



OCTOBER 4-7, 2023

LAS VEGAS CONVENTION CENTER  
SOUTH HALL  
[LVSOUVENIRSHOW.COM](http://LVSOUVENIRSHOW.COM)

# 2023 Media Kit

## ADVERTISING & SPONSORSHIP OPPORTUNITIES





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## Promotional Digital Packages

Enhance your online listing with cost-effective upgrade packages!

		Basic (included)	Silver \$375	Gold \$650	Platinum \$1,200
Dedicated Email Blast	Your message sent to all pre-registered attendees before the show. Can include anything you would like.				✓
Product Preview Guide (product listing)	Product listing, description, company name, and booth number in Product Preview Guide				✓
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	✓	✓	✓	✓



*Promotional Package: New Exhibitors*  
Custom-tailored to first-time exhibitors, this package makes the most of your show experience.

## FOR *\$200* YOU'LL RECEIVE:

- ✓ A special "New Exhibitor" Callout alongside 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 Exhibitors 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 your company as a new exhibitor
- ✓ Participation in New Exhibitor Product Preview Area

\*Inclusion in various elements depends on deadline dates.

*New*  
**EXHIBITOR**





# Product Preview Guide



**RexTooth Studios** Booth: 1649

Sauropods - the famous long necked dinosaurs - didn't have the frills, crests, spikes, horns, claws, clubs or teeth of many of the other famous dinosaurs. Instead, they wow us with their size. The biggest of these astounding animals stretched to more than 120 feet long and weighed over 70 tons! Join award winning author/illustrator Ted Rechin (Tyrannosaurus rex, Sue: Welcome to the World of Tyrannosaurus rex) and Dr. Cary Woodruff as they unravel the mystery of the sauropods. ISBN: 978-1-7371242-0-7 Hardcover Graphic Novel 128 pages  
Phone: (406) 599-1747  
Web: [www.rextooth.com](http://www.rextooth.com)



**Gear Lifestyle Brands (Champion, UA, Gear For Sports, Comfort Wash, Alternative Apparel)** Booth: 434

Gear Lifestyle Brands is your premier partner for souvenir apparel. Our family of brands includes Champion, ComfortWash, Gear for Sports, Under Armour & Alternative Apparel. Our products bring quality, graphic options, and style variety. From screenprint to embroidery, headwear to lounge wear, we can do it all. With low minimums and completely customizable art, GLB has the brand for you.  
Phone: (913) 693-3604  
Web: [www.gearforsports.com](http://www.gearforsports.com)



**Prairie Mountain** Booth: 543

Prairie Mountain offers a wide range of fashion & promotional apparel. We are known for our vast selection of quality art with some of the best pricing in the industry. From fashion tee's and caps, top of the line promotional goods, talented in-house artists, and extremely competitive pricing, you do not want to miss the new products and digital catalog for your apparel needs.  
Phone: (417) 232-4941  
Web: [www.prairiemountain.net](http://www.prairiemountain.net)



**Grasshopper's Mermaid** Booth: 2153

Grasshopper's Mermaid stickers are 100% USA made, name-dropped stickers for your resort town, zoo, museum or aquarium - AND YES - we can do customs for your location! Each indoor/outdoor sticker is printed with water-based inks and is UV coated with an outdoor lifespan of 5 years. Grasshopper's Mermaid always donates 10% back to conservation efforts on each purchase! You can also pick your favorite sticker designs to order on frameable prints or as USA made premium cotton, organic hemp and bamboo shirts.  
Phone: (920) 840-7337  
Web: [www.grasshoppersmermaid.com](http://www.grasshoppersmermaid.com)

## PRODUCT PREVIEW GUIDE - \$350

Your product image and company information will be featured in our Official Show Product Preview Guide that is promoted heavily leading up to the show, including:

- Mailed to prior and prospective attendees
- Featured on the Las Vegas show website, with link to your company listing
- Added to email blasts to pre-registered and prospective attendees
- Highlighted on social media channels
- Featured in a special Show Preview in the June/July issue of Souvenirs, Gifts & Novelties Magazine!

**Submission Deadline:  
June 7, 2023**

\*Must submit by May 7, 2023, to be featured in Souvenirs, Gifts & Novelties Magazine preview

**\*\*Money-saving packages with ads in product preview guide and show directory are available\*\***

See next page for details!



*Print Ad Packages = Exposure + Savings*  
**BUNDLE & SAVE!** Get more bang for your buck with package deals!

## BLACKJACK AD PACKAGE

*\$2,100*



### Purchase:

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

### Receive:

Free Image Inclusion In  
Product Preview Guide - that's  
a \$350 value!

## POKER PACKAGE

*\$1,700*

### Purchase:

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

### Receive:

Image Inclusion In Product  
Preview Guide for  
only \$250 - that's a \$100 savings!

## ROULETTE PACKAGE

*\*\*See next page for ad  
options/pricing\*\**

### Purchase:

- Any Size Color Ad In Product Preview Guide OR Show Directory

### Receive:

Image Inclusion In  
Product Preview Guide  
for \$300 - that's a \$50 savings!

\*PREMIUM PAGE PLACEMENT NOT OFFERED FOR THESE PACKAGES





## Print Advertising: A La Carte Options

	PRODUCT PREVIEW GUIDE (PPG)	SHOW DIRECTORY
	Deadline: June 7	Deadline: August 4
Full Page Color Ad	\$1,650	\$1,000
Premium Full Page Color Ad (Inside Front Cover)	\$1,650	\$1,650
Premium Full Page Color Ad (Inside Back Cover)	\$1,650	\$1,650
Premium Full Page Color Ad (Back Cover)	-	\$1,650
Half Page Color Ad	\$1,350	\$750
Quarter Page Color Ad	\$1,000	-
Product Image Inclusion in Product Preview Guide	\$350	-

*\*See last page for Ad Specs*

### EXCLUSIVE DIRECTORY ADDENDUM SPONSOR - ~~\$500~~

Deadline: September 15

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



## *Floorplan Map*

Drive traffic to your booth with extra exposure!

Our printed floor map is handed out to registered buyers to help them quickly and easily find their way around the show floor.

## FEATURED EXHIBITOR AD - \$750

Increase your exposure with an ad directly on the floorplan to point buyers to your booth. Your ad also includes a scannable QR code that can link to the website of your choice!

**DEADLINE:** August 4, 2023

### *FLOORPLAN MAP*







*Onsite Digital*

## WELCOME EMAIL - \$1500

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 Las Vegas Souvenir & Resort Gift Show!

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

### Sample Email:

#### YOUR LOGO HERE

#### Welcome to the Las Vegas Souvenir & Resort Gift Show!

Now that you've checked in, here are a few important details that we don't want you to miss.

#### Exhibition Hall

The Las Vegas Souvenir & Resort Gift Show floor opens at 9:00am all four days of the show. View the list of exhibitors and their booth numbers in your show guide and visit them on the floor!

#### Follow Us for Show Updates on Social Media

Check out our social media platforms before, during and after the show. Connect with every #lvsouvenir post. Make sure to follow us on Facebook, Twitter and Instagram to learn about events, buyer tours, and more each and every day of the show!

We hope you enjoy the Las Vegas Souvenir & Resort Gift Show. If you have any questions or need assistance please do not hesitate to ask any member of our team.

#### April Holinek

Show Director

Las Vegas Souvenir & Resort Gift Show



#lvsouvenir



# Official Registration Sponsor

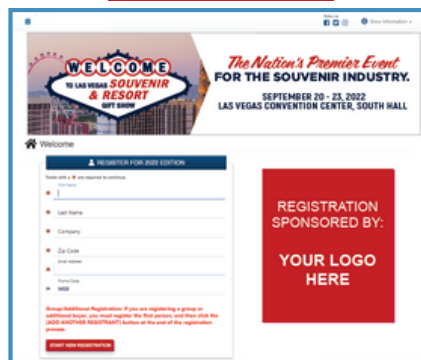
Exclusive pre-show and onsite branding opportunities!

## OFFICIAL REGISTRATION SPONSOR: Limited to 1 company **SOLD**

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:

**TOTAL PACKAGE  
PRICE OF \$3,000**

### 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.





## *Registration (a la carte options)*

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

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

### **DIRECTORY INSERT/ BOOTH MARKER - \$850**

Stand out and gain the attention of each buyer who comes the show. Your company flyer/book mark will be inserted into the show directory and handed out onsite.



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





## Email Sponsorships

A sample email sponsorship graphic. It features a small version of the "Welcome to Las Vegas Souvenir & Resort Gift Show" sign on the left. To its right, the text reads: "The Nation's Premier Event" in red script, "FOR THE SOUVENIR INDUSTRY." in black, "SEPTEMBER 20 - 23, 2022" in black, and "LAS VEGAS CONVENTION CENTER | SOUTH HALL" in black. Below this is a dark grey section with the text "GEAR LIFESTYLE BRANDS" in white, followed by logos for Champion, CW, and Under Armour. A large blue "SAMPLE" watermark is diagonally across the center. At the bottom, a brown bar contains the text "LAS VEGAS SOUVENIR & RESORT GIFT SHOW" in white.

**WELCOME**  
TO LAS VEGAS **SOUVENIR & RESORT**  
GIFT SHOW

*The Nation's Premier Event*  
**FOR THE SOUVENIR INDUSTRY.**  
**SEPTEMBER 20 - 23, 2022**  
LAS VEGAS CONVENTION CENTER | SOUTH HALL

**GEAR LIFESTYLE BRANDS**

**SAMPLE**

**LAS VEGAS SOUVENIR & RESORT GIFT SHOW**

### **PRODUCT SPOTLIGHT / SHOW DAILY EBLAST - \$500**

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.

### **COMPANY SPOTLIGHT EBLAST - \$1000**

Feature your company logo, booth number and product shots in an email sent to pre-registered buyers leading up to the show.





## Signage

### BANNER AND COLUMN WRAP ONE SIDE

**- \$1,000 - \$3,000**

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

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



### WINDOW DECALS - \$650\* (INCLUDES ONE DECAL)

Decals featuring your company name and booth number on convention center entrance windows/doors.

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



### STAND ALONE BOARD

**- \$650\***

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. Exhibitor provides print-ready artwork. Price does not include production/labor charges.



### FLOOR DECALS - \$700\* (INCLUDES 3 STICKERS)

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

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



*\*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:*

**Uncapped Meeting Package - \$2,900**

**5 Meetings Package - \$1,900**

**(meetings over allotment will be \$380 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.

# MATCH!





## Onsite Sponsorships



### PRODUCT PREVIEW AREA - \$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. See participation form in the back of this media kit to reserve your space.

(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).

### EXCLUSIVE RESTROOM REJUVENATION SPONSOR - \$750

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.



### EXCLUSIVE SHOW BAG\* - \$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.



## *Product Preview Area Participation Form*

**The product preview area at the Las Vegas Souvenir & Resort Gift Show is open to all companies participating in the show. A LIMITED NUMBER of assigned spaces will be available on 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.

### **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.

### **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.

### **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 4 pm on. All products left after 4 pm will be donated to a designated charity.

### **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.

Please note that all products and/or goods showcased in the Product Preview Display Area are displayed at my own risk. I will not hold Clarion Events 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.

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

#### **Shelving:**

- ☐ **Top—\$150**
- ☐ **Middle (Second & Third Rows)—\$200**
- ☐ **Bottom—\$150**

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

**Number of spaces:** \_\_\_\_\_

*\* See Insertion Order page for full details and payment information. Complete with form AND attach insertion order with payment.*





## Onsite Sponsorships (cont.)

### SHOW SHUTTLE BUS SPONSOR - \$1000

Reach customers before and on their way to the event.  
Sponsor logo and booth number included on show shuttle bus  
and show promotions.



### 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.





## *Social & Networking Sponsorships*

### **WATER COOLER - \$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.

### **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.

### **COOKIE BREAK**

### **SPONSORSHIP - \$600\* 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.

\* Sponsorship fee does not include the cost of the food, beverage or set-up. Additional fees apply.

### **HAPPY HOUR SPONSORSHIP**

*- \$1000\* per day*

Sponsor a happy hour event for buyers and exhibitors 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.

### **CAFE TABLE SPONSORSHIP**

*- \$300\* up to 3 days*

For companies looking to provide product for the Café Tables, including center pieces, napkins, informational brochure etc.







# Insertion Order Form

## PRODUCT PREVIEW GUIDE

☐ Full Show Product Preview Guide ..... \$350

## PRINT AD PACKAGES

☐ Blackjack Ad Package ..... \$2100  
☐ Poker Ad Package ..... \$1650  
☐ Roulette Ad Package ..... \$650-\$2000

## PRINT ADVERTISING → PRODUCT PREVIEW GUIDE

☐ Inside Front Cover ..... \$2200  
☐ Inside Back Cover ..... \$2200  
☐ Full Page Color ..... \$1650  
☐ Half Page Color ..... \$1350  
☐ Quarter Page Color ..... \$1,000

## EMAIL SPONSORSHIP

☐ Product Spotlight | Show Daily Eblast ..... \$500  
☐ Company Spotlight Eblast ..... \$1000

## PRINT ADVERTISING → SHOW DIRECTORY & FLOORPLAN

☐ Inside Front Cover ..... \$1650  
☐ Inside Back Cover ..... \$1650  
☐ Back Cover ..... \$1650  
☐ Full Page Color ..... \$1000  
☐ Half Page Color ..... \$750  
☐ Full Page B&W ..... \$650  
☐ Half Page B&W ..... \$400  
☐ EXCLUSIVE Directory Addendum Sponsorship ..... \$500  
☐ Floorplan Map - Featured Exhibitor ..... \$750

## PROMOTIONAL PACKAGES

☐ New Exhibitor Package ..... \$200  
☐ Silver Package ..... \$375  
☐ Gold Package ..... \$650  
☐ Platinum Package ..... \$1200

## REGISTRATION

☐ EXCLUSIVE Registration Sponsorship ..... **SOLD**  
☐ Sample Hand Out At Registration ..... \$750  
☐ Directory Insert/Booth Marker ..... \$850  
☐ Onsite Welcome Letter ..... \$1500

## SIGNAGE

☐ Banner or Column Wrap\* ..... \$1,000-\$3000  
☐ Stand Alone Board\* ..... \$650  
☐ Window Decals\* ..... \$650  
☐ Floor Decals\* ..... \$700

\*does not include production cost

## MATCH! Program

☐ Uncapped Meetings ..... \$2900  
☐ 5 Meetings ..... \$1900

## ON-SITE SPONSORSHIPS

☐ EXCLUSIVE Show Bag ..... **SOLD**  
☐ Product Preview Area (See attached form) .... \$100-\$150  
☐ EXCLUSIVE Restroom Rejuvenation ..... \$750  
☐ Shuttle Bus Sponsor ..... \$1000  
☐ Goody Bag Sponsor ..... \$750

## SOCIAL & NETWORKING SPONSORSHIPS

☐ Water Cooler ..... \$1000  
☐ Popcorn Social ..... \$650 (per day)  
☐ Cookie Break ..... \$600 (per day)  
☐ Happy Hour ..... \$1000 (per day)  
☐ Café Table Sponsorship ..... \$300

Exhibiting Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

> Selected sponsorships must be paid in full prior to publishing.

> All Artwork must be approved by show management.

**For more information and to reserve your space, contact our sales team:**

April Holinek, Show Director  
678.370.0326  
April.Holinek@clarionevents.com

Marni Golden Vinci, Sales Manager  
203.242.8712  
Marni.Vinci@clarionevents.com

David Gilfoyle, Sr. Sales Manager  
415.725.1183  
David.Gilfoyle@clarionevents.com

Bill McNulty, Sales Manager  
203.580.8650  
Bill.McNulty@clarionevents.com



## Advertising Specs

### PRODUCT PREVIEW GUIDE 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

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)
- **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.

*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.*