



GRAND STRAND

GIFT & RESORT MERCHANDISE SHOW

BEST BEACH SHOW FOR YOUR BOTTOM LINE

DECEMBER 8-11, 2024

MYRTLE BEACH CONVENTION CENTER

MYRTLE BEACH, SC

GRANDSTRANDGIFTSHOW.COM

2024 Media Kit

Advertising & Sponsorship Opportunities



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Promotional Packages

BUNDLE & SAVE!

Enhance your online listing with cost-effective upgrade packages!

		BASIC (INCLUDED)	SILVER \$350	GOLD \$600	PLATINUM \$1,200
Live Demo	20 minute live demo to take place 1 month before the show - includes support from GSGS team to prepare, moderate, host via Zoom Webinar				✓
Live Demo Promo	Inclusion in Live Demo week marketing; Promo emails; Website page; Social media posts				✓
Product Preview Guide (product listing)	Product image, company name, and booth number in Product Preview Guide				✓
Product Preview Guide (demo promotion)	Following live demos, your recorded video will be added to special page in Product Preview Guide, with link to your video, company name, logo and booth #				✓
On-Demand Video	Following live demos, your recorded video will be added to the show website				✓
Product Categories	Help buyers find you by selecting the categories that best describe your products	10	15	UNLIMITED	UNLIMITED
Company Online Profile	Introduce your company to make a great first impression	250 CHARACTERS	2000 CHARACTERS	3000 CHARACTERS	3000 CHARACTERS
Show Specials	Spotlight special deals like discounts, giveaways, & sweepstakes	1	4	10	15
Press Releases	Get more coverage by sharing the latest news about your company		2	5	10
Digital Product Showcase	Engage attendees with detailed product descriptions along with full color images		4	10	15
Videos	Tell your story to potential buyers through promotional videos		1	3	5
Company Logo	Include your logo with your listing to stand out and expand brand awareness			✓	✓
Show Daily Logo Inclusion					✓
Email Promotion	Product Image inclusion in 1 pre-show email to pre-registered attendees & to pre-registered VIP attendees		✓	✓	✓
Social Media Spotlight	Product image and custom message promoted on the show's Facebook, Instagram & Twitter		✓	✓	✓
Website URL	Drive traffic to your website	✓	✓	✓	✓

New Exhibitor Package

Custom-tailored to first-time exhibitors, this package is designed to make the most of your show experience!

PACKAGE INCLUDES:

- Logo listed on event website
- A special New Exhibitor callout on your online exhibitor listing
- Listed on at least two promotional emails to pre-registered attendees prior to show (contingent on date signed up)
- Inclusion in a special New Exhibitor listing handed out to all buyers at check in at the registration desk
- Listing on New Exhibitor stand-alone sign at show entrance
- Floor sticker indicating you as a new exhibitor
- Participation in New Exhibitor Product Preview Area

\$200



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Made in America Sponsorship

Retailers are looking for American-made products. Help them find yours with the added exposure you'll get through the Grand Strand Gift & Resort Merchandise Show's Made In America Sponsorship Package.

FOR ONLY **\$500** YOU'LL RECEIVE:

● WEBSITE PROMOTION

Your logo listed on the exhibitor listings page of the Grand Strand Gift & Resort Merchandise Show event website

● PRODUCT PREVIEW GUIDE CALL-OUT

Your product image highlighted in a spread within the product preview guide identifying your Made in America status. The guide is mailed out to thousands of pre-registrants and prospective attendees in advance of the show.*

● PRODUCT PREVIEW AREA

A 1' x 1' space in the new "Made in America" preview area to showcase your product. Includes a tent card with your company name and booth number.

● MADE IN AMERICA SHOW SIGN

Your company and booth number will be included on special signage in the lobby area highlighting exhibitors offering American-made resources.

● REGISTRATION HANDOUT

Your company and booth number will be included on a handout at both registration areas highlighting exhibitors offering American-made resources.

● FLOOR STICKER

Special sticker on floor at entrance of your booth clearly identifying your company's American-made offerings.

● INCLUSION IN PRE-SHOW BUYER EMAILS

Company logo or product image inclusion in 1 pre-show email sent to all pre-registered attendees. 1 pre-show post shared on our social sites.

**Pending deadline is met for production.*



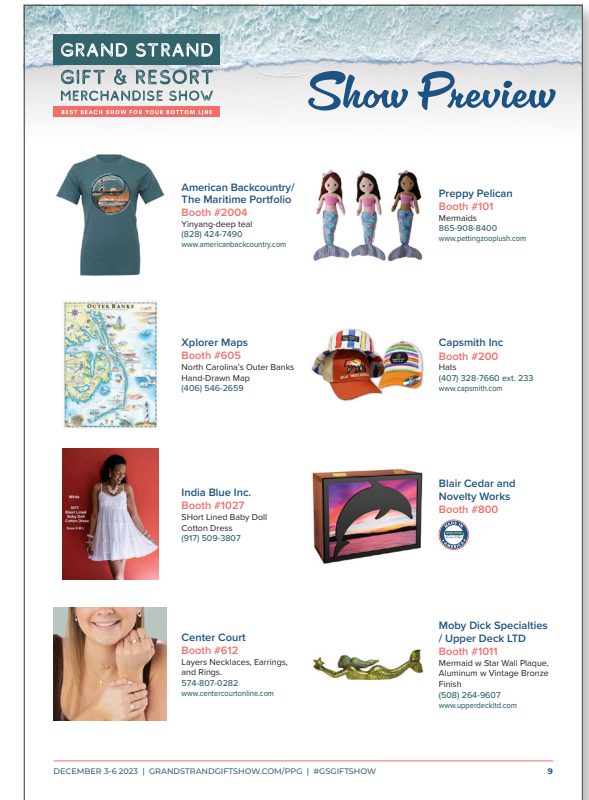
Product Preview Guide Package

FOR **\$350** YOUR PRODUCT IMAGE AND COMPANY INFORMATION WILL BE FEATURED IN THE PRODUCT PREVIEW GUIDE

This guide features your supplied product images and is mailed and promoted to thousands of prospective attendees and pre-registered buyers. It is featured on our website, included in pre-show attendee emails and promoted on our social sites. Buyers use this to help plan their time at the show and place orders. There's no better way to help drive traffic to your booth.

Deadline: August 11

\$350



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Pocket Directory Advertising

WHAT IS THE SHOW POCKET DIRECTORY?

The pocket directory is only available on the show site and it is handed out on the show site to all registered attendees during check-in.

The directory features an alphabetical listing of companies and lines and products by category.

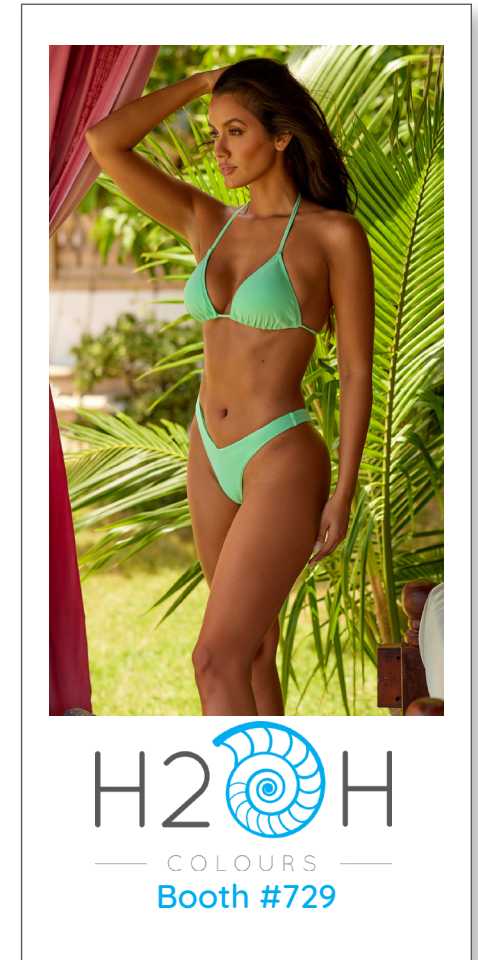
WHAT IS THE DIRECTORY ADDENDUM?

The addendum listing is inserted into every pocket directory handed out to attendees at registration and include the most updated event information as well as late listings.

CUSTOM LINE LISTING IN THE SHOW DIRECTORY

Inclusion in the line and category listings in the printed show directory and the online exhibitor listing on the show website.

See next page for pricing information



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Advertising Upgrades

	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: AUGUST 11	DEADLINE: SEPTEMBER 29
Full Page Color Ad	\$700	-
Half Page Color Ad	\$550	-
Quarter Page Color Ad	\$450	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$850	Front: \$700 / Back: \$600
Premium Full Page Color Ad (Outside Back Cover)	\$1,100	\$800
Full Page Black/White Ad	-	\$400
Half Page Black/White Ad	-	\$300
Custom Line Listing	-	\$400

ADDITIONAL PRINT ADVERTISING OPTION:

EXCLUSIVE DIRECTORY ADDENDUM SPONSOR

Company logo and information prominently displayed on the official show directory addendum insert.

Deadline: November 10, 2023

\$500

Advertising Specs

PREVIEW GUIDE AD SPECS (width x height)

- **TRIM (final size of publication):** 7" x 10"
- **BLEED:** 7.25" x 10.25"
- **FULL PAGE (non-bleed):** 6.5" x 9.5"
- **HALF PAGE (vertical):** 3.125" x 9.5"
- **HALF PAGE (horizontal):** 6.5" x 4.625"
- **QUARTER PAGE:** 3.125" x 4.625"

POCKET DIRECTORY AD SPECS (width x height)

- **TRIM (final size of publication):** 4" x 8.5"
- **BLEED:** 4.25" x 8.75"
- **FULL PAGE AD (non-bleed):** 3.5" x 8"
- **HALF PAGE AD:** 3.5" x 3.875"

MATERIAL SPECIFICATIONS

Only digital files only are accepted.

- **PDF FILES REQUIRED:** Acrobat PDF files are accepted at high resolution (300 dpi)
 - **E-MAILING:** If you are e-mailing a large file, your ad you must first compress it (ZIP or Stuffit). Please identify the ad or representatives' name.
- *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.*

Submit ad materials to the Exhibitor Services Team
GrandStrandGift.ES@clarionevents.com

Floor Map

TREMENDOUS EXPOSURE OPPORTUNITY!

Our printed floor map will be handed out to registered buyers to help them quickly and easily find their way around the show floor. This high profile piece offers tremendous exposure for a limited number of advertisers. Act now to claim your spot.

DEADLINE: NOVEMBER 1, 2024

MEASURING 4x9" FOLDED AND
OPENING UP TO A 18x12" SIZE MAP.

THE PIECE INCLUDES THE
FOLLOWING AD OPPORTUNITIES:

- Back Cover Full Page Ad: \$1,800
- Inside Cover Full Page Ad: \$1,800
- Half Page Ad on Interior Ad: \$1,000
- Featured Exhibitor Booth: \$500
(Location Marking on Floorplan)

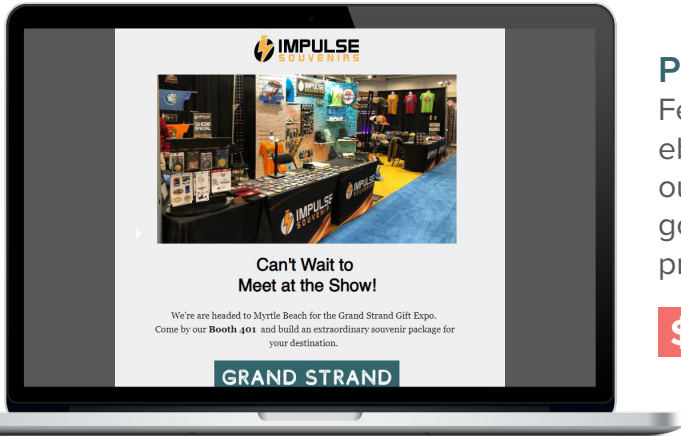


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Email Sponsorships

SAMPLE EMAIL



PRODUCT SPOTLIGHT EBLAST

Feature your product shot in one of our show daily eblasts. Sent out each morning of the show, these email messages go out to all pre-registered and prospective attendees providing details of the show's daily events and news.

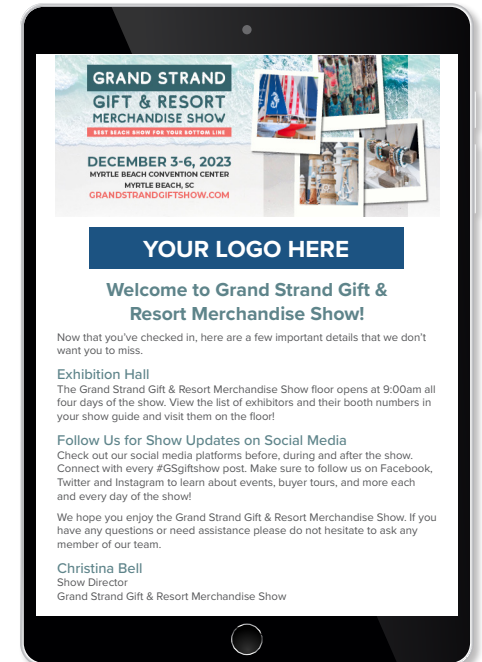
\$750

PUT YOUR COMPANY IN FRONT OF BUYERS AS THEY ARRIVE ON SITE!

WELCOME EMAIL

This onsite Welcome Email opportunity will increase brand awareness and distinguish your company from your competitors. Sent to attendees as they check in at registration, this exclusive email sponsorship is the perfect way to maximize your exposure and leave a lasting impression at the Grand Strand Gift & Resort Merchandise Show!

EXCLUSIVE: \$1,000



SAMPLE EMAIL

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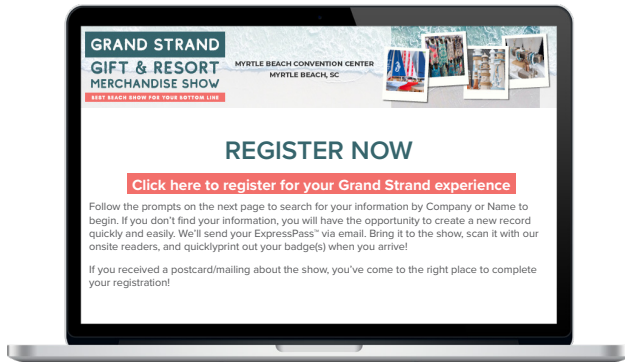
Official Registration Sponsor

Registration is the one place that ALL buyers go through to receive their credentials. Put your brand in front of buyers as they register for the event, when they check-in at the event and as they walk the show floor, by being our official registration sponsor.

**EXCLUSIVE PACKAGE
PRICE: \$2,500**

Package Includes:

PRE-SHOW



REGISTRATION LANDING PAGE

Your company banner and brand message will be on our registration landing page, top of key online registration pages and the final page of the registration will include a clickable banner taking the buyers to your website.

PRE-SHOW



ADVANCE REGISTRATION CONFIRMATION

Your company's clickable banner will also receive prominent placement on the advance registration email confirmation received by all buyers registering for the show.

AT-SHOW



BADGE/LANYARD

Your logo will be on all buyer badges and lanyards, essentially a walking billboard for your company, worn by all buyers on the show floor. Production of the lanyards not included. Lanyards must have double clips.

Registration & Signage



SAMPLE HAND OUT AT REGISTRATION

Your company's sample available to all attendees at the registration counter before they enter the exhibition area.

\$500

BANNER AND COLUMN WRAP ONE SIDE*

Where available, sponsor's logo and booth number featured on one side of column on show floor or on a show banner.

\$500



STAND ALONE BOARD*

Visible through lobbies and on the main show floor aisles, these stand-alone boards provide the perfect opportunity for a quick brand impression for buyers.

\$500

FLOOR DECALS*

Create custom artwork to create a dramatic presentation featured in key areas throughout the show floor.

\$500



**Call for additional details. Exhibitor provides print-ready artwork. Production and labor charges are not included*

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Onsite Sponsorships



EXCLUSIVE SHOW BAG*

A walking brand message sure to catch buyers' eyes. This exclusive opportunity allows you to showcase your brand message on our official show bags. Sponsor logo co-branded with show logo.

\$1,000

GOODY BAG GIVEAWAY - BAG SPONSORSHIP*

This exclusive opportunity allows you to showcase your brand message on the official show goody bag - handed to the first 100 stores to arrive at the show on the first 2 days. Sponsor logo co-branded with show logo.

\$500

Production not included. Minimum number of bags required.

RESTROOM REJUVENATION SPONSOR

Geared toward companies looking to provide products (featuring company name/booth#), including aromatherapy, lotions, sanitizers, soap or scents in the restrooms surrounding the show floor.

\$300

PRODUCT PREVIEW AREA

The #1 reason buyers are coming to Grand Strand is to see what's NEW! The high trafficked Product Preview Area is the perfect place to showcase your newest designs and drive buyers to your booth.

Note, if you have signed up for the New Exhibitor Promotional Package, a space in the Product Preview Area has already been reserved for you, and is included in your package fee.)

\$100



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Rent the Runway Sponsorships

RENT THE RUNWAY SPONSORSHIP

During the Grand Strand Gift & Resort Merchandise Show, we will station your mannequins in and around the lobby. These mannequins will be dressed with your products for the duration of the show.

Whether you want to highlight apparel, jewelry or other fashion accessories, this sponsorship puts your product front and center for all buyers walking the show!

**\$100 PER MANNEQUIN
(SUPPLIED BY YOUR COMPANY)**

WANT TO CUSTOMIZE YOUR SPONSORSHIP?

Contact Christina Bell at
christina.bell@clarionevents.com
678.370.0335

DISCLAIMER: TO PARTICIPATE, YOU MUST
PROVIDE YOUR OWN MANNEQUIN

To purchase a sponsorship, please complete and return the insertion order on the last page with payment information



Insertion Order

Exhibiting Company Name: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____

ADVERTISING | PRODUCT PREVIEW GUIDE

- Preview Guide Plus Package.....\$350
- Full Page Color Ad.....\$700
- Half Page Color Ad.....\$550
- Quarter Page Color Ad.....\$450
- Inside Front Cover.....\$850
- Inside Back Cover.....\$850
- Outside Back Cover.....\$1,100

ADVERTISING | SHOW POCKET DIRECTORY

- Inside Front Cover.....\$700
- Inside Back Cover.....\$600
- Outside Back Cover.....\$800
- Interior Full Page (Black & White Ad).....\$400
- Interior Half Page (Black & White Ad).....\$300
- Custom Line Listing.....\$400
- EXCLUSIVE Pocket Directory Addendum Sponsorship.....\$500

BRAND AWARENESS

- New Exhibitor Package.....\$200
- Made in America Sponsorship.....\$500

ADVERTISING | FLOOR MAP

- Back Cover Full Page Ad.....\$1,800
- Inside Cover Full Page Ad.....\$1,800
- Half Page Ad on Interior Ad.....\$1,000
- Featured Exhibitor Booth.....\$500

EMAIL SPONSORSHIP

- EXCLUSIVE Welcome Email.....\$1,000
- Product Spotlight Email Blast.....\$750

REGISTRATION

- Official Registration Sponsor.....\$2,500
- Sample Handout at Registration.....\$500

SIGNAGE

- Banner or Column Wrap.....\$500
- Stand Alone Board.....\$500
- Floor Decals.....\$500

ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag.....\$1,000
- Restroom Rejuvenation Sponsor.....\$300
- Goody Bag Giveaway - Bag Sponsorship.....\$500
- Product Preview Area.....\$100
- Rent Runway Sponsorship.....\$100

DIGITAL PACKAGES

- Silver Package.....\$350
- Gold Package.....\$600
- Platinum Package.....\$1,200

Return form and payments to:

Christina Bell
Show Director

christina.bell@clarionevents.com
Phone: 678.370.0335

Select sponsorships must be paid in full prior to publishing.

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