



# San Francisco International Gift Fair® Attendee Mailing List

Here's your chance to send promotional information about your company and products to past San Francisco International Gift Fair attendees about your participation in the August 2012 show. This list is available to all "confirmed" show exhibitors for the sole purpose of promoting participation at the San Francisco International Gift Fair. We have currently implemented a new distribution policy for our attendee lists. Please be advised of the changes below. The mailing list will be sent directly to the exhibiting company. **For additional information, please email Amy Dufour at [amy@marshmeadowsmarketing.com](mailto:amy@marshmeadowsmarketing.com).**

## Step 1 - Preparation

- The mailing list will only be provided to confirmed exhibitors and your booth for the August 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 4-7, 2012 San Francisco International Gift Fair only**. It should not be a general advertising brochure. Competitive show names may not be included.
- The name of the show must read, "San Francisco International Gift Fair®." The show dates and location must also be included in the copy.
- 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 Amy Dufour at 678.285.7469 (fax) or email: [amy@marshmeadowsmarketing.com](mailto:amy@marshmeadowsmarketing.com).
- **You may also use our Free Exhibitor Postcards that are available to all exhibitors.** Please contact Jennifer Finn at 678.370.0349 or email [jennifer.finn@urban-expo.com](mailto:jennifer.finn@urban-expo.com) to order the invitations (or see them 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.**