

FREE EXHIBITOR

MARKETING TOOLS

PANAMA CITY BEACH GIFT SHOW

September 25-27, 2019

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: July 20, 2019

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