

Print Publications Offer Fabulous Exposure

> What is the Product Preview Guide?

- Guide featuring exhibitor supplied product images.
- 2 opportunities to feature your product image: Souvenirs, Gifts & Novelties magazine insert mailed to more than 40,000 decision-makers. 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



Your Product Preview Guide Ad Here

> What is the Show Directory?

The Smoky Mountain Gift Show directory is handed out on-site to all registered attendees featuring complete vendor information. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.

> What is the Directory Addendum?

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



Show Directory Cover



Your Show Directory Ad Here

See Next Page for complete details!

Product Preview Guide - \$300

GUARANTEED placement in highly-sought after publications. Feature your product image and descriptive copy in:

PART 1:

SOUVENIRS, GIFTS & NOVELTIES MAGAZINE INSERT

August/September Issue

- Be part of special section!
- Mailed to more than 40,000 decision-makers
- Featured on the Smoky Mountain Gift Show website, with link to your website
- Included in email blasts to pre-registered & prospective attendees

Submission Deadline For Souvenirs, Gifts & Novelties Magazine Insert: May 11, 2019

PART 2:

FULL SHOW PRODUCT PREVIEW GUIDE

- Mailed to pre-registered & prospective attendees
- Featured on the Smoky Mountain Gift Show website, with link to your website
- Included in email blasts to pre-registered & prospective attendees
- Included in ExpressPass confirmation sent to every registered buyer
- Highlighted on social media channels

Product Preview Deadline: July 15, 2019



*Product shots and descriptive copy featured in *Souvenir, Gifts & Novelties* will automatically be included in our full show product preview guide as well (See Part 2).

- Space is limited for both opportunities so act fast!
- Compete the insertion order found in the back of this kit and we'll send you step-by-step instruction for uploading your image and company info.



Your Product Here!

Money-saving packages with ads in product preview guide and show directory also available. See next page for details!

Print Ad Packages = Exposure + Savings

BUNDLE & SAVE! Get more bang for your buck with package deals!



\$1500

Purchase:

- ✓ Full Page Color Ad In Product Preview Guide
- ✓ Full Page Color Ad In Show Directory

(Regular \$1750)

Receive:

Free Image Inclusion In Product Preview Guide - ***that's a \$250 value!***



\$1000

Purchase:

- ✓ Half Page Color Ad In Product Preview Guide
- ✓ Half Page Color Ad In Show Directory - Color Ad in Printed & Online Version

(Regular \$1200)

Receive:

Image Inclusion In Product Preview Guide for only \$200 - ***that's a \$350 savings!***



See next page for ad options/pricing

Purchase:

- ✓ Any Size Color Ad In Product Preview Guide **OR** upgrade your ad in the Show Directory

Receive:

Image Inclusion In Product Preview Guide for \$150 - ***that's a \$100 savings!***

SEE NEXT PAGE FOR A' LA CARTE PRINT AD OPTIONS

****Premium Page Placement Not Offered For These Packages***

Print Advertising Upgrades

**PRODUCT PREVIEW
GUIDE (PPG)**

**SHOW
DIRECTORY**

**MATERIALS
DEADLINE**

Full Page Color Ad	\$850	\$900	PPG- July 15 Directory- September 2
Premium Full Page Color Ad Inside Front Cover	\$1,200	\$1,500	PPG- July 15 Directory- September 2
Premium Full Page Color Ad- <i>Page 1</i>	\$1,300	\$1,600	PPG- July 15 Directory- September 2
Premium Full Page Color Ad- <i>Inside Back Cover</i>	\$950	\$1,300	PPG- July 15 Directory- September 2
Premium Full Page Color Ad- Back Cover	N/A	\$2,000	PPG- July 15 Directory- September 2
Half Page Color Ad	\$700	\$500	Directory- September 2
Quarter Page Color Ad	\$550	N/A	PPG- July 15
Full Page Black/White Ad	N/A	\$350	Directory- September 2
Half Page Black/White Ad	N/A	Included in your Show Advertising Fee	Directory- September 2
Guaranteed Product Image Inclusion in Product Preview Guide	\$300	N/A	<i>Souvenirs, Gifts & Novelties</i> Inclusion: May 11 Full Show Preview Guide Inclusion: July 15

Additional Print Advertising Option:

Exclusive Directory Addendum Sponsor \$500 - Company logo and information prominently displayed on the official show directory addendum insert. Material & Reservation Deadline: September 17, 2019

Print Advertising Specs

SHOW DIRECTORY AD SPECS

TRIM (final size of publication): 5 1/4" wide X 8 1/4" deep

FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" deep

(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 4 1/2" wide X 3 5/8" 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 Hannah Reagan for FTP information. Email: hreagan@urban-expo.com or call 678.783.5715 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: smokymtnbuyersguide@gmail.com
Attention: Hannah Reagan
1690 Roberts Blvd., Suite 111
Kennesaw, GA 30144

Insertion Order Form

November 6-9, 2019
Gatlinburg, TN

PROMOTIONAL PACKAGES

- Silver Package \$350
- Gold Package \$600
- New Exhibitor Package \$175
- Line Listing Promotional Package \$300

PRINT ADVERTISING PACKAGES

- "Moonshine Tasting" Ad Package \$1500
- "Mountain Cabin" Ad Package \$1000
- "Pancake Platter" Ad Package \$350-900

PRINT ADVERTISING | SHOW DIRECTORY

- ~~Inside Front Cover~~ **SOLD** ~~\$1500~~
- Inside Back Cover \$1300
- Page 1 (Premium Position) \$1600
- ~~Back Cover~~ **SOLD** ~~\$2000~~
- Full Page Color \$900
- Full Page B&W Upgrade \$350
- EXCLUSIVE Directory Addendum Sponsorship \$500

PRODUCT PREVIEW GUIDE

- Souvenirs, Gifts & Novelties Magazine Inclusion* \$300
*Automatically included in our Full Show Product Preview Guide (at no additional cost).
- Full Show Product Preview Guide \$300

PRINT ADVERTISING | PREVIEW GUIDE

- ~~Inside Front Cover~~ **SOLD** ~~\$1200~~
- Page 1 (Premium Position) \$1300
- Inside Back Cover \$950
- Full Page Color \$850
- Half Page Color \$700
- Quarter Page Color \$550

MADE IN AMERICA SPONSORSHIP

- Package w/ Tour \$500
- Package without Tour \$350

ZOOTIQUE SPONSORSHIP

- Package w/ Tour \$500
- Package without Tour \$350

REGISTRATION

- EXCLUSIVE Registration Sponsorship \$2000
- Sample Hand Out At Registration \$500
- Onsite Welcome Letter \$1500

ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- EXCLUSIVE Goody Bag \$500
- Product Preview Area \$75
- EXCLUSIVE Restroom Rejuvenation Sponsor \$300
- Popcorn Social Sponsorship \$1000

SIGNAGE

- Banner or Column Wrap \$1,000-\$3000
- Stand Alone Board \$350
- Floor Decals \$700
- Window Decals \$500

PROMOTIONAL EMAILS

- Show Daily Eblast Product Spotlight \$200
- Company Spotlight Email to Pre-Registered Buyer \$500

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

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



Mail: Attention Christina Bell, Urban Expositions
1690 Roberts Blvd NW, Ste 111
Kennesaw, GA 30144

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