

# Philadelphia Gift Show Product Preview

## July 22-25, 2012

As your marketing partner, we want to invite you to take advantage of a **FREE PUBLICITY** opportunity in our Product Preview Brochure.

To ensure that this piece truly communicates the breadth of quality lines and new resources our show offers, **all photography will be reviewed by a jury and those pictures that best meet this criteria will be chosen and featured.**

**And as an added bonus, all companies that are chosen may receive 500 custom postcards for the Philadelphia Gift Show to invite their customers to the show if they select on the following sheet they would like the cards.** These cards will feature the product shot and contact information submitted for the brochure, along with key details about the show and a blank space for you to add even more information about your company.

### Submission Guidelines

Please be sure to read the directions closely and follow them exactly to ensure that your product information is listed correctly and your artwork is in the correct format. Urban Expositions cannot be responsible for information and materials that are submitted incorrectly or incompletely.

- To be considered you must provide us with high quality images of your product(s).\*\* We can accept transparencies, slides or digital image (preferred). Digital images must be high resolution (300 dpi at 4 x 5 image size) in either a tif, eps or jpeg format.
- Please note, **no product images will be considered from company unless the 50% deposit is paid before Product Preview Guide deadline.** If your image is chosen for the guide, **company booth fee must be paid in full to be included.**
- So that we can accurately identify and describe your product, we require that a completed Product Preview Guide submission form (attached) be included with EVERY image you submit. *Note: if you send a disk with several images, you must provide a completed form for each image and clearly identify which image corresponds to which form/product description. **Please send no more than 4 images.***

Sending Images:

#### **If sending by mail or express delivery service,**

Fill out a submission form completely for each image you are sending. Package form and image together and send to: **Bonnie Rathweg, Philadelphia Gift Show, 1690 Roberts Blvd., NW, Suite 111, Kennesaw, GA 30144**

#### **If sending via email,**

In the body of the email or in a separate attachment include the information requested on the Product Preview Submission Form (attached). Attach images and send to [PGSproductpreview@gmail.com](mailto:PGSproductpreview@gmail.com). In the email subject, please include the words "PGS Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.

\*\* Due to the volume of responses, we will not be able to notify you if your image is unacceptable or in the incorrect format. Photography will not be returned to you.

**DEADLINE for submitting photography and form:**

**April 9, 2012**

**Questions? Call Bonnie Rathweg at 678.285.0325**

**PHILADELPHIA GIFT SHOW-**  
**PRODUCT PREVIEW GUIDE SUBMISSION FORM**

So that we can accurately identify and describe your product, we required that a completed Product Preview Guide submission form be included with EVERY image you submit. *Please print clearly the information below as you would like it to appear in the brochure.*

**SUBMIT BY APRIL 9, 2012**

COMPANY NAME: \_\_\_\_\_

YES, I want 500 postcards if chosen. (If you do not select this option, you will NOT receive 500 free postcards. Reps: If you would like postcards or would like your lines to have them, please make sure each submission's box is selected and you include where you would like the postcards shipped.)

REP ORGANIZATION AT THE PHILADELPHIA GIFT SHOW (if applicable):  
\_\_\_\_\_

YOUR NAME: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CHECK ALL THAT APPLY:

New Exhibitor     Handcrafted Exhibitor     Child's Play

Home Accents Exhibitor     Gourmet, Candy & Confections

CONTACT INFO (Note, if you've listed your Rep Organization above, please provide Rep contact information below rather than your corporate information):

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Deadline: APRIL 9, 2012**