

FREE EXHIBITOR

MARKETING TOOLS

PANAMA CITY BEACH GIFT SHOW

OCTOBER 10-12, 2018

Pinnacle Shows offers a variety of free co-promotional materials to help you boost your exposure and brand at the show. In addition to the opportunities listed within, please feel free to contact us with questions or requests for additional sponsorship opportunities.

www.panamacitybeachgiftshow.com

PROMOTIONAL PACKAGES

BUNDLE & SAVE!: Expand your brand and attract even more attention and booth traffic with enhanced promotional opportunities available through special show promotional packages.

NEW EXHIBITOR PACKAGE- \$100

- Inclusion in New Exhibitor Listing on show official 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 Exhibitors listing handed out to all buyers at check in at the registration desk
- Floor sticker indicating you as a new exhibitor

SILVER PACKAGE- \$300

- Company logo and product image inclusion in 1 pre-show email sent to all pre-registered attendees
- Company logo and product image inclusion in email to all pre-registered VIP attendees with a special invitation to visit your booth

GOLD PACKAGE- \$500

- Company logo and product image inclusion in 1 pre-show email sent to all pre-registered attendees
- Company logo and product image inclusion in 1 email to all pre-registered VIP attendees with a special invitation to visit your booth
- "Preferred Exhibitor" web logo listing highlighting your company as a preferred exhibitor

RETURN THIS FORM to Matt Miller, Pinnacle Shows, 12460 Crabapple Road, Ste 202-143, Alpharetta, GA 30004 or email to matt@pinnacle-shows.com.

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

DIRECTORY ADVERTISING

POCKET GUIDE 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.

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 to Matt Mill at matt@pinnacle-shows.com

MATERIAL SPECIFICATIONS

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.

RETURN THIS FORM to Matt Miller, Pinnacle Shows, 12460 Crabapple Road, Ste 202-143, Alpharetta, GA 30004 or email to matt@pinnacle-shows.com.

Exhibiting Company Name: _____ Contact Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email : _____ Web: _____

SHOW POCKET DIRECTORY

Deadline: August 11, 2017

Run an ad in the Panama City Beach Gift Show pocket 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 pocket directory as a reference tool.

BLACK/WHITE INTERIOR PAGES

Full PAGE - \$100

Half Page - \$75

4-COLOR COVER ADS

Inside Front Cover - \$150

Inside Back Cover - \$150

Back Cover - \$150



FREE BUYER INVITATIONS 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. 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

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

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

**Return Completed Form To: ATTN: Matt Miller
Pinnacle Shows, 12460 Crabapple Road, Ste 202-143
Alpharetta, GA 30004
Phone: 470-306-5544
Email: Matt@pinnacle-shows.com**



PANAMA CITY BEACH GIFT SHOW PRESS ROOM

Make sure your company's press releases are handed out to attending members of the press during the 2018 show. Bring **10-15 press kits** to the Panama City Beach Gift Show registration desk where we'll not only display your kits, but will also hand them out to attending press when they arrive at the show office to pick up their badges.

If you are unable to bring your kits to the show office during move-in or regular show hours, you can mail the kits in advance to the address and dates below.

Shipping date:

Monday, October 8, 2018

Shipping address:

Show Office/Press Kits
Panama City Beach Gift Show
Boardwalk Beach Resort
9400 S. Thomas Drive
Panama City Beach, FL 32408

Questions?

Contact: Matt Miller

matt@pinnacle-shows.com

Phone • 470-306-5544



Panama City Beach Gift Show Attendee Mailing List

Here's your chance to send promotional information about your company and products to past Panama City Beach Gift Show attendees about your participation in the 2018 show. This list is available to all show exhibitors for the sole purpose of promoting participation at the Panama City Beach Gift Show. Please read the non-disclosure below, fill out the company information and fax or email back to Matt Miller at matt@pinnacle-shows.com or 678-348-7676.

Please note, this is a mailing list only. No phone, fax or email addresses are included.

You may receive the mailing list ONE TIME during the show cycle, so please plan your request around your scheduled promotions to get the most updated list.

*Thanks for your request for the **Panama City Beach Gift Show** Attendee List. As you know, databases are one of the few tangible assets of a trade event. Therefore, we are very serious about restricting the sharing of and intended use of databases outside of the parameters described below.*

Our process in providing exhibitors and participating exhibitors, associations and organizations with the database from the show includes one additional step. Please read below and reply with an acknowledgement of your agreement or is agreement with the following terms and conditions of acceptance and use of this database.

Following your confirmation of the terms and conditions below, we will email you the database a copy of the database.

*By replying affirmatively, you understand that this database may not be shared with any company, member of your company, association or organization or individual outside the administrative executive of **YOUR COMPANY (COMPANY)** and this database and information is owned by and the privileged property of Pinnacle Shows and is offered to YOUR COMPANY for the intent that it may only be used for the purpose of promoting YOUR COMPANY or a product or service of **Panama City Beach Gift Show**. YOUR COMPANY may not use list for the purpose of promoting any event that would compete with the show. YOUR COMPANY may not share this list or use this list in such a manner as mentioned above, it would be a violation of our agreement and such sharing or use is strictly prohibited. Any such prohibited use would result in PINNACLE SHOWS seeking damages from YOUR COMPANY sharing or using this information inappropriately as outlined above.*

Therefore, please return this form with your acknowledgement of and agreement with these terms and conditions of receiving this database and we will send it to you via email.

I understand my booth must be paid in full prior to receiving the mailing list.

Company _____

Contact _____ Date _____

Email _____

Send this form to Pinnacle Shows by faxing to 678-348-7676 or email the form to Matt Miller at matt@pinnacle-shows.com.

NOTE: PLEASE ALLOW UP TO 48 HOURS FOR PROCESSING