

We'll get buyers to the show, but how will you get them to your booth?



Buyers are influenced by the marketing they see from exhibitors.

You're making a great investment promoting your presence to rise above the noise and make sure that buyers choose you.

FREE MARKETING + ROI TOOLS

FREE MARKETING TOOLS AVAILABLE RIGHT FROM YOUR EXHIBITOR CONSOLE DASHBOARD!

Go to the Exhibitor Console for your show to take advantage of these FREE opportunities today!

SOCIAL MEDIA

Want to be featured on American Handcrafted™ Social Media including Facebook, Twitter and Instagram? **Complete this form now.** Be sure to use #AmericanHandcrafted #AmericanHandcraftedShow + #Philadelphia and for all posts related to your participation. **Instagram: @americanhandcrafted**
Twitter: @AmHandcrafted Facebook: @americanhandcraftedshow

BASIC PACKAGE

Includes 4 product images, 4 show specials, 4 press releases, 300 words and your company profile added to your online listing. Be sure to add your information to these sections in the Exhibitor Console.

BOOTH INFORMATION

Be sure to visit the booth information section of the Exhibitor Console and make sure that your online profile is complete with a company description and selected product categories.

WIDGET

Advertise your presence at the show on your own website and generate leads for your booth. Includes analytics. Get the code for your custom widget from the Exhibitor Console.

SEARCH THE ATTENDEE LIST + SEE YOUR ATTENDEE MATCHES

Search the list of registered attendees by their roles, names, titles and companies and access your personalized list of buyer matches. Updated daily from the date registration opens, through the end of the show.

BOOK APPOINTMENTS

View your calendar, see what's pending, accept or decline new requests to schedule meetings with attendees at the show. Available in the Exhibitor Console.

Here’s what we’ll do to get buyers to the show, and what you can do to get buyers to your booth:

What we do to promote American Handcrafted®:		
Send segmented email campaigns to buyers	Direct mail campaigns to buyers	Advertise with key media partners
Social media engagement across Instagram, Facebook and Twitter	Promote exhibitor profiles on our website so buyers can learn about exhibiting brands and products	Promote CONNECT™, a free matching tool for buyers to discover relevant exhibiting brands + products
Facilitate appointment setting through the CONNECT matching tool	Promote on-site activities + sweepstakes	Host educational programs and on-site networking events

What you can do to drive customers to your booth:		
Advertise in attendee emails such as Product Previews to reach more buyers and grow your customer list	Encourage buyers to schedule appointments in advance using this free tool in the Exhibitor Console	Advertise on our website. Take advantage of digital upgrades that move you to the top of the exhibitor list search
Increase your social media posts surrounding your participation at the show and hashtag #americanhandcrafted & #americanhandcraftedshow together to grow your followers	Complete your free online profile in the Exhibitor Console to be matched with more buyers	Engage with buyers via CONNECT , a free matching tool for buyers to discover your brand when they search for products like yours
Stand out and drive traffic to your booth on-site — many high-visibility opportunities available	Promote your in-booth show specials, press releases and events in the Exhibitor Console	Create press kits to get media exposure before, during and after the show

Get the exposure you need to stand out to buyers. There are affordable options for every budget. We recommend a strategy that includes digital, print and on-site to maximize exposure.

DIGITAL AND PRINT OPPORTUNITIES



ANCHOR WEB AD - ALL PAGES

Placement includes: 20% SOV (share of voice) on the americanhandcraftedshow.com homepage and ROS (run-of-site/all pages; does not include registration form web pages).

Creative Specifications:

Anchor banner: 728 x 90 pixels

COST: ANCHOR BANNER

\$200/MONTH

Limited to five companies per month.

All creative must be supplied no less than 5 business days prior to insertion date.



PRODUCT PREVIEW EMAIL

Make an impression with buyers before they arrive at the show. Product Preview emails are delivered monthly to pre-registered attendees in advance of every American Handcrafted event, giving buyers their first look at the products they can expect to see at the next show.

Creative Specifications:

250 x 250 pixels

COST: STARTING AT \$150/MONTH

All creative must be supplied no less than 5 business days prior to insertion date.



CUSTOM E-BLAST TO BUYERS

Want to reach our audience with your dedicated e-blast? Ask about our custom e-blast opportunities. Contact Gregry Gilroy at (845) 201-5329 or Gregry.Gilroy@reachmarketing.com

DIGITAL

ONLINE EXHIBITOR CONSOLE UPGRADES

Appear in more searches and increase your visibility to pre-registered attendees as they search the exhibitor list and product gallery on americanhandcraftedshow.com.

SILVER PACKAGE

Includes your complimentary Basic package + 1 video upload, enhanced booth listing online, 6 additional product image uploads, 6 additional show specials, 6 additional press releases, and 500 additional characters to expand your online profile description.

**COST: \$450
PER SHOW**

GOLD PACKAGE

Includes your complimentary Basic package + 2 video uploads, enhanced booth listing online that moves your company to the top of the exhibitor search results page, 15 additional product image uploads, show specials and press releases, + 900 additional characters to expand your online profile description.

**COST: \$750
PER SHOW**

EXCLUSIVE EXHIBITOR LIST SPONSORSHIP

Includes your company logo on the top of the exhibitor list and search results, permanent floor plan footer banner ad on the online floor plan + Gold package listing.

**COST: \$500
PER SHOW**

VIDEO

Add your custom video to your profile. A great way to promote your work to buyers – tell buyers your story and why you create, demonstrate your creative process, or showcase your collections!

**COST: \$25 PER VIDEO
UPLOAD, PER SHOW**

ADDITIONAL CONNECT EMAILS

Add additional emails to reach more buyers using the Connect tool in your Exhibitor Console.

COST: \$75 PER 50 EMAILS

ON-SITE BRANDING OPPORTUNITIES



ENTRANCE DOOR DECALS

Be front and center with American Handcrafted buyers with door decals. Sponsorship includes production of decals. Inquire with the sales team for pricing and details.



CARPET DECALS

Be front and center with American Handcrafted buyers with carpet decals. Sponsorship includes production of decals measuring 24" x 24" each. Additional decal opportunities throughout the show available. Inquire with the sales team for pricing and details



EXCLUSIVE SPONSOR OF OPENING NIGHT PARTY AND LOUNGE FOR ENTIRE SHOW

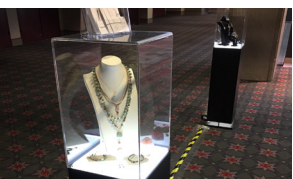
Position your company in front of key buyers with a sponsorship of their exclusive lounge space with refreshments. Sponsorship Includes literature, giveaways, and at least one social post. Inquire with the sales team for pricing and details.



BADGE LANYARDS

Provide buyers with a take-home reminder of your company, available to every buyer after printing their badge. Sponsorship includes production.

COST: \$2,500



PRODUCT DISPLAY KIOSK

Product display cases offer a unique opportunity to showcase your products in high volume traffic areas of the lobby near exhibit hall entrances. Each showcase is well-lit for product presentation. Lighting included in price. Additional electric for tablets or monitors not included. Inquire with your sales team for pricing and details..

COST: \$975



LOBBY SIGNAGE - METERBOARDS

Drive traffic and extend your branding beyond the booth with double-sided meter boards placed in the lobby or other high traffic areas of the show floor. These large, visually appealing signs are both informative and impactful. Meterboards are an effective, affordable way to communicate with attendees. Must be able to supply creative. Inquire with your sales team for pricing and details..

COST: \$550



MORNING OR AFTERNOON COFFEE SPONSOR

Let buyers thank you for buying them coffee, a great way to advertise and earn their appreciation during a busy day of ordering at the show. Inquire with the sales team for pricing and details.



CUSTOM OPPORTUNITIES

Do you have a special request or don't see what you're looking for here? Your sales team can work with you to develop a custom sponsorship. Give them a call today.

Contact your sales team to purchase any of the opportunities listed.

Questions? Contact us

Nanette Asbury

Sales Manager

646.668.3731

nanette.asbury@emeraldexpo.com

Julie McTavey

Sales Representative

914.421.3394

juliana.mctavey@emeraldexpo.com