyers are coming to Philadelphia is to see what's NEW! The high trafficked Product Preview Area is the perfect place to showcase your newest designs and drive buyers to your booth.

(Note, if you have signed up for the New Exhibitor or Made in America Promotional Package, a space in the Product Preview Area has already been reserved for you, and is included in your package fee).



## EXCLUSIVE Show Bag- \$500

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.*

## 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.



# Onsite Sponsorships (cont.)

## Popcorn Social - \$1,000

For companies looking to host a small popcorn social on the show floor. Company name and booth number will be prominently displayed on signage during social.

*Sponsorship fee does include the cost of the food and set up.*

## Show Shuttle Bus Sponsor- \$1000

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

## Wheel Chair Sponsorship - \$200

This exclusive opportunity allows you to showcase your brand message on buyer rented scooters which roam the show floor. Sponsor logo co-branded with show logo and info on an 8.5 x 11" sign.



# Social & Networking Sponsorships

## **Sponsor Buying Group Reception | Includes Tabletop- \$500**

Where/when available, reception sponsor for groups like MSA, AMRA or others, will be recognized in event invite, signage and feature tabletop at event for literature distribution.

## **Discovery Zone Sponsorship- \$300**

Put your brand in front of retailers attending the show's popular buyer education programs. Your logo will be displayed on presentation screen as attendees arrive for the program. Opportunity to hand out promotional materials, welcome attendees and provide brief introduction to your company at end of presentation.

## **Buyer Lounge- \$300**

For companies looking to provide product for the tables in the buyer's lounge, including centerpieces, napkins, informational brochure etc.





# Insertion Order Form

July 22-25, 2018  
Oaks, PA

## PRINT ADVERTISING | PREVIEW GUIDE

- Inside Front Cover or Page 1 Premium \$1200
- Full Page Color \$750
- Half Page Color \$600
- Quarter Page Color \$450

## PROMOTIONAL PACKAGES

- New Exhibitor Package \$100
- Silver Package \$300
- Gold Package \$500
- Social Media Package \$250
- November/December Post \$150
- Line Listing Promotional Package \$300

## MADE IN AMERICA SPONSORSHIP \$200

## PRINT ADVERTISING | SHOW DIRECTORY

- Inside Front Cover \$750
- Inside Back Cover \$500
- Page 1 (Premium Position) \$750
- Outside Back Cover \$1000
- Interior Full Page \$300
- Interior Half Page \$190
- EXCLUSIVE Directory Addendum Sponsorship \$500

## REGISTRATION

- EXCLUSIVE Registration Sponsorship \$2000
- Sample Hand Out at Registration \$500

## SIGNAGE

- Banner or Column Wrap \$1000-\$3000
- Stand Alone Board \$250
- Floor Decals \$500
- Window Decals \$500

## ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$500
- Product Preview Area \$50
- EXCLUSIVE Restroom Rejuvenation Sponsor \$300
- Buying Group Reception Sponsor \$500
- Discovery Zone Sponsorship \$300
- Buyer's Lounge Sponsorship \$300
- Popcorn Social Sponsorship \$1000
- Wheelchair/Scooter Sponsorship \$200
- Shuttle Bus Sponsorship \$1000

## WEBSITE | DIGITAL

- EXCLUSIVE Page Peel \$1500
- EXCLUSIVE Welcome Ad \$1500
- Website Banner \$750
- Show Daily Eblast Product Spotlight \$200
- Company Spotlight Email \$500

**\*\*Selected sponsorships must be paid in full prior to publishing.\*\***

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

All Credit Card Payments Will Incur a 2.5% Convenience Fee

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  AMEX

Expiration Date: \_\_\_\_\_ Name of Card Holder: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Zip Code of Cardholder: \_\_\_\_\_



Mail: Attention Sonya Lowe, Urban Expositions  
1690 Roberts Blvd NW, Ste 111  
Kennesaw, GA 30144

Return form and payments to:  
Fax: 678.285.7469  
Email: slowe@urban-expo.com