

Zootique Sponsorship



Retailers are looking for animal themed products to bring into their stores! Help them find yours with the added exposure you'll get through the Smoky Mountain Gift Show's Zootique Sponsorship Package.

INCLUSION IN "ZOOTIQUE" BUYER TOUR *Limited to 10 exhibitors

As part of the show's seminar offerings, we're hosting a guided tour of the show floor for buyers seeking animal themed products to bring into their stores. The guide will bring participating buyers to each sponsor booth as part of the tour. This tour will also hold a special merchandising seminar with complimentary mimosas for buyers before the tour begins.

1
PACKAGE WITH TOUR
\$500

2
PACKAGE WITHOUT TOUR
\$350

BOTH PACKAGES INCLUDE:

PRODUCT PREVIEW AREA (TWO LOCATIONS)

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

PRODUCT PREVIEW GUIDE CALL-OUT

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

ZOOTIQUE SHOW SIGN

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

REGISTRATION HANDOUT

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

FLOOR STICKER

Special sticker on floor at entrance of your booth clearly identifying your company's animal themed offerings.

INCLUSION IN PRE-SHOW BUYER EMAILS

Company logo or product image inclusion in 1 pre-show email sent to all pre-registered attendees.

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 \$1500
- Inside Back Cover \$1300
- Page 1 (Premium Position) \$1600
- Back Cover \$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 \$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

- \$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: _____



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