



SEATTLE GIFT SHOW Exhibitor Marketing Kit

August 11-14, 2012

At Urban Expositions, we view our relationship with our exhibitors as a true marketing partnership. As such, we want to provide you with as much promotional support as possible. Enclosed you'll find information and order forms for a variety of marketing tools. Below we have provided a checklist so you can make sure you're taking advantage of every opportunity we're offering.

Marketing and Promotional Tools

Deadlines

<u>Free Publicity in Product Preview Brochure</u> - A 4-color brochure mailed out to pre-registrants and prospective attendees.	April 23, 2012
<u>Directory and Product Preview Guide Advertising Opportunities</u> (20% Discount on Directory Ad with the purchase of Preview Guide Ad)	April 23, 2012 (Preview Guide) June 18, 2012 (Directory)
<u>Directory Listing</u> - You will receive an e-mail in the upcoming weeks containing your company ID and access code to up date your company's profile through the online directory listing form. You will be receiving more information regarding the new procedure closer to the deadlines.	April 23, 2012
<u>Free "Show Special" Listing in Directory</u> - Don't miss your chance to drive more traffic to your booth by listing your show special to buyers in the show directory!	June 18, 2012
<u>ECO—Earth Conscious Option Resource List</u> —Exhibiting companies with organic, energy-efficient products or products made from recyclable or sustainable materials may be listed and promoted as an ECO resource in a show handout and on the website.	June 18, 2012
<u>NEW Monday Madness Listing in Directory</u> - Drive more traffic on Monday, August 13th by offering special discounts. Specials will be listed in on website, in advanced eblasts and in official show directory.	June 18, 2012
<u>Free Market Invitations & Stickers</u> - Return your form today to secure your order!	While Supplies Last
<u>Buyer "Wish List" Customer Campaign</u> - Fill out the Buyer Wish List customer form identifying 10 customers you'd like to see at the show. The Seattle Gift Show Buyer Relations representative will work to secure their attendance.	ASAP
<u>Product Preview Display Area Form</u> - Sign up today to participate in the Product Preview Display Area where you can showcase your newest products for buyers to see.	ASAP
<u>Attendee Mailing List</u> - A chance to send promotional information about your company and products to past Seattle Gift Show attendees about your participation in the August 2012 show. Email Bonnie Bemister at bonnie@marshmeadowsmarketing.com .	ASAP
<u>NEW! VIP Buyers Form</u> - Send in a list of your VIP buyers today!	ASAP
<u>Custom Tradeshow Video on the Seattle Website</u> -Increase your sales and extend the value of your tradeshow investment and offer unparalleled reach to all Seattle 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 Seattle website.	ASAP
<u>Sponsorship Opportunities</u> - Turn in your sponsorship form today to reserve position as Official Show Sponsor in various areas	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 call Urban Expositions at 678.285.3976.

If you have questions regarding:

- **Free Invitations, Show Specials, Product Displays/Vignettes and Directory Listings**— call Lisa Danielson at 678.370.0346
- **Product Preview Guide, Resource Lists and Customer List info**- call Bonnie Bemister at 678.258.0325
- **Advertising in the Product Preview Guide or Official Show directory**— call Matt Miller or Evan Shoda at 678.370.0343 or 678.370.0322



SEATTLE GIFT SHOW

August 2012 ~ Seattle, WA

DIRECTORY and PRODUCT PREVIEW GUIDE AD SPACE RESERVATION FORM

- Product Preview Guide Advertising** **Deadline: April 23, 2012**
Run an ad in the Product Preview Guide that is mailed out to all pre-registered & prospective attendees. In addition to seeing your ad prior to the show, buyers will have the ability to place orders & make appointments before they step foot in your booth.

Full Page: 4- Color \$1500**
 Half Page: 4- Color \$1200**
 Quarter Page: 4- Color \$900**

- **AS AN ADDED BONUS**, you can purchase an Ad in BOTH Publications!
 If you purchase an ad in both publications, you will save 20%. Don't miss out on this great deal!

- Directory Advertising** **Directory Materials Deadline: June 18, 2012**
Run 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.

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

Check one:

4-Color

Inside Front Cover \$1200
 Inside Back Cover \$995
 Outside Back Cover \$1550
 Full Page \$750
 Half Page \$550

Black & White

Full Page \$240
 Half Page \$150

Logo Listing

2"x2" Black & White \$75

Product Category Ad

Black & White ad/logo and copy. \$150

~ An extra \$25 will apply to all Specific page requests other then the Covers and Page 1
 ~~ 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.*

**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 or Evan at**

**678.370.0343 or 678.370.0322 or e-mail**

**[mmiller@urban-expo.com](mailto:mmiller@urban-expo.com) or**

**[eshoda@urban-expo.com](mailto:eshoda@urban-expo.com)**

**Your Information:**

Company: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

P: \_\_\_\_\_ F: \_\_\_\_\_

e-mail: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_



# SEATTLE GIFT SHOW

## PRODUCT PREVIEW GUIDE

**As your marketing partner, we want to invite you to take advantage of a FREE PUBLICITY opportunity in the new Product Preview Brochure for the August 11-14, 2012 Seattle Gift Show**

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

### Submission Guidelines

Please be sure to read the directions closely 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 tiff, 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 four images with your submission.***

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 Bemister, Seattle Gift Show, c/o Urban Expositions, 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 [SeattleGiftShowPPG@gmail.com](mailto:SeattleGiftShowPPG@gmail.com). **In the email subject, please include the words "Seattle Gift Show 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 23, 2012**

Questions? Call Bonnie Bemister 678.285.0325

**SEATTLE 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.

**SUBMIT BY APRIL 23, 2012**

*Please print clearly the information below as you would like it to appear in the brochure.*

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

**REP ORGANIZATION for SEATTLE MARKET WEEK: (if applicable):**

\_\_\_\_\_

CONTACT: \_\_\_\_\_

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

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

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

FAX: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

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

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

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

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.

**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 Bemister, Seattle Gift Show, c/o Urban Expositions, 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 this Product Preview Submission Form. Attach images to email and send to [SeattleGiftShowPPG@gmail.com](mailto:SeattleGiftShowPPG@gmail.com). In the email subject, please include the words "Seattle Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.

**Deadline: April 23, 2012**



# SEATTLE GIFT SHOW

## STAND OUT WITH AN AD IN THE SEATTLE MARKET WEEK PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Fill out this form to reserve your space. **DEADLINE April 23, 2012**

Increase your exposure with an ad in the Seattle Market Week Product Preview Guide. This piece is mailed out to thousands of prospect attendees, as well as to all pre-registrants. There is NO better opportunity for this type of pre-show exposure.

**Full Page: 4- Color\*** \_\_\_\_\_ \$1500

**Half Page: 4- Color\*** \_\_\_\_\_ \$1200

**Quarter Page: 4- Color\*** \_\_\_\_\_ \$900

**DEADLINE – April 23, 2012**

### **PRODUCT PREVIEW GUIDE AD SPECS**

**TRIM:** 7" x 10"

**BLEED:** 7.25" X 10.25"

**FULL PAGE (Non bleed):** 6.5" x 9.5"

**HALF PAGE (Vertical):** 3.25" Wide X 9.5"High

**HALF PAGE (Horizontal):** 6.5" Wide X 4.75" H

**QUARTER PAGE:** 3.25" Wide X 4.75" High

### **SPECIAL DEALS**

- **AS AN ADDED BONUS**, get a 20% discount if you purchase an ad in both the Product Preview Guide and Directory.

### **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: [directoryads@urban-expo.com](mailto:directoryads@urban-expo.com)

**FTP Site:** Contact Matt Miller or Evan Shoda for FTP information. Email: [mmiller@urban-expo.com](mailto:mmiller@urban-expo.com) or [eshoda@urban-expo.com](mailto:eshoda@urban-expo.com) or call 678.285.3976 for more information.

## **Send Materials to: Urban Expositions**

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

**E-mail: [mmiller@urban-expo.com](mailto:mmiller@urban-expo.com) or [eshoda@urban-expo.com](mailto:eshoda@urban-expo.com)**

**Attn: Matt Miller or Evan Shoda**

**1690 Roberts Blvd., Suite 111**

**Kennesaw, GA 30144**



# SEATTLE GIFT SHOW

Seattle, WA August 2012

## 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. The postcard is perfectly sized to take advantage of low 1<sup>st</sup> class postage rates. 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 all buyer correspondence

#### **PLEASE NOTE IMPORTANT BUYER REGISTRATION DEADLINES!**

Your customers must pre-register 3 weeks prior to the show to receive badges by return mail. Registrations 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

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

**Return Completed Form To: Urban Expositions:**

**Attn: Lisa Danielson**

**1690 Roberts Blvd., Suite 111**

**Kennesaw, GA 30144**

**Phone: 678-285-3976 • Fax: 678-831-4582**







# ECO PARTICIPATION FORM

*August 11-14, 2012*  
**Deadline: June 18, 2012**

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There's a movement emerging in the global community. We can all feel it. It's the desire for a more balanced existence in a better world.

In August, the Seattle Gift Show will once again feature **ECO**— **E**arth **C**onscious **O**ptions as a category for identifying product. Green, Sustainable, Biodegradable, Organic, Recycled/ Reclaimed and Fair Trade handicrafts are eligible for this classification. If you donate a portion of your proceeds to a charity that promotes sustainable and humanitarian efforts, you may also be included in this special category.

If you would like to be identified as an ECO company, please complete the form below and return to us. Your company will be included with other exhibitors on a special ECO list on our website, as well as a printed handout at the show. Many retailers have indicated that this is the type of product they will be looking for in 2011. And remember, you can also sign up to display your product in the Product Preview Area's Green Product Launching Pad, a section reserved for green and sustainable products. Look at the Product Preview Area form for more information.

Join us in creating a more eco-friendly lifestyle and realizing the dream of a better world. Please complete this form and fax to Lisa Danielson at 678.831.4582 or send via email to [ldanielson@urban-expo.com](mailto:ldanielson@urban-expo.com)

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Please check all categories that apply to your company and the products you plan to exhibit at the show:

- I have products constructed from Sustainable materials or manufactured using Sustainable Processes
- I have products comprised of Biodegradable Materials
- I have products that support an Indigenous Community
- I have products made from Recycled/ Reclaimed Materials
- A portion of my sales is donated to a charity
- I have Fair Trade Products
- I have Natural Health Products
- I have Organic Products

**PLEASE COMPLETE THE INFORMATION BELOW:**

Company Name \_\_\_\_\_

Name as Appears in Show Directory \_\_\_\_\_

Booth Number \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_



# SEATTLE GIFT SHOW

## **ECO FORM PARTICIPATION CRITERIA:**

1. Use of recycled materials in making of product and a minimum of 30% post consumer recycled content.
2. Energy efficient products: Electrical products that are water or solar powered or have been build to use less electricity.
3. Hemp products: hemp is an industrial strain of the cannabis plant and is considered environmentally friendly due to high crop yields and does not require herbicides or pesticides and litter or no bleach.
4. Use of organic and natural ingredients for foods, soaps, lotions, cleaning products etc.
5. Wood from sustainable forests (bamboo for instance) or use of rediscovered woods or FSC certified woods (Forest Stewardship Council)
6. Use of energy offsets (Carbon offsets) to limit impact on the environment due to shipping of product and materials, etc.
7. Chlorine and antimony– free products.
8. Companies that enforced a reclamation policy
9. Products that are designed for disassembly for rapid recycling or reuse
10. Certification by a regional, national or international organization such as but not limited to: Forest Stewardship Council (FSC), Green Seal, or Global Ecolabeling Network (GEN), Rainforest Alliance, TransFair Certification
11. Fair Trade directed– products produced by local artists/ designers in developing countries and specifically intended to promote economic opportunities and sustainable trade.
12. Philanthropic endeavors– manufactures who support specific not-for-profit activities through direct contributions, cause marketing programs, or percentage of sale donations.



# SEATTLE GIFT SHOW

## Attendee Mailing List

Here's your chance to send promotional information about your company and products to past Seattle Gift Show 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 Seattle 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 be sent directly to the exhibiting company. **For additional information, please email Bonnie Bemister at [bonnie@marshmeadowsmarketing.com](mailto:bonnie@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 2012 Seattle Gift Show only**. It should not be a general advertising brochure. Competitive show names may not be included.
- The name of the show must read, "Seattle Gift Show." 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 Bonnie Bemister at 678.285.7469 (fax) or email: [bonnie@marshmeadowsmarketing.com](mailto:bonnie@marshmeadowsmarketing.com).
- You may also use our Buyer Invitations that are available free to all exhibitors. Please contact Lisa Danielson at 678.285.3976 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, Bonnie Bemister will email you the non disclosure agreement.** Please review our non-disclosure agreement and reply with a favorable response. Upon receipt of your agreement, Bonnie 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.**



# SEATTLE GIFT SHOW

**RETURN ASAP VIA FAX – 678.285.7469 OR**

**MAIL TO: Urban Expositions 1690 Roberts Blvd., Suite 111 Kennesaw, GA 30144**

*Identify customers you'd like to see at the show. The Seattle Gift Show Buyer Relations representative will work to secure their attendance at the show.*

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_



# SEATTLE GIFT SHOW

## **SPONSORSHIP OPPORTUNITIES**

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

*Please check all opportunities you are interested in sponsoring. Sponsorships will be granted in first come, first served order.*

- 1. ENHANCED COMPANY LISTING / WEBSITE LINK LISTING- \$150.** Make your company listing on the official show website link directly to your own website. These “Link Listings” will stand out from other company listings with distinguishing color, underlining, and mouse-over link indicators. 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.
- 2. 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.
- 3. EXHIBITOR E-BLAST ADVERTISEMENT TO PRE-REGISTERED VISITORS - \$500.** Your company will be highlighted in one of the show e-blasts that we send to all pre-registered visitors! Your 500-word text message along with your graphically enhanced logo will be emailed to our database of prospective visitors prior to the show. Act now to be included in the e-blast calendar as it fills up quickly!
- 4. 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 5,000 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.  
Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.
- 5. BADGE HOLDER LANYARD – \$500.** All attendees are provided with this lanyard at registration along with their visitor 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 2-booth (200 square feet) space commitment.
- 6. 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 2-booth (200 square feet) space commitment.

- 7. 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 2-booth (200 square feet) space commitment.
- 8. INTERNET (EMAIL) CAFÉ – \$500-** Located on exhibit floor; this area is a well-trafficked destination for all. The Internet/Email Center has high-speed internet workstations accompanied by prominent displays of your company's logo and information greeting those entering this area. Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.
- 9. FLOOR GRAPHICS (SET OF TWO)– \$500 –** Located in the registration area, special food and rest areas; this sponsorship offers great exposure with a variety of possible location to garner the best possible foot traffic. Attendees will literally be walking over your graphics and to your booth. Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment. Size and placement locations to be approved by show management.

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*Please fill out below information and fax back to 678-285-7469 or mail back to Urban Expositions at the address listed below.*

- 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 Lisa Danielson at 678.285.3976 ext. 0346 or email at [ldanielson@urban-expo.com](mailto:ldanielson@urban-expo.com).**



# SEATTLE GIFT SHOW

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

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*A video of your booth and products on the Urban Expositions and Seattle 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 Seattle 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 Seattle 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.seattlegiftshow.com](http://www.seattlegiftshow.com) to see how Tradeshow Videos can increase your sales and extend the investment of your exhibition in the Seattle 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 Seattle 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 AUGUST 2012 SHOW!**

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

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

# PRODUCT PREVIEW AREA PARTICIPATION FORM

## August 11-14, 2012



The product preview area at the Seattle Gift Show is open to all companies participating in the show. A **LIMITED NUMBER** of **assigned spaces** will be available on a first-come, first-serve basis.

**SPACE SIZE:** The dimensions for the Product Preview Area platforms are 1' x 1'. **No advertising flyers or documents are to be used in the display area. Only product is to be displayed.** Show management retains the right to adjust or remove any display abusing space privileges.

**COST:** Top Shelf—\$45; Second & Third Row—\$75; Bottom Shelf—\$45. Tables and High Top Tables—\$75.

**REP GROUPS:** If you are a rep group, you can reserve a space for your company highlighting your lines or your lines can purchase individual spaces.

**SET UP TIME:** All displays are to be set by the participating company during move in and no later than **4:00 pm on Friday, August 10, 2012.**

**ID SIGNS:** One tent card, with exhibiting company name and booth number will be provided. Please stop by the **show office** to pick up your tent card. **No advertising flyers or documents are to be used in display area. Only product is to be displayed.**

**NO EARLY BREAKDOWN OR PRODUCT PICK UP:** Each exhibitor will be responsible for picking up their products at the close of the show. **You can pick up your products no earlier than 2 pm on August 14.** All products left after 4 pm will be donated to a designated charity.

**GOOD NEIGHBOR POLICY:** All exhibitors should abide by the "Good Neighbor Policy". If it is not your product, please do not touch it. No photography, handling or re-arranging. Violators will not be allowed in the display area.

**PLEASE CHECK THE SPACE  
PREFERRED BELOW THAT YOU  
WOULD LIKE TO RESERVE.**

Number of spaces \_\_\_\_\_

Shelving:

Top—\$45

Middle—\$75

Bottom—\$45

Table—\$75

High Top Table—\$75

### NEW SPECIAL SECTION

Green Product Launching Pad: If you have products that are Green, Sustainable, Biodegradable, Organic, Recycled/Reclaimed, Fair Trade or if you donate a portion of your proceeds to a charity that promotes sustainable and humanitarian efforts, you may also be included in this special category preview. If you wish to participate, please check the box below and list your product. Remember a show representative will check to assure product does fit Green category.

**Check Here If You Want To Showcase In  
The Green Launching Pad**

**PLEASE COMPLETE THE INFORMATION BELOW:**

Company Name \_\_\_\_\_ Booth Number \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Product Description \_\_\_\_\_

Please note that all products and/or goods showcased in the Green Launching Pad/Product Preview Display Area are displayed at my own risk. I will not hold Urban Expositions liable for any direct, consequential or incidental damages nor for loss of profit or loss due to failures to obtain or return stored goods at any particular time or place, however such loss may be incurred.

**SUBMIT COMPLETED FORM ALONG WITH CHECK TO URBAN EXPOSITIONS—PLEASE NOTE SEA112PPA on check. Mail form and check to: Lisa Danielson, Urban Expositions, 1690 Roberts Blvd NW, Suite 111, Kennesaw, GA 30144. Questions? - Call Lisa at 800.318.2238 x 346; Fax: 678.831.4582**

**SEATTLE GIFT SHOW 2012 VIP BUYER PROGRAM**

Recommended by (Your Company Name): \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

If you have any special VIP customers who have **not** attended the Seattle Gift Show before that you would like us to consider inviting as part of the VIP program, please list them below. Our VIP Program includes flight (up to \$300 fare reimbursement) **or** hotel reimbursements for qualified buyers. Keep in mind there are multiple requirements to qualify for the VIP Program and we will evaluate each on a case by case basis. Qualifications include:

- Buyer must represent multiple locations/ large sales volume
- Buyer must be a **NEW** attendee for the Seattle Gift Show
- Buyer must be shopping for categories represented at the Seattle Gift Show

We will look at each recommendation individually to evaluate eligibility for our VIP Program. Questions? Contact our buyer relations representative Jhana Jordan at 678.285.3976 or email at [jjordan@urban-expo.com](mailto:jjordan@urban-expo.com).

1) Company: \_\_\_\_\_

Buyer: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

EMAIL: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Merchandise: \_\_\_\_\_ Type/Number of Stores: \_\_\_\_\_

2) Company: \_\_\_\_\_

Buyer: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

EMAIL: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Merchandise: \_\_\_\_\_ Type/Number of Stores: \_\_\_\_\_

3) Company: \_\_\_\_\_

Buyer: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

EMAIL: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Merchandise: \_\_\_\_\_ Type/ Number of Stores: \_\_\_\_\_

4) Company: \_\_\_\_\_

Buyer: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

EMAIL: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Merchandise: \_\_\_\_\_ Type/ Number of Stores: \_\_\_\_\_