



2025 MEDIA KIT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

SEPTEMBER 16-19, 2025

LAS VEGAS CONVENTION CENTER
SOUTH HALL

LVSOUVENIRSHOW.COM





PROMOTIONAL DIGITAL PACKAGES



		Basic (included)	Silver \$375	Gold \$650	Platinum \$1,200
Product Categories	Help buyers find you by selecting the categories that best describe your products	10	15	UNLIMITED	UNLIMITED
Company Description	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 (maximum 200 characters)	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
Website URL	Drive traffic to your website	✓	✓	✓	✓
Company Logo	Include your logo with your listing to stand out and expand brand awareness	✓	✓	✓	✓
Social Media Spotlight	Product image and custom message promoted on the show's Facebook, Instagram & LinkedIn			✓	✓
Email Promotion	Product image inclusion in 1 pre-show product preview email to pre-registered attendees (including VIP buyers) & buyer prospects			✓	✓
Show Daily Logo Inclusion	Logo included at the bottom of each show daily eblast going to pre-registered buyers and prospects				✓
Product Preview Guide (product listing)	Product listing, description, company name, and booth number in Product Preview Guide				✓
Dedicated Email Blast	Dedicated email that goes out to all pre-registered buyers				✓



NEW EXHIBITOR PACKAGE - \$275

- **"New Exhibitor" Callout** prominently displayed alongside your online Exhibitor Listing.
- **Exclusive New Exhibitor Breakfast** with select key buyers and associations.*
- **Floor Sticker** identifying your company as a new exhibitor.
- **Participation in the New Exhibitor Product Preview Area** for enhanced product visibility in the buyers lounge.
- **Automatic Upgrade to the Silver Digital Package**, boosting your digital presence.
- **Listing on the New Exhibitor Stand-Alone Sign** at the show entrance.*
- **Exclusive MATCH! Meetings Rate:** Book 3 Meetings for just \$1,000.
- **Exclusive Marketing Discounts:**
 - Social Media Post for \$100
 - Product Newsletter Feature for \$50
- **Ongoing Promotions** in emails, the event website, social media, and other marketing materials targeting pre-registered and prospective attendees before and during the show.*

*Inclusion in various elements depends on deadline dates.



PRODUCT PREVIEW GUIDE IMAGE - \$350

- Feature your product image and company information in the pre-show promotional guide that is mailed to prior and prospective buyers. A digital copy will be featured on the website with a link to your company listing.
- Products in the guide will receive extra marketing through email blasts and social media posts.
- Your product will also be featured in a special Show Preview in the July/August issues of Souvenirs, Gift & Novelties Magazine

DELIVERABLES

IMAGE: 5x5 high-res PRODUCT SHOT as .jpg or .pdf
TEXT: below image company name, booth number, website

DEADLINE: May 6, 2025*

*Inclusion in only the printed guide is May 23, 2025





PRINT AD PACKAGES



BLACKJACK AD PACKAGE

\$2,100

Purchase:

- Full Page Color Ad In Product Preview Guide
- Full Page Color Ad In Show Directory

Receive:

Regular Price: \$2650
Free Image Inclusion In Product Preview Guide: \$350
That's a \$900 in savings!

POKER PACKAGE

\$1,700

Purchase:

- Half Page Color Ad In Product Preview Guide
- Half Page Color Ad In Show Directory

Receive:

Regular Price: \$2100
Image Inclusion In Product Preview Guide for only \$250
That's a \$500 savings!



PRINT ADS: A LA CARTE OPTIONS

	PRODUCT PREVIEW GUIDE (PPG) Deadline: May 23	SHOW DIRECTORY Deadline: July 28
Full Page Color Ad	\$1,650	\$1,000
Full Page Color Ad - Cover	\$1,650	\$1,650
Half Page Color Ad	\$1,350	\$750
Quarter Page Color Ad	\$1,000	-
Product Image Inclusion	\$350	-

PPG AD SPECS (WxH):

- **TRIM:** 7" x 10"
- **BLEED:** 7.25" x 10.25"
- **FULL PAGE (Non-Bleed):** 6.5" x 9.5"
- **HALF PAGE (Vertical):** 3.25" x 9.5"
- **HALF PAGE (Horizontal):** 6.5" x 4.75"
- **QUARTER PAGE:** 3.25" x 4.75"

SHOW DIRECTORY AD SPECS (WxH):

- **FULL PAGE TRIM:** 4.25" x 11"
- **FULL PAGE BLEED:** 4.5" x 11.25"
- **FULL PAGE LIVE:** 3.75" x 10.5"
- **HALF PAGE AD:** 4.25" x 5.25"

MATERIAL SPECIFICATIONS

- **PDF:** Acrobat PDF files are accepted at high resolution (300 dpi)
- **Fully composed Photoshop or Illustrator files:** Provide in native files (as, psd or .ai file) with all supporting fonts and images.
- **E-mailing:** 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.



EXCLUSIVE - WELCOME EMAIL - **\$1500**

- Increase brand awareness and distinguish your company from your competitors with the exclusive welcome email
- Sent to every buyer as they check in all 4 days of the event
- Sponsor has full creative control on the email*

DELIVERABLES

Company can either provide an html that is ready to send (can't exceed width of 600px) or a header image (600px x 100px) + text that Clarion Event Management will place into an html format.

DEADLINE: August 15, 2025

***Artwork/design must be approved by show management.**



DEDICATED COMPANY SPOTLIGHT PRE-SHOW EBLAST - **\$1000**

- Increase brand awareness and distinguish your company from your competitors with pre-show eBlast.
- Sent to all pre-registered buyers and prospective buyers leading up to the show
- You will be able to pick from available deployment dates (ask your sales rep)
- Total Audience: 17,895*
- Sponsor has full creative control on the email*

DEADLINE: 2 weeks before scheduled send date

DELIVERABLES

Company can either provide an html that is ready to send (can't exceed width of 600px) or a header image (600px x 100px) + text that Clarion Event Management will place into an html format.

***Total Audience will vary. This number is based on 2024 sends. Artwork/design must be approved by show management.**



PRODUCT SPOTLIGHT/ SHOW DAILY BLAST - \$500

- Feature your product shot in one of our show daily eblasts (only 1 slot per day).
- 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.
- Total Audience: 17,895*

DEADLINE: August 29, 2025

DELIVERABLES

IMAGE: 300px x 300px product image ad .jpg or .png

TEXT: Company Name, Booth Number, 30 words below image to describe product, describe company, or offer show special

URL: If you want the image to link to a specific URL

***Total Audience will vary. This number is based on 2024 sends. Artwork/design must be approved by show management.**



PRODUCT PREVIEW PRE-SHOW EMAILS - \$300

- Feature your product shot in one of our pre-show product preview eblasts. These will be deployed once a week for the 4 weeks before the event.
- Each email will highlight only 8 products
- Emails will be sent out to all pre-registered buyers and prospective attendees
- Product images will be linked to company listing unless specific URL is supplied
- Total Audience: 17,895*

DELIVERABLES

IMAGE: 300px x 300px product image

TEXT: Company Name, Booth Number, 30 words below image to describe product, describe company, or offer show special

URL: If you want the image to link to a specific URL

DEADLINE: August 15, 2025

***Total Audience will vary. This number is based on 2024 sends. Artwork/design must be approved by show management.**

SOCIAL MEDIA POST

Pre-Show - **\$150**

During Event - **\$250**

- Dedicated social media post on Facebook, Instagram and LinkedIn tagging your company

DELIVERABLES

Image: 1080px x 1080px and 1200px x 628px

Text: caption for social post , include any hashtags needed and handles for social accounts you want tagged

URL: link you want to link out to

**Pre-Show Deadline: 2 weeks before
scheduled post date**

During Event Deadline : August 29, 2025

***Artwork/design must be approved by show management.**



Facebook Stats

- 5048 followers
- 34,972 annual impressions

Instagram Stats

- 1546 followers
- 28,077 annual impressions

LinkedIn*

- 173 followers
- 6524 annual impressions

*LinkedIn was launched July 23, 2024
This information is based on Jan 1- Dec 31, 2024.



FLOORPLAN MAP FEATURED AD - \$750

- Printed floorplan is handed out to buyers during check in
- Featured ad on floorplan to point buyers to your booth
- Your booth will be highlighted on the map with the color of your block
- Includes a QR code linked to a website you chose

DEADLINE: July 28, 2025



DELIVERABLES

IMAGE: Logo you want on the image

LINK: URL for QR code to link to

* If you wish to create your own ad, the specs are 2.5" x 2.5"

***Artwork/design must be approved by show management.**

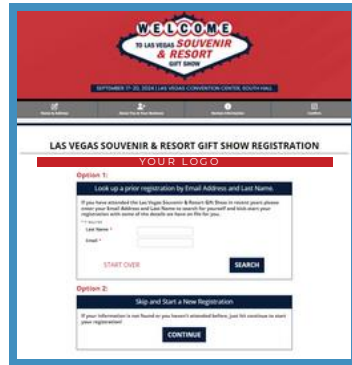


EXCLUSIVE - OFFICIAL REGISTRATION SPONSOR - \$3000



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. Package includes:

Pre-Show



Registration Landing Page

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

Pre-Show



Registration Email Confirmation

Your company's clickable banner will also receive prominent placement on the Express 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.



SAMPLE HAND OUT AT REGISTRATION - **\$750**



- Your company's sample available to all attendees at the registration counter before they enter the exhibition area.
- 500 samples max will be distributed across the 4 days
- Can include booth number and company name with sample with a separate card
- Product Material handling/shipping is the responsibility of the sponsor. Pricing will vary based upon weight and rates.

DEADLINE: August 15, 2025

***Artwork/design must be approved by show management.**



DIRECTORY INSERT/ BOOKMARK - **\$850**



- Stand out and gain the attention of each buyer who comes the show. Your company flyer/bookmark will be inserted into the show directory and handed out onsite.
- They provide the printed materials– 1000 max

DEADLINE: July 28, 2025

***Artwork/design must be approved by show management.**

HANGING BANNER - **\$1500**

- Dedicated Sign above the booth
- Product Material handling/shipping as well as the rigging is the responsibility of the sponsor. Pricing will vary based upon weight and rates.

DEADLINE: August 1, 2025

***Artwork/design must be approved by show management.**



WINDOW DECALS - \$1200

- INCLUDES ONE DECAL
- Decals featuring your company name and booth number on convention center entrance windows/doors.
- *Exhibitor provides print-ready artwork.*

DELIVERABLES

Image: 4' x 2' .eps or .ai file

DEADLINE: August 1, 2025

***Artwork/design must be approved by show management.**





STAND ALONE METERBOARD - **\$1200**

- 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.
- Double sided
- *Exhibitor provides print-ready artwork.*

DELIVERABLES

Image: 1meter x 87inches (can have different artwork on each side - .eps or .ai file)

DEADLINE: August 1, 2025

***Artwork/design must be approved by show management.**

FLOOR DECALS - \$1200

- INCLUDES 3 STICKERS
- Create custom artwork to create a dramatic presentation featured in key areas throughout the show floor.
- *Exhibitor provides print-ready artwork.*

DELIVERABLES

Image: 3' x 3' .eps or .ai file

DEADLINE: August 1, 2025

***Artwork/design must be approved by show management.**



HALL AISLE SIGN SPONSOR - **\$1500**

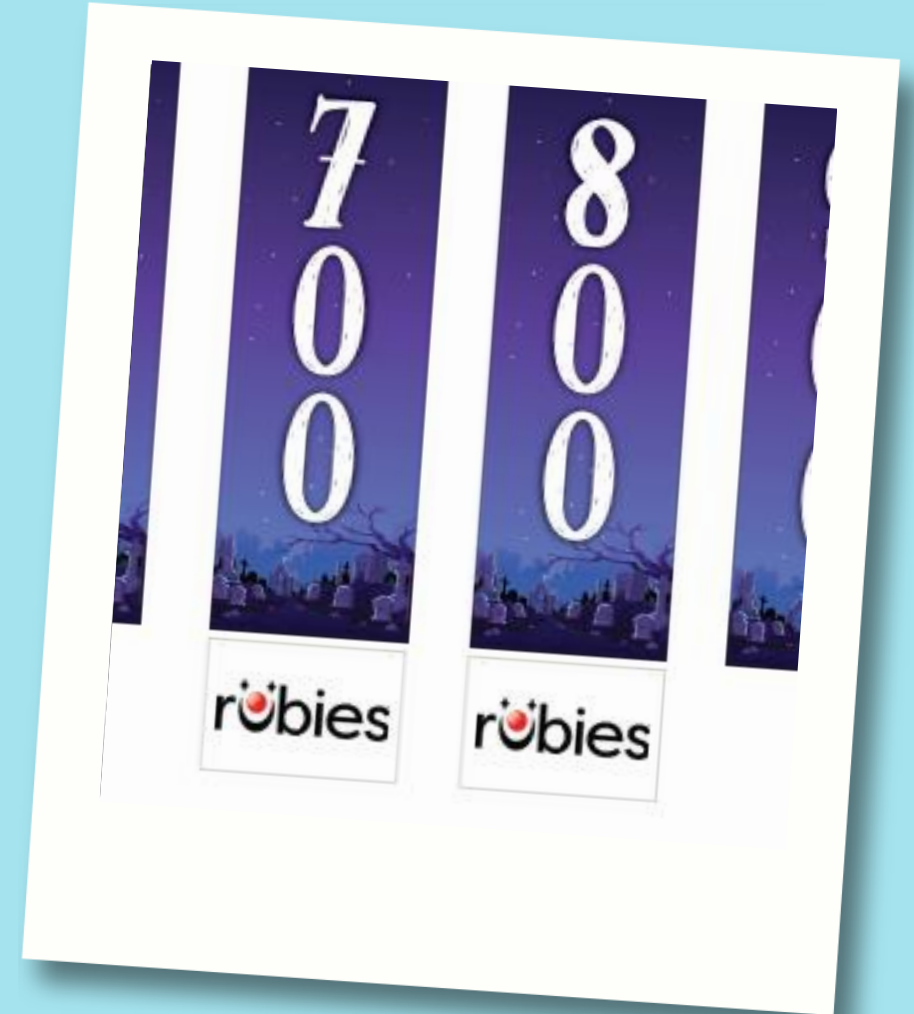
- INCLUDES 3 AISLE SIGNS of your choosing (first come, first serve based on availability)
- Company logo will be included on aisle sign that will hang below the aisle number

DELIVERABLES

Logo provide in .ai or .eps file

DEADLINE: August 1, 2025

*Artwork/design must be approved by show management.



CONNECT BUYER LOUNGE OFFICIAL SPONSOR

SOLD!

- Have logo on hanging banner and signage
- Able to provide a promotional pieces for the tables in the lounge
- Product Material handling/shipping is the responsibility of the sponsor. Pricing will vary based upon weight and rates.



***Artwork/design must be approved by show management.**



MATCH!

MATCH! is Las Vegas Souvenir & Resort Gift Show's customized meeting experience that puts your brand in front of top souvenir and resort buyers based on mutual interests. The MATCH format is designed to accelerate your sales through GUARANTEED FACE-TO-FACE MEETINGS in the most efficient, cost-effective way! Our buyer delegates are reserved for leading Souvenir and Resort buyers, concessionaires, zoos, aquariums and national park retailers who are actively sourcing souvenir and resort product.

Pick the Best Fit for You:

10 Meeting Package - \$3,000

5 Meetings Package - \$2,000

3 Meetings New Exhibitor Package* - \$1,000

(meetings over-allotment will be \$400 each)

All packages include access to buyer profiles, company branding on matchmaking platform and website, concierge service, access to MATCH! networking lounge, and product preview area within MATCH! lounge to place products/materials, welcome reception event, booth recognition and opportunity to provide product for MATCH! buyers within goody bags.

****must have purchased new exhibitor package***



PRODUCT SHOWCASE AREA

– **starting at \$200**

- The #1 reason buyers are coming to Las Vegas 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.
- 2'X2' space
- (Note, if you have signed up for the New Exhibitor Promotional Package, a space in the Buyers Lounge has already been reserved for you, and is included in your package fee).





RENT THE RUNWAY - \$500

- Mannequins will be featured onsite and will be available to have dressed with your product during the entire duration of the event.
- Price is per mannequin
- Mannequins are not provided and will be the responsibility of the sponsor to provide.
- Sponsor can provide man, woman, or child mannequins

DEADLINE: August 1, 2025



EXCLUSIVE SHOW BAGS \$3000

SOLD!

- 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.
- *Production not included. Minimum number of bags required. Show logo must be included on bag.*





SHOW TITLE BUS SPONSOR - **\$1000**

- Reach customers before and on their way to the event.
- Sponsor logo and booth number included on show shuttle bus signage and show promotions where schedule is mentioned.

DELIVERABLES

Logo provide in .ai or .eps file

DEADLINE: August 1, 2025





OFFICIAL SHIRT SPONSOR - **\$1500**

- 750 shirts provided by sponsor over the 4 days
- Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates
- Includes leads of anyone who picks up the shirts onsite with their contact information.

DEADLINE: August 1, 2025

OFFICIAL GOODY BAG SPONSOR - **\$750**

- 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. Production not included. Minimum number of bags included.
- Provide 200 bags. Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates





WATER BOTTLE SPONSOR - **\$1500**

- Official water bottle sponsor
- Provide 750 bottles max
- Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates
- Includes leads of anyone who picks up the bottles onsite with their contact information.

DEADLINE: August 1, 2025



WATER COOLER SPONSOR - **\$1000**

- Sponsor a water cooler station on the show floor or in the Buyers Lounge with your company name and booth number highlighted. Sponsorship includes one water cooler and water for the duration of the show.
- Sponsor can provide 8oz disposable cups to have at the water cooler station.
- Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates

DEADLINE: August 1, 2025

MATCH LOUNGE COFFEE SPONSOR - \$500

- Logo placed around the Match Coffee Area
- Sponsor can provide 8oz disposable cups to have at the water cooler station.
- Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates

DEADLINE: August 1, 2025



POPCORN SOCIAL - \$650 PER DAY

- For companies looking to host a small popcorn social on the show floor or in the Buyers Lounge. Company name and booth number will be prominently displayed on signage during social.
- Company logo and booth number placed on signage
- You are able to provide napkins for this area – 1000 maximum (material handling/shipping)

DEADLINE: August 1, 2025





COOKIE BREAK - **\$650 PER DAY**

- Everyone needs a cookie break and you can be the lucky one to sponsor that break for buyers on the show floor. Sponsorship for a one day, one hour social.
- You are able to provide napkins for this area – 1000 maximum (material handling/shipping)
- Company logo and booth number placed on signage

DEADLINE: August 1, 2025



HAPPY HOUR - \$3500

- Sponsor a 2-hour happy hour event for buyers on the show floor. Your company name and booth number will be prominently displayed on signage at the event. Sponsorship can be shared with multiple vendors.
- Includes 200 drink tickets but can purchase more tickets
- You are able to provide napkins for this area – 1000 maximum (material handling/shipping)
- Company logo and booth number placed on signage

DEADLINE: August 1, 2025



Create your own sponsorship

Have an idea for a sponsorship opportunity not mentioned in this kit? We would love to help make that a reality. Reach out to your sales representative for more information.

