



# *Ocean City* RESORT GIFT EXPO

OCTOBER 29-31, 2023

ROLAND E. POWELL  
CONVENTION CENTER  
OCEAN CITY, MD

Northeast's  
Leading Show  
for Souvenir &  
Resort Retailers

## 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 \$200	GOLD \$450	PLATINUM \$1,200
Live Demo	20 minute live demo to take place 1 month before the show – includes support from LV team to prepare, moderate, host via Zoom Webinar				✓
Live Demo Promo	Inclusion in marketing; promo emails; website page; social media posts				✓
Product Preview Guide (product listing)	Product image, description, 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:

- Inclusion in online exhibitor listing with special New exhibitor call out
- Listing on at least two promotional emails to pre-registered attendees prior to the show (contingent on date signed up)
- Inclusion on special New Exhibitor handout distributed to all buyers at check-in at the registration desk
- Listing on New Exhibitor stand-alone sign at the show entrance
- New Exhibitor floor sticker
- Participation in New Exhibitor Product Preview Area

**\$150**



# Advertising

## DIGITAL PRODUCT PREVIEW GUIDE

Deadline: July 15

- 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

## EXCLUSIVE POCKET DIRECTORY/ADDENDUM SPONSOR

Deadline: October 7

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 8

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: July 15*

- Digital 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

	DIGITAL PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: JULY 15	DEADLINE: SEPTEMBER 8
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](mailto: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: \$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 *(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.

**\$350**



# 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.

**\$100**

## 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 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.

Production not included. Minimum number of bags required.

**\$1,000**

## 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.

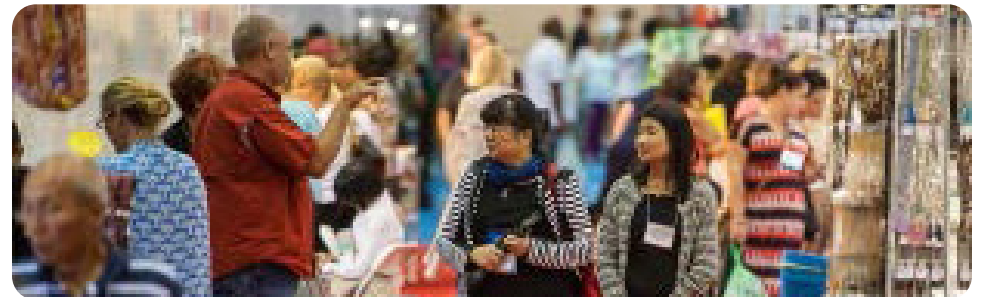
**\$150**

## 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**





# 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 ..... \$500

### REGISTRATION (A LA CARTE OPTIONS)

☐ ADVANCE REGISTRATION CONFIRMATION ..... \$750

☐ BADGE POUCH/LANYARD ..... \$350

☐ 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 ..... \$100

☐ 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

### DIGITAL PROMOTION PACKAGES

☐ NEW EXHIBITOR PACKAGE ..... \$150

☐ SILVER PACKAGE ..... \$200

☐ GOLD PACKAGE ..... \$450

☐ PLATINUM PACKAGE ..... \$1,200

### ON-SITE SPONSORSHIPS

☐ EXCLUSIVE SHOW BAG ..... \$1,000

☐ EXCLUSIVE RESTROOM REJUVINATION SPONSOR ..... \$150

☐ PRODUCT REVIEW AREA ..... \$100

### PRODUCT REVIEW GUIDE

☐ PRODUCT REVIEW GUIDE PLUS ..... \$150

☐ 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: \$** \_\_\_\_\_