

Exhibitor Marketing Kit

MARKETING OPPORTUNITIES

Free Market Invitations & Stickers

Return Your form ASAP to secure your order.

Directory Listing & Exhibitor Promo Tools

Login to the Online Directory | Promo Tools System to update your company profile, create and launch your own personalized, graphically enhanced show invites for customers; order Lead Retrieval and register booth personnel for on-site show badges. You will be receiving more information about these tools closer to the deadline.

Show Directory Advertising Opportunity

Complimentary “Show Special”, “Super Sunday Special” Listing in the Directory

Don't miss your chance to drive traffic to your booth by announcing your show special to buyers in the show directory.

Free Freight Monday Listing in the Directory

Exhibitors who offer free freight on any (or select) orders placed on Monday, August 6 will also be featured in the show directory.

Sponsorship Opportunities

Turn in your sponsorship form today to reserve position as Official Show Sponsor in various areas.

Custom Tradeshow Video on the Orlando Gift Show Website

Increase your sales and extend the value of your tradeshow investment and offer unparalleled reach to all Orlando Gift Show buyers with a custom, professionally edited video of your booth and products. Your video will be featured on a personalized company page on the Orlando Gift Show website.

Buyer Wish List Customer Campaign

Fill out the Buyer Wish List customer form identifying 10 customers you'd like to see at the show. The Orlando Gift Show Buyer Relations Representative will work to secure their attendance.

Attendee Mailing List

A chance to send promotional information about your company and products to past show attendees about your participation in the summer show.

DEADLINES

While Supplies Last

June 6, 2012

June 15, 2012

June 15, 2012

June 15, 2012

ASAP

ASAP

ASAP

ASAP

For detailed information on all these programs, please read the participation forms inside this marketing kit. If you have questions on any of the enclosed marketing materials, don't hesitate to call Urban Expositions at 678.285.3976

If you have questions regarding:

- **Free invitations, stickers, show specials and online directory listing**— Contact **Lindsey Amrine** at 678.370.0344/lamrine@urban-expo.com
- **Attendee Mailing List info**— Contact **Amy Dufour** at 678.285.0597/amy@marshmeadowsmarketing.com
- **Advertising in the show directory book**— Contact **Matt Miller** at 678.370.0343/mmiller@urban-expo.com or **Evan Shoda** at 678.370.0322/eshoda@urban-expo.com
- **Buyer Wish List Customer Campaign**, Contact **Cece Lee** at 678.370.0332/clee@urban-expo.com



FREE BUYER INVITATIONS & STICKERS ORDER FORM

DEADLINE – While Supplies Last!

Take advantage of this wonderful and FREE promotional tool. Show management has prepared 4-color invitations that are ready for mailing to your customers—complete with a place for you to add your own special message. We're also offering you show stickers that can be placed on all your company correspondence targeting your retail customers. So use these tools! You can:

- Send the invitations to your reps to hand out to valued customers
- Use the invitations as inserts with your monthly statements or other bulk mailings prior to the show
- Use the stickers on your customer correspondence

PLEASE NOTE IMPORTANT BUYER REGISTRATION DEADLINES!

Your customers must pre-register 3 weeks prior to the show to receive badges by mail. Registration forms received after this time frame will be accepted and entered for print-out at the show.

Please indicate quantity needed: (Additional quantities subject to availability. Quantities are limited. Please order **only** what you will use.) These items are to be shipped out to you as soon as possible.

Exhibitor Invitations: (Approximate Quantities)

100 200 300 400 500

Exhibitor Stickers: (Approximate Quantities)

100 200 300 400 500

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

**Return Completed Form To: ATTN: Lindsey Amrine
Urban Expositions, 1690 Roberts Blvd., NW, Suite 111
Kennesaw, GA 30144
Phone: 678.370.0344 • Fax: 678-831-4584
Email: lamrine@urban-expo.com**



DIRECTORY AD SPACE RESERVATION FORM

Fill out this form to reserve your space and see the next page for material specifications.

Now Take Advantage of TWO Great Opportunities to Put Your Company Information in the Hands of Your Customer

- Directory Logo Listing** *Directory Logo Deadline:* **June 15, 2012**
 Feature your company logo alongside your exhibitor listing in the show directory for added exposure! **Cost: \$50**

- Directory Ad** *Directory Materials Deadline:* **June 15, 2012**
 Place an ad in the show 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 directory as a reference tool.

Check one:

4-Color

- _____ Inside Front Cover \$400
- _____ Inside Back Cover \$300
- _____ Outside Back Cover \$400
- _____ Page 1 (premium position) \$300
- _____ Full Page \$250
- _____ Half Page \$175

Black & White

- _____ Full Page \$100
- _____ Half Page \$ 75

Logo Listing

- _____ 1" x 1" black & white \$50

Please note:

- * An additional \$25 fee will apply to all specific page requests other than the covers and page 1.
- * An additional fee will be assessed to all ads that are not camera ready.

ALL Ads MUST BE PRE-PAID!

To reserve your space, fax this form to

678.285.7469 or mail to:

Urban Expositions

**Attn: Matt Miller or Evan Shoda
 1690 Roberts Blvd. NW, Suite 111
 Kennesaw, GA 30144**

Questions? Call Matt at 678.370.0343/

mmiller@urban-expo.com or

Evan at 678.370.0322 /

eshoda@urban-expo.com

All rates are net. Show Management reserves the right to reject any advertising at any given time.

Your Information:

Company: _____

Authorized by: _____

Address: _____

City: _____ State: _____ Zip: _____

P: _____ F: _____

E-mail: _____

Comments: _____

DIRECTORY AD SPECIFICATIONS & RATES:

INSIDE FRONT COVER - 4 Color: \$400

PAGE 1—4 Color: \$300

INSIDE BACK COVER—4 Color: \$300

OUTSIDE BACK COVER—4 Color: \$400

FULL PAGE—4 Color: \$250

FULL PAGE—Black & White: \$100

HALF PAGE—4 Color: \$175

HALF PAGE—Black & White: \$75

LOGO—Black & White Logo Alongside Exhibitor Listing: \$50

DIRECTORY:

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

LOGO LISTING: 1" x 1" black and white

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. Email ad material to: mmiller@urban-expo.com or eshoda@urban-expo.com

FTP Site: Please contact Matt Miller at 678.370.0343/mmiller@urban-expo.com or Evan Shoda at 678.370.0322/eshoda@urban-expo.com for FTP instructions.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: mmiller@urban-expo.com or eshoda@urban-expo.com

By Mail:

Attn: Matt Miller/Evan Shoda

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144



FREE SHOW SPECIAL LISTING IN THE SHOW DIRECTORY

Our show directory will include a listing of exhibitor show specials. Drive more traffic to your booth and increase your sales during the show by offering a special savings on your products and/or lines.

Outline your special below. Need examples? One exhibitor may offer free shipping with all orders placed at the show. Another company may offer a discount for orders placed at the show. And another exhibiting company may offer special prices on selected close out items. The better the special, the more traffic you'll see!

Submit your Show Special before June 15, 2012 to be included in the Orlando Gift Show directory.

COMPANY NAME: _____ **BOOTH:** _____

Show Special Submitted By: _____

SHOW SPECIAL LISTING: (Limited to 30 words or Less):

Please note that all specials offered must adhere to the rules and regulations of the Orlando Gift Show and Orlando Cash & Carry Show. Acceptance of any and all show special offerings for inclusion in the show directory are at the sole discretion of Orlando Gift Show Management. Show management reserves the right to reject any show special offering submitted for inclusion in promotional material.

Orlando Gift Show and Orlando Cash & Carry Show

Attn: Lindsey Amrine

1690 Roberts Blvd., NW Suite 111

Kennesaw, GA 30144

Phone • 678.370.0344 Fax • 678.831.4584

Email: lamrine@urban-expo.com



SUPER SUNDAY SPECIAL PARTICIPATION FORM

As one of the special buyer incentives for the Orlando Gift Show, we're promoting **Sunday, August 5, 2012** as **Super Sunday**. For this promotion, exhibitors are invited to offer a significant savings on show orders placed on Sunday only.

Designed to put an extra spotlight on this day, this super savings day will be promoted in mailings and other promotional pieces.

As a participant, your company name, booth number and Super Show special will be featured in the show directory .

This promises to be a great traffic builder for your booth! To participate, simply fill out this form and indicate your show special for Sunday and fax it back. ***Remember to keep a copy for your records.***

Company Name: _____ Booth #: _____

Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

Your Sunday Show Special:

Fax this form to Lindsey Amrine at (678) 831-4584 NO LATER THAN JUNE 15, 2012 to confirm your participation and listing in the Show Directory.

**If you have any questions, please contact Lindsey at
678-370-0344/lamrine@urban-expo.com**



FREE FREIGHT MONDAY PARTICIPATION FORM

As one of the special buyer incentives we're launching for the Orlando Gift Show, we're promoting **Monday, August 6 as FREE FREIGHT MONDAY.**

Show mailers and other promotional materials will let buyers know that many exhibitors will be offering free freight on orders placed on Monday, August 6th. Make plans now to participate. The more exhibitors that join us, the stronger the promotion will be.

As a participant, your company name and booth number will be featured in the Orlando Gift Show Directory handed out to all buyers as they arrive at the show. The show directory will feature a listing of all exhibitors offering free freight on orders placed on this day. A note will be included that "Restrictions Apply" as it will be up to you, the individual exhibitor, to set the parameters for which orders, lines, minimums, etc., will qualify for free freight.

This promises to be a great traffic builder for your booth! To participate, simply fill out this form, fax it back and provide free freight on your August 6th orders.

Yes, I want to participate in FREE FREIGHT MONDAY. By signing and returning this form, I acknowledge that my name will be included in the Orlando Gift Show Directory . As a participant, I will offer free freight on orders written on Monday, August 6, 2012 orders at the Orlando Gift Show.

Company Name: _____ Booth #: _____

Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

**Fax this form to Lindsey Amrine at (678) 831-4584 NO LATER THAN June 15, 2012, to confirm your participation and listing in the show directory.
If you have any questions, please contact Lindsey at (678) 370-0344/
lamrine@urban-expo.com.**

SPONSORSHIP OPPORTUNITIES

Expand your brand beyond your booth with great sponsorship opportunities, including:

1. EXHIBITOR E-BLAST ADVERTISEMENT TO PRE-REGISTERED ATTENDEES - \$500. Your company will be highlighted in one of the show e-blasts that we send to all pre-registered attendees! Your 500-word text message along with your graphically enhanced logo will be emailed to our database of pre-registrants prior to the show. Act now to be included in the e-blast calendar as it fills up quickly!

2. OFFICIAL SHOW BAG – \$500 gives your company the opportunity to provide the official show give-away bags, which are distributed at registration; must be co-branded with your logo and the official show logo. Sponsor must provide a minimum of 2,500 bags. As attendees walk the floor, they will need a bag to conveniently carry their collection of catalogs, magazines and giveaways. This is a great opportunity to have your company name, location and logo prominently displayed on these bags, which will be seen all over the show.

3. BADGE HOLDER LANYARD– \$500- All attendees are provided with this lanyard at registration along with their buyer badge. The lanyard will feature the name and/or logo of your company as well as the name of the show. Sponsor is required to provide a minimum of 5,000 lanyards for distribution at registration. **Note: available only to exhibitors with a minimum 200 square feet space commitment**

4. REGISTRATION SPONSOR – \$500 - Includes a banner ad identification on the registration web page, logo recognition as the registration sponsor lobby signs directing attendees to registration, and logo recognition in the registration area at the show and on the onsite registration forms. Attendees will recognize these sponsors as they prepare for their visit to the show. **Note: available only to exhibitors with a minimum 200 square feet space commitment.**

5. DIRECTORY ADDENDUM / FLOORPLAN SPONSOR – \$500 - This opportunity includes your company logo and information to be prominently displayed on the official show directory addendum insert. The addendum is included with every directory given out at registration and includes the most updated seminar and event information as well as late listings. **Note: available only to exhibitors with a minimum 200 square feet space commitment.**

6. ENHANCED COMPANY LISTING/WEBSITE LINK LISTING - \$150. Make your company listing on the official show website link directly to your own website. More and more visitors are using the website to plan their show visit and website visitors are encouraged to click through linked listings to learn more about your company.

7. LITERATURE RACK - \$250. This is a great, affordable opportunity to have your company's brochure or product information available to all attendees in the main lobby of the show before they enter the exhibition area. Your information will be prominently displayed in an attractive literature rack just before the show entrance.

If you would like to discuss other opportunities not listed above, please contact Matt Miller at 678.370.0343 or email mmiller@urban-expo.com or Evan Shoda at 678.370.0322 or email eshoda@urban-expo.com

SPONSORSHIP RESERVATION FORM

Please select your sponsorship opportunity below. Then, fill out the information below and fax back to 678-285-7469 or mail back to Urban Expositions at the address listed below.

SPONSORSHIP OPPORTUNITIES

____ 1. EXHIBITOR E-BLAST TO PRE-REGISTERED ATTENDEES - \$500

____ 2. OFFICIAL SHOW BAG - \$500

____ 3. BADGE HOLDER LANYARD - \$500

____ 4. REGISTRATION SPONSOR - \$500

____ 5. DIRECTORY ADDENDUM/FLOORPLAN SPONSOR - \$500

____ 6. ENHANCED COMPANY LISTING/WEBSITE LINK LISTING - \$150

____ 7. LITERATURE RACK - \$250

YES, I want to sponsor every opportunity I checked.

Bill me at the same address as my booth invoice.

Bill me at the following address (if different):

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Total Sponsorship Fee: _____ Booth #: _____

Questions? Contact Lindsey Amrine at 678.370.0344 or email lamrine@urban-expo.com

MAIL FORM TO: Urban Expositions, Attn: Lindsey Amrine/Orlando Gift Show, 1690 Roberts Blvd NW, Ste. 111, Kennesaw, GA 30144



BE THE STAR OF THE ORLANDO GIFT SHOW WITH A CUSTOM VIDEO OF YOUR BOOTH & PRODUCTS!

A video of your booth and products on the Urban Expositions and Orlando Gift Show websites will extend the value of your tradeshow investment and offer unparalleled reach to all buyers.



Creative 7 Productions, in conjunction with **Urban Expositions**, presents the ultimate tradeshow promotion: Booth, Company, Lines and Product videos promoted to all attending and non-attending buyers of the Orlando Gift Show.

ALL OF THIS FOR ONLY \$750

For this low price, your custom, professionally edited video will be featured on a personalized company information page Orlando Gift Show website, which also links to the main Urban Expositions site, for three months following the show and promoted directly to the industry's most comprehensive gift retailer database.

This is a great, affordable way to connect with those buyers you may have missed at the show as well as those who could not attend. It is also a tremendous reminder for those buyers who need a little more encouragement to get those orders in after the show!

Visit www.orlandogiftshow.com to see how Tradeshow Videos can increase your sales and extend the investment of your exhibition in the Orlando Gift Show. Or type in the address below on your browser:

<http://www.youtube.com/creative7productions>

In addition to the tremendous benefits you will get from the exclusive, direct promotion from Urban Expositions and the Orlando Gift Show, your completed video is the perfect Social Network piece to link on Facebook, Twitter, MySpace, Digg, Orkut, Live Spaces, Bebo and/or Hi5 as well as linking to any type of industry blogs. Your video will be a perfect way to show every retailer with a computer about your company and products.

CONTACT US NOW TO LEARN MORE ABOUT THIS OPPORTUNITY AND TO SCHEDULE YOUR VIDEO SHOOT AT THE SHOW!

For more information, contact: **Darren Polish** at **Creative 7**
Email: Darren@creative7.com, Phone/Fax: 818.883.6420 Cell: 818.731.5366

Or **Tim von Gal** at **Urban Expositions**
Email: tvongal@urban-expo.com. Phone: 678.285.3976. Fax: 678.285.7469



BUYER WISH LIST PROGRAM

Help us build show attendance. Complete the following "Wish List" form with the buyers you'd like us to call and invite to the show. Please make copies of the form to add additional names.

RETURN ASAP

VIA FAX – (678) 285.7469 OR

MAIL TO: Cece Lee- Urban Expositions
 1690 Roberts Blvd., Suite 111
 Kennesaw, GA 30144

Your Company Name _____

Contact _____

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____

Company _____
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 City _____ State _____ Zip _____
 Phone _____ Fax _____

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Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____



Attendee Mailing List

Here's your chance to send promotional information about your company and products to past Orlando Gift Show attendees about your participation in the August 2012 show. Lists are available to all "confirmed" show exhibitors for the sole purpose of promoting participation at the August 4-6, 2012 Orlando Gift Show. We have currently implemented a new distribution policy for our attendee lists. Please be advised of the changes below. The mailing list will now be sent directly to the exhibiting company. **For additional information, please email Amy Dufour at amy@marshmeadowsmarketing.com**

Step 1 - Preparation

- The mailing list will only be provided only to confirmed exhibitors and your booth for the August 4-6, 2012 event must be paid in full.

Step 2 - Designing your Mailing Piece

- Your mailing piece should promote your company's participation in the August 4-6, 2012 **Orlando Gift Show/Orlando Cash & Carry Show only**. It should not be a general advertising brochure. Competitive show names may not be included.
- Your mailing piece **MUST** be approved by Show Management **before** you have it printed. **You must Fax or Email a copy for approval**. Send your mail piece to the Amy Dufour at 678.285.7469 (fax) or email: amy@marshmeadowsmarketing.com.
- The name of the Show must read, "Orlando Gift Show"/Orlando Cash & Carry Show. The show dates and location must also be included in the copy.
- You may also use our **free postcards** that are available to all exhibitors. Please contact **Lindsey Amrine** at 678.370.0344 or email lamrine@urban-expo.com to order the invitations. (or see the form included in your Exhibitor Marketing Kit)

Step 3 – Non Disclosure Agreement/Mailing List

- **Once your mailing piece has been approved by show management, Amy Dufour will email you the non disclosure agreement.** Please review our non disclosure agreement and reply with a favorable response. Upon receipt of your agreement, Amy will email you an Excel database containing the company name, buyer contact and mailing address information. **Please note: This list does not contain phone, fax or email addresses. It is strictly a mailing list**