



Ocean City RESORT GIFT EXPO

NOVEMBER 13-15, 2024

ROLAND E. POWELL
CONVENTION CENTER
OCEAN CITY, MD

Northeast's
Leading Show
for Souvenir &
Resort Retailers

2024 Media Kit

Advertising & Sponsorship Opportunities

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Promotional Digital Packages

Enhance your online listing with cost-effective upgrade packages!

		BASIC (INCLUDED)	SILVER \$200	GOLD \$450	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	Your logo included in one of our email blasts that is deployed on the morning of the show dates				✓
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:

- A special “New Exhibitor” Callout alongside your online Exhibitor Listing
- Ongoing promotions in emails and marketing materials to pre-registered & prospective attendees before the show
- Automatic upgrade to Silver Digital Package (see prior page for inclusions)
- 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*
- Participation in New Exhibitor Product Preview Area
- Floor sticker indicating your company as a new exhibitor
- Ongoing promotion in emails & marketing materials to pre-registered and prospective attendees

\$150

**Pending deadline met for production.*



Made in America Sponsorship

Retailers are looking for American-made products. Help them find yours with the added exposure you'll get through the Ocean City Resort Gift Expo's Made In America Sponsorship Package.



PRODUCT PREVIEW GUIDE CALL-OUT

Your product image highlighted in 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 sign 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.

PRESHOW BUYER EMAIL & SOCIAL POST

Company logo and product image inclusion in 1 pre-show email sent to all pre-registered attendees and 1 pre-show social media post sent out to our large follower base.

PACKAGE PRICE: \$400

*Pending deadline is met for production.

Advertising

PRODUCT PREVIEW GUIDE

Deadline: August 5

- Guide is featured on the Ocean City Resort Gift Expo show website
- Included in digital advertising campaigns and email blasts to pre-registered & prospective attendees
- Highlighted on social media channels
- Product Preview Guide is mailed to the show's database of buyers

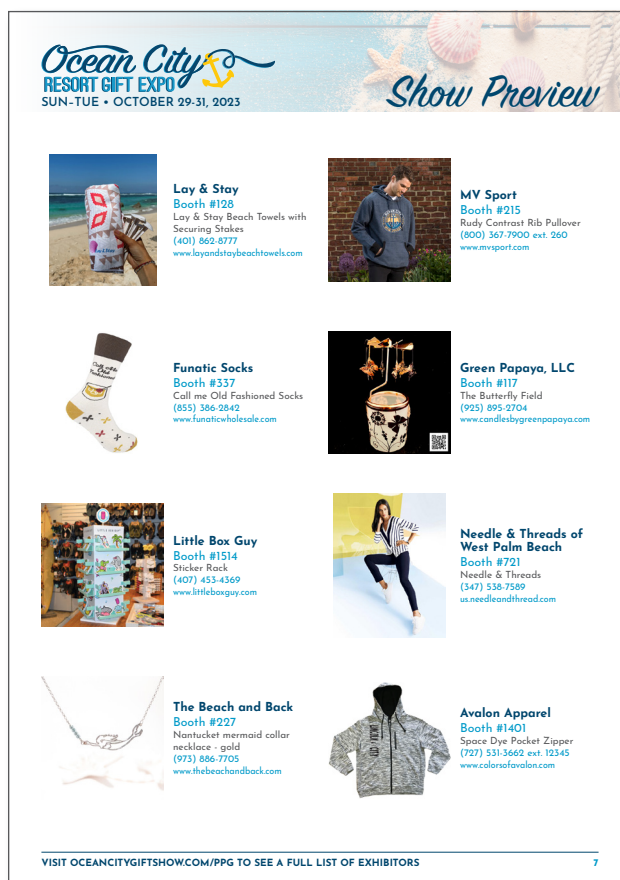
\$150

EXCLUSIVE POCKET DIRECTORY/ADDENDUM SPONSOR

Deadline: October 25

Company logo and information prominently displayed on the official pocket directory addendum insert. Addendums are inserted into every directory handed out on show site.

\$500



SHOW POCKET DIRECTORY

Deadline: September 12

Feature your ad in the official show directory handed out on-site to all registered attendees during check-in. The directory features an alphabetical listing of companies and lines as well as products by category.

BLACK & WHITE INTERIOR PAGE ADS:

- FULL PAGE **\$250**
- HALF PAGE..... **\$100**

4-COLOR COVER ADS:

- INSIDE FRONT COVER..... **\$300**
- INSIDE BACK COVER..... **\$300**
- BACK COVER..... **\$400**

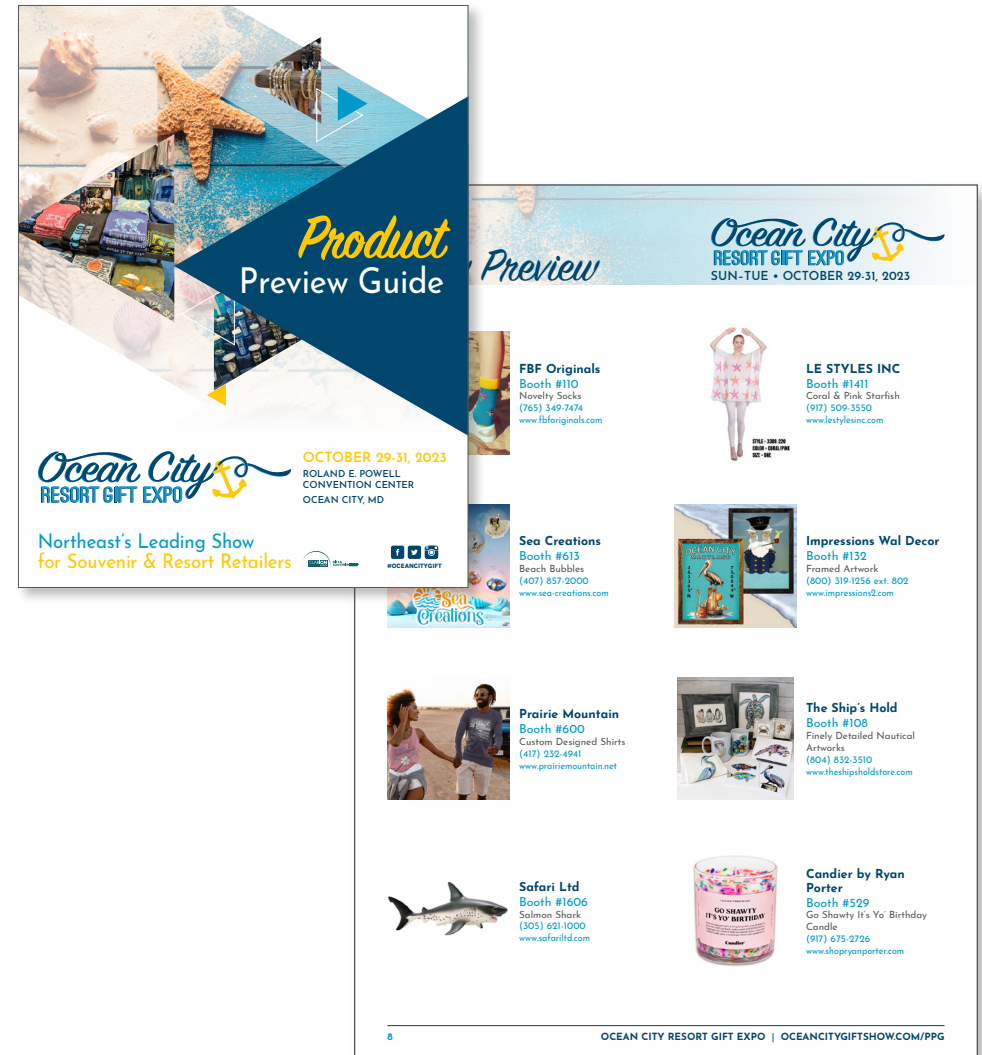
Product Preview Guide Plus

Product Preview Guide & Social Media Spotlight

Deadline to Submit: August 5

- Guide featuring your supplied product image, description and company information on the Ocean City Resort Gift Expo website with a live link to your company website
- Included in pre-show email messages to pre-registered and prospective buyers
- Your image, description and social handles will be featured in one of the weekly exhibitor spotlights on Ocean City Resort Gift Expo's Facebook, Instagram and Twitter accounts

\$150



Advertising Upgrades

	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: AUGUST 5	DEADLINE: SEPTEMBER 12
Full Page Color Ad	\$400	-
Half Page Color Ad	\$300	-
Quarter Page Color Ad	\$200	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$500	\$300
Premium Full Page Color Ad (Outside Back Cover)	\$500	\$400
Full Page Black/White Ad	-	\$250
Half Page Black/White Ad	-	\$100
Custom Line Listing	-	\$300

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. DO NOT send film or separations.

- **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 OceanCityGift.ES@clarionevents.com



Onsite Digital

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 Ocean City Resort Gift Expo!

EXCLUSIVE: \$500

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

SAMPLE EMAIL

YOUR LOGO HERE

Welcome to Ocean City Resort Gift Expo!

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

Exhibition Hall

The Ocean City Resort Gift Expo floor opens at 9:00am all three 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 #OCgiftshow 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 Ocean City Resort Gift Expo. If you have any questions or need assistance please do not hesitate to ask any member of our team.

Christina Bell

Show Director
Ocean City Resort Gift Expo



#OceanCityGift

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: \$1,250**

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 *(a la carte options)*



ADVANCE REGISTRATION CONFIRMATION SPONSORSHIP

Banner size: 234 x 60

The perfect placement for your brand is on the advance registration email confirmation. Place your company banner, brand message and clickable link on the email that is received by all buyers registering for the show.

\$750



SAMPLE HAND OUT AT REGISTRATION

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

\$100



BADGE POUCH/LANYARD

Provided to all attendees, lanyard/pouch will feature the name and/or logo of your company and name of show.

- Production and labor charges are not included.
- Sponsor is required to provide a minimum number of lanyards/pouches for distribution.

\$1,250

Website / Digital



EXCLUSIVE WELCOME AD

Gain the attention of each person who comes to the website with a prestitial ad. This large, dramatic, high impact banner allows your message to be seen by each unique visitor to the site. Exclusive to one advertiser.

- 500w x 500h Image only (.gif or .jpg)
- Runs 6 months

\$500

WEBSITE BANNERS

Website banners are featured on every interior page of the site – offering maximum exposure to you.

- 300w x 250h Image only (.gif or .jpg)
- Runs 6 months

\$500



Signage



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.

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

\$250



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.

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

\$250



FLOOR DECALS

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.

\$250

Email Sponsorships



PRODUCT SPOTLIGHT | SHOW DAILY 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.

\$200

COMPANY SPOTLIGHT EBLAST

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

\$500

Onsite Sponsorships



EXCLUSIVE 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.

\$150

PRODUCT PREVIEW AREA

The #1 reason buyers are coming to Ocean City 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.

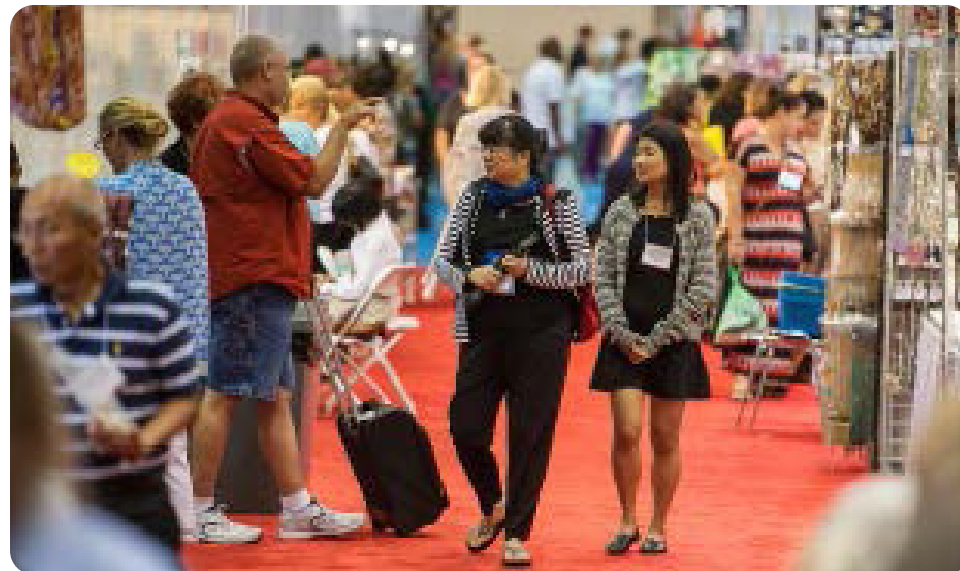
Note, if you have signed up for the New Exhibitor Promotional Package, a space in the Product Preview Area has already been reserved for you, and is included in your package fee.

\$100

POPCORN SOCIAL

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.

\$650* PER DAY



HAPPY HOUR

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.

\$3000*

Insertion Order

Exhibiting Company Name: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____

Return form and payments to:

Christina Bell

Show Director

christina.bell@clarionevents.com

Phone: 678.370.0335

Jeannie Dorchak

Sr. Sales Manager

jeannie.dorchak@clarionevents.com

678.370.0340

Select sponsorships must be
paid in full prior to publishing.

OFFICIAL REGISTRATION SPONSOR

☐ EXCLUSIVE REGISTRATION PACKAGE\$1,250

REGISTRATION (A LA CARTE OPTIONS)

☐ ADVANCE REGISTRATION CONFIRMATION\$750

☐ BADGE POUCH/LANYARD\$1,250

☐ SAMPLE HAND OUT AT REGISTRATION\$100

☐ ONSITE WELCOME LETTER\$500

WEBSITE | DIGITAL

☐ EXCLUSIVE WELCOME AD\$500

☐ WEBSITE BANNER\$500

☐ SHOW DAILY EBLAST PRODUCT SPOTLIGHT\$100

EMAIL SPONSORSHIP

☐ SHOW DAILY EBLAST PRODUCT SPOTLIGHT\$200

☐ COMPANY SPOTLIGHT EBLAST\$500

SIGNAGE

☐ BANNER OR COLUMN WRAP\$250

☐ STAND ALONE BOARD\$250

☐ FLOOR DECALS\$250

PRINT ADVERTISING | SHOW POCKET DIRECTORY

☐ INSIDE FRONT COVER\$300

☐ INSIDE BACK COVER\$300

☐ BACK COVER\$400

☐ B&W INTERIOR FULL PAGE\$250

☐ B&W INTERIOR HALF PAGE\$100

☐ EXCLUSIVE POCKET DIRECTORY\$500

☐ ADDENDUM SPONSORSHIP\$500

☐ CUSTOM LINE LISTING\$300

PACKAGES

☐ NEW EXHIBITOR PACKAGE\$150

☐ MADE IN AMERICA SPONSORSHIP\$400

☐ SILVER PACKAGE\$200

☐ GOLD PACKAGE\$450

☐ PLATINUM PACKAGE\$1,200

ON-SITE SPONSORSHIPS

☐ EXCLUSIVE RESTROOM REJUVINATION SPONSOR\$150

☐ PRODUCT PREVIEW AREA\$100

☐ POPCORN SOCIAL\$650 PER DAY

☐ HAPPY HOUR\$3,000

PRODUCT PREVIEW GUIDE

☐ PRODUCT PREVIEW GUIDE\$150

☐ PRODUCT PREVIEW GUIDE PLUS\$350

☐ FULL PAGE COLOR AD\$400

☐ HALF PAGE COLOR AD\$300

☐ QUARTER PAGE COLOR AD\$200

☐ INSIDE FRONT/BACK COVER\$500

☐ OUTSIDE BACK COVER\$500

TOTAL: \$ _____