



Ocean City RESORT GIFT EXPO



NOVEMBER 16-18, 2025

ROLAND E. POWELL
CONVENTION CENTER

OCEAN CITY, MD

The Northeast's
Leading Show
for **Souvenir &**
Resort Retailers

2025 Media Kit

Advertising & Sponsorship Opportunities

MAKE WAVES WITH A CUSTOM SPONSORSHIP



Have an idea that's not listed in this kit? Let's bring it to life! Whether you're looking for a custom activation, exclusive branding opportunity, or something totally unique, we're here to help you stand out and reel in buyers with a *splash-worthy* sponsorship.

Work with your sales representative to build a package that's bold enough to catch attention and memorable enough to make waves long after the show ends!

Contact us today to start building your perfect sponsorship!



Christina Bell

Show Director
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Jeannie Dorchak

Senior Sales Manager
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DIGITAL PACKAGES



		BASIC INCLUDED	SILVER \$250	GOLD \$450	PLATINUM \$1,200
		250 CHARACTERS	2,000 CHARACTERS	3,000 CHARACTERS	3,000 CHARACTERS
Online Exhibitor Listing	Create a strong first impression with an online profile for your company	✓	✓	✓	✓
Website URL	Drive traffic to your website with a clickable URL in your online profile	✓	✓	✓	✓
Product Categories	Help buyers find you by designating product categories to match your offerings	10	15	UNLIMITED	UNLIMITED
Show Specials	Promote discounts, giveaways, and/or sweepstakes to attendees (max. 200 characters)	1	4	10	15
Email Promotion	Feature your product in a pre-show email sent to pre-registered buyers and prospects		✓	✓	✓
Social Media Spotlight	Custom post featuring your product image and message shared on our social channels		✓	✓	✓
Digital Product Showcase	Showcase your products with detailed descriptions and full-color images		4	10	15
Press Releases	Increase visibility by sharing the latest news about your company		2	5	10
Videos	Promote your products and tell your company's story through video content		1	3	5
Company Logo	Include your logo with your listing to boost brand recognition and stand out		✓	✓	✓
Dedicated Email Blast	Your custom message sent to all pre-registered buyers				✓
Product Preview Guide	Showcase your company, product, and booth number in the Product Preview Guide				✓
Show Daily Logo Inclusion	Your logo featured in show daily emails sent to pre-registered buyers and prospects				✓

NEW EXHIBITOR PACKAGE

Designed exclusively for first-time exhibitors, this package helps your debut make a *splash*. Get in front of buyers early, enhance your visibility, and drive booth traffic!

- ✓ **Pre-Show Email Promotion:** Included in ongoing promotional emails sent to pre-registered attendees
- ✓ **Show Directory:** Additional listing in the exclusive New Exhibitors section
- ✓ **New Exhibitor Designation:** Labeled as a New Exhibitor in online exhibitor listing
- ✓ **Entrance Signage:** Listed on dedicated New Exhibitors sign at show entrance
- ✓ **Product Preview Area:** Includes one product display in the high-traffic Product Preview Area
- ✓ **Floor Sticker:** Stand out with a New Exhibitor floor sticker in front of your booths

\$150

**Inclusion in promotional elements is subject to meeting applicable deadlines*



MADE IN AMERICA PACKAGE

Bring attention to your American-made products! This package gives your brand extra visibility and helps buyers find you before, during, and after the show.

- ✓ **Made in America Designation:** Labeled as Made in America in online exhibitor listing and Product Preview Guide
- ✓ **Pre-Show Email Promotion:** Included in at least one promotional email sent to pre-registered attendees
- ✓ **Product Preview Guide Listing:** Your product image and company info in the show's Product Preview Guide
- ✓ **Entrance Signage:** Listed on dedicated Made in America sponsor sign at show entrance
- ✓ **Registration Handout:** Company and booth number listed as Made in America sponsor on the printed registration handout
- ✓ **Product Preview Area:** Includes one product display in the high-traffic Product Preview Area
- ✓ **Floor Sticker:** Stand out with a Made in America floor sticker in front of your booth

\$400



SPONSOR

**Inclusion in promotional elements is subject to meeting applicable deadlines*

PRODUCT PREVIEW GUIDE LISTING



Get your product in front of buyers before the show! The Product Preview Guide is a key attendee resource and is heavily promoted leading up to the show.

- ✓ **Product Feature:** Your product image and company info in the show's Product Preview Guide
- ✓ **Direct Mail:** Printed guide mailed to past and prospective buyers
- ✓ **Digital Edition:** Digital guide on show website; your product image linked to your online exhibitor listing
- ✓ **Email Promotion:** Heavily promoted in show emails to pre-registered and prospective attendees
- ✓ **Social Media:** The guide and products within receive extra marketing via social media channels

\$175

DELIVERABLES:

Product Image: High-Res 5x5" as .JPG or .PDF
Text: Company Name, Booth #, and Website

DUE: AUGUST 4, 2025



EXCLUSIVE!

	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: AUGUST 4, 2025	DEADLINE: SEPTEMBER 25, 2025
Full-Page Color Ad - Inside Front Cover	\$600	\$400
Full-Page Color Ad - Page 1	\$650	-
Full-Page Color Ad - Inside Back Cover	\$550	\$400
Full-Page Color Ad - Outside Back Cover	-	\$550
Full-Page Color Ad	\$450	-
Half-Page Color Ad	\$350	-
Quarter-Page Color Ad	\$250	-
Full-Page B&W Ad	-	\$300
Half-Page B&W Ad	-	\$175

DELIVERABLE SPECIFICATIONS (WxH)

PRODUCT PREVIEW GUIDE

- Trim Size: 7" x 10" (Final Publication Size)
- Full-Page Bleed Size: 7.25" x 10.25" (0.125" bleed on all sides)
- 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"

SHOW DIRECTORY

- Trim Size: 4" x 8.5" (Final Publication Size)
- Bleed Size: 4.25" x 8.75" (0.125" bleed on all sides)
- Full-Page (Non-Bleed): 3.5" x 8"
- Half-Page: 3.5" x 3.875"

MATERIAL REQUIREMENTS

- PDF Files: High-resolution (300 dpi) Acrobat PDF files accepted
- Photoshop/Illustrator Files: Provide fully composed PSD or AI files, including all supporting fonts and images
- File Compression: ZIP or Stuffit compression required for email submissions
- Submission Identification: Clearly label the file with the advertising company's name

CREATIVE MATERIALS REQUIRING FORMATTING
WILL INCUR A \$75 FEE

CUSTOM LINE LISTING

Stand out in Ocean City with extra exposure in the Show Directory. This package ensures buyers discover your unique product line(s) before, during, and after the show.

- ✓ **Show Directory:** Additional line(s) included in exhibitor list and product category listings in printed Show Directory
- ✓ **Website Listing:** Additional line(s) included in online exhibitor listing

\$300 per line



SHOW DIRECTORY ADDENDUM



EXCLUSIVE!

Put your brand front and center—your company logo and booth number will be prominently featured on the Show Directory addendum insert. Distributed with every directory onsite, this exclusive placement ensures high visibility in attendees’ hands from the moment they walk in!

\$500

DELIVERABLES:
Logo file in .EPS or .AI format

DUE: OCTOBER 31, 2025



YOUR LOGO HERE

REGISTRATION PACKAGE



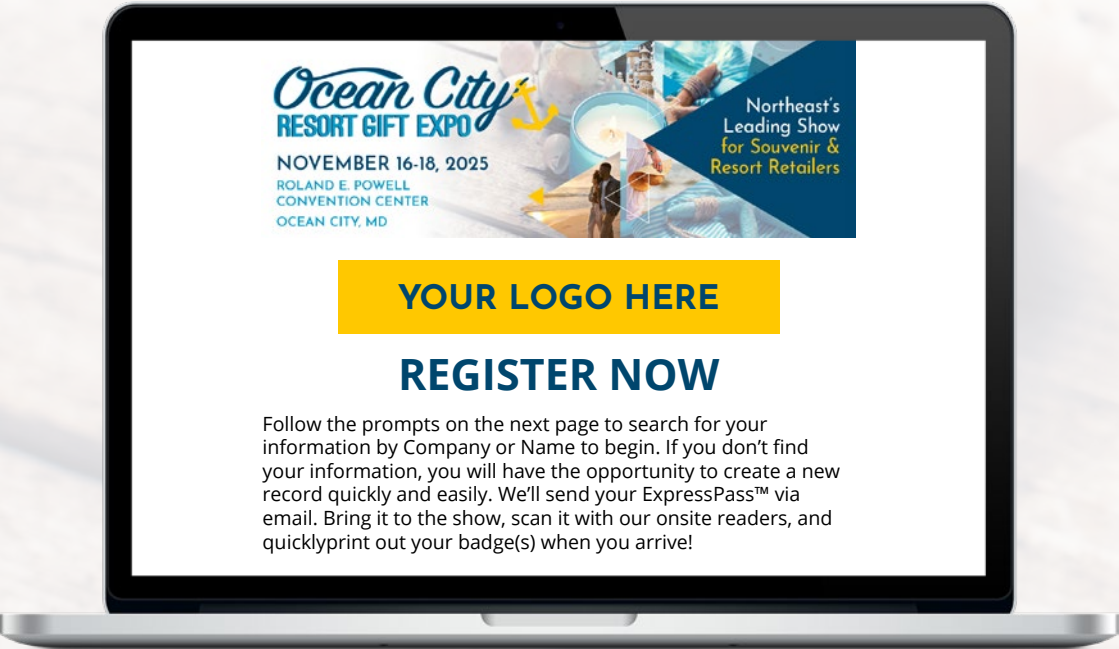
Get your brand in front of every buyer at the show! Registration is the only place all buyers must pass through to receive their credentials. As the Official Registration Sponsor, your brand will be seen during registration, check-in, and throughout the show floor.

\$1,750 + costs

EXCLUSIVE!

PRE-SHOW

AT-SHOW



REGISTRATION LANDING PAGE

- Company banner and brand message featured on the registration landing page and key online registration pages
- Clickable banner on the final registration page linking to your website



REGISTRATION EMAIL CONFIRMATION

- Clickable banner placed prominently in the Express Registration email confirmation sent to all registered buyers



BADGE/LANYARD

- Logo featured on all buyer badges and lanyards, making your brand a walking billboard on the show floor
- NOTE: Lanyard production not included; must be double-clip style*

REGISTRATION SAMPLE HANDOUTS

GET YOUR PRODUCT IN ATTENDEES' HANDS FIRST!

Make an instant impression by providing a sample or branded handout available to all attendees at registration before they enter the show floor.

\$100 + costs

DELIVERABLES:

Sponsor provides samples or handouts to be placed at registration (recommended to include company name, logo, and booth number)

DUE: NOVEMBER 13, 2025

Handouts must arrive onsite by this date



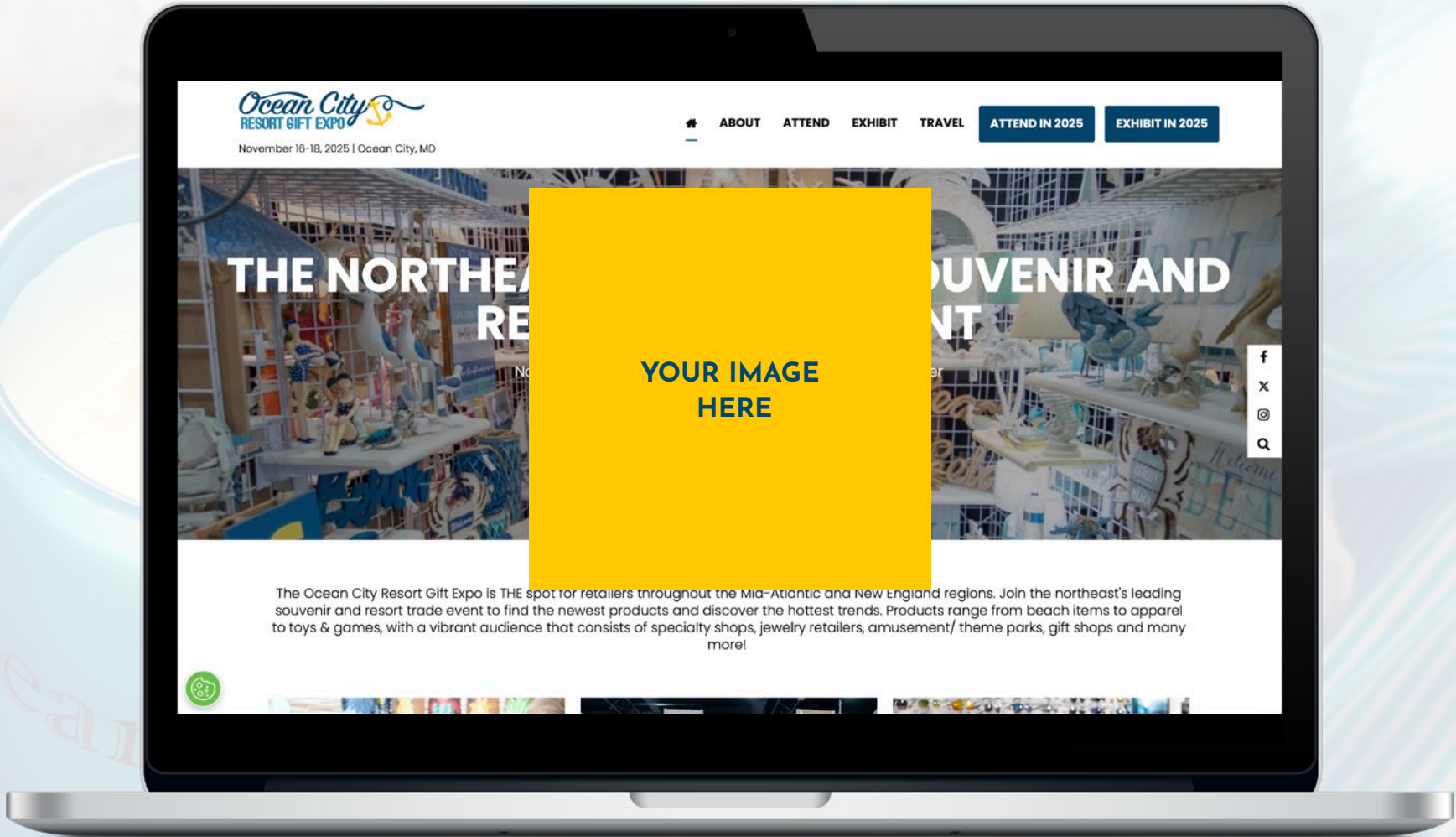
WEBSITE WELCOME POP-UP



Capture attention the moment visitors visit the show website with a high-impact pop-up ad. This bold banner ensures your message is seen by every unique visitor—delivering maximum visibility right from the start.

Note: this ad placement will run for up to 6-months prior to show.

\$500



DELIVERABLES:
500w x 500h image only (.gif or .jpg)

DUE: MAY 9, 2025
(or as soon as possible; please allow 7 business days from delivery of logo for ad to appear)

WEBSITE BANNER AD

Showcase your brand across every interior page of the show website with a prominent banner placement. This high-visibility ad delivers ongoing exposure to engaged visitors as they explore the site for event details, planning tools, and more.

Note: this ad placement will run for up to 6-months prior to show.

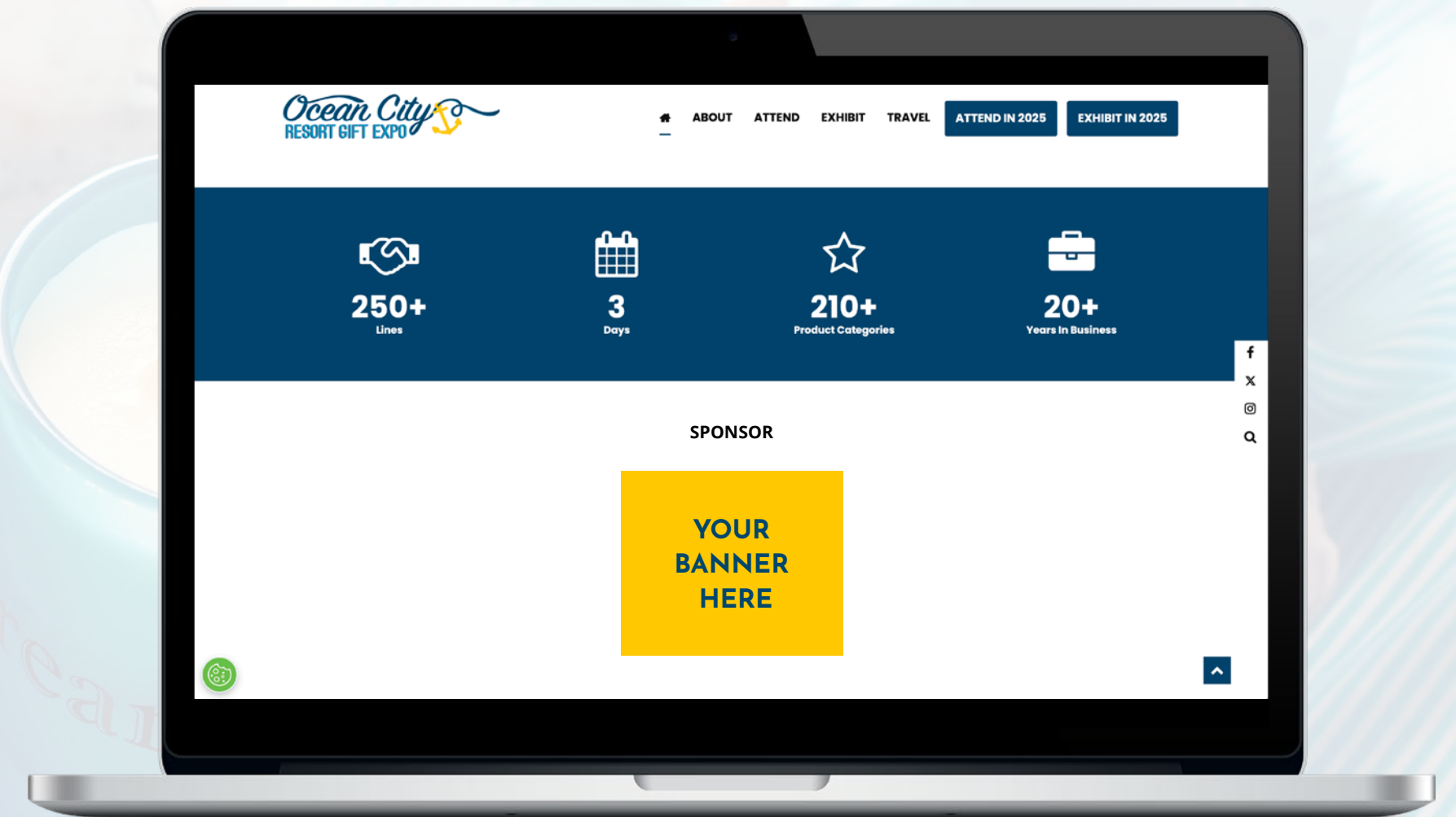
\$500

DELIVERABLES:

300w x 250h image only (.gif or .jpg)

DUE: MAY 9, 2025

(or as soon as possible; please allow 7 business days from delivery of logo for ad to appear)



SIGNAGE: HANGING BANNER

ELEVATE YOUR BRAND ABOVE THE SHOW FLOOR!

Maximize visibility with a prominent hanging banner placed above your booth. This high-visibility sponsorship ensures buyers can easily spot your brand from across the show floor.

Starting at \$750 + rigging costs

DELIVERABLES:

Graphic Image in .EPS or .AI format
Production and labor charges not included

DUE: OCTOBER 17, 2025

All creative and deliverables are subject to approval by Show Management.



SIGNAGE: COLUMN WRAP

BE SEEN IN HIGH-TRAFFIC!

Wrap a high-traffic column with your branding to capture attention as buyers navigate the show floor. This eye-level signage keeps your company front and center in one of the most visible locations on site.

Starting at \$250 + costs

DELIVERABLES:

Graphic Image in .EPS or .AI format
Production and labor charges not included

DUE: OCTOBER 17, 2025

All creative and deliverables are subject to approval by Show Management.



SIGNAGE: FLOOR DECAL

GUIDE BUYERS STRAIGHT TO YOUR BRAND!

Make a bold statement with custom floor decals placed in high-traffic areas throughout the show floor. These eye-catching graphics help direct buyers to your booth while reinforcing your brand presence.

\$250 per decal + costs

DELIVERABLES:

Graphic Image in .EPS or .AI format
Production and labor charges not included

DUE: SEPTEMBER 15, 2025

All creative and deliverables are subject to approval by Show Management.



SIGNAGE: STAND ALONE METERBOARD

GRAB ATTENTION IN HIGH-TRAFFIC AREAS!

Position your brand where buyers can't miss it—in lobbies and main show floor aisles. These double-sided, stand-alone meter boards provide the perfect opportunity for a quick, high-impact brand impression.

\$250 + costs

DELIVERABLES:

- Graphic Image in .EPS or .AI format
- Graphic Image: 36" x 90"
- Optional: exhibitor may supply their own printed signage

DUE: OCTOBER 17, 2025

All creative and deliverables are subject to approval by Show Management.



EBLAST – DEDICATED COMPANY SPOTLIGHT



Feature your brand message in a dedicated email sent to pre-registered buyers before the show. Customize your content with your logo, booth number, product images, meeting scheduler, product announcements, and more—the possibilities are endless!

- ✓ **Showcase Your Brand** with a message and creative design of your choice in a dedicated email
- ✓ **Sent to Pre-Registered Buyers** in the weeks leading up to the show; select your deployment date (pending availability)
- ✓ **Total Audience:** ~600 pre-registered attendees*

**Estimated based on 2024 sends; actual audience may vary*

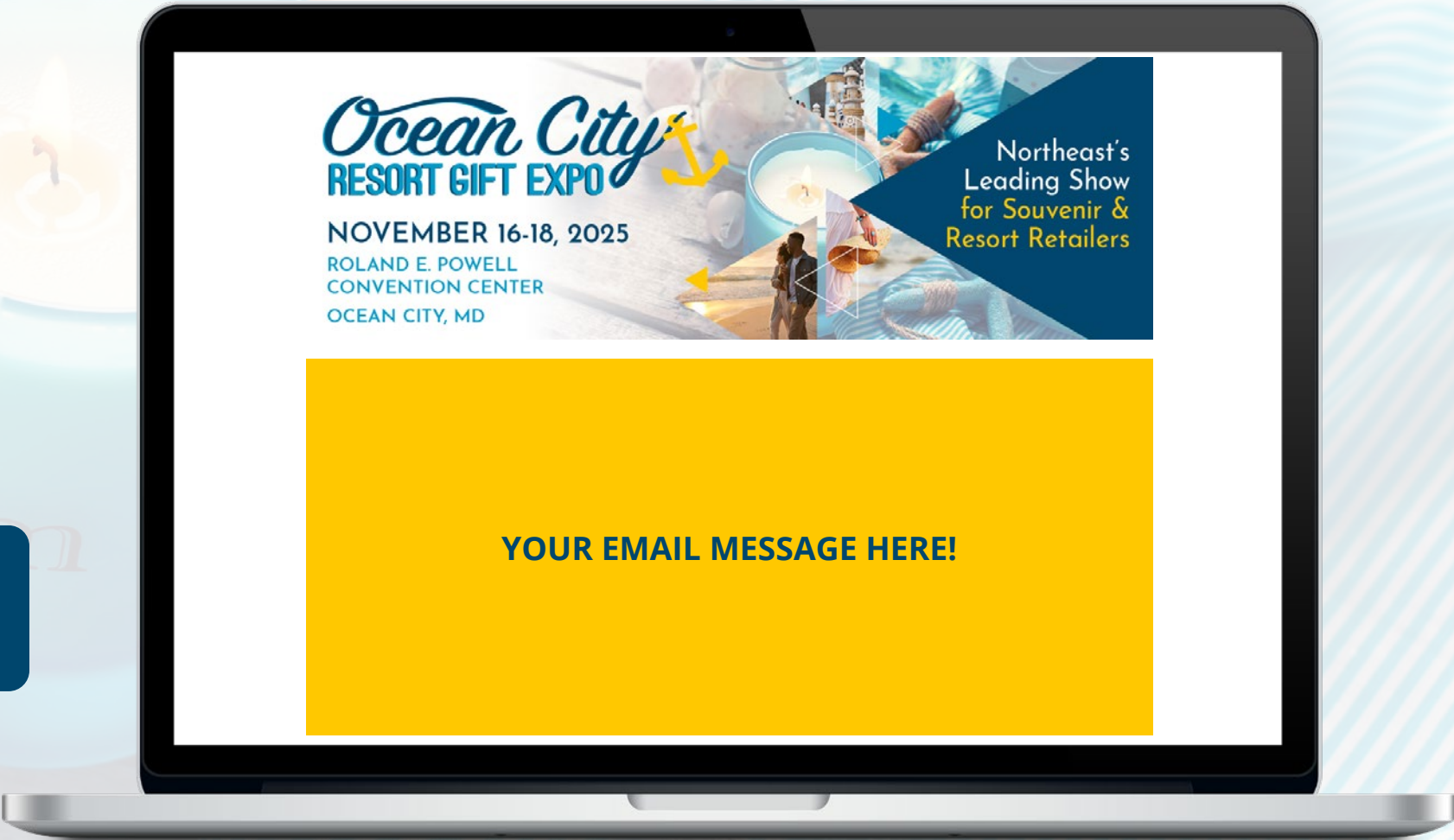
\$500

DELIVERABLES:

- HTML Option: Provide a ready-to-send HTML file (max width: 600px)
- Image + Text Option: Submit a 600px x 100px header image + text; the Clarion team will format it into HTML
- Email “From” Name: Provide the desired name for the email sender
- Subject Line: Provide the subject line you would like to use for the email

All creative and deliverables are subject to approval by Show Management.

**DUE: 7 business days
prior to scheduled send date**



EBLAST – SHOW DAILY PRODUCT SPOTLIGHT



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.

- ✓ **Feature Your Product** in one Show Daily eBlast
- ✓ **Sent Before Show Floor Opens** to all pre-registered and prospective attendees, highlighting key events and show updates
- ✓ **Total Audience:** ~6,500+ prospective + pre-registered attendees

**Estimated based on 2024 sends; actual audience may vary*

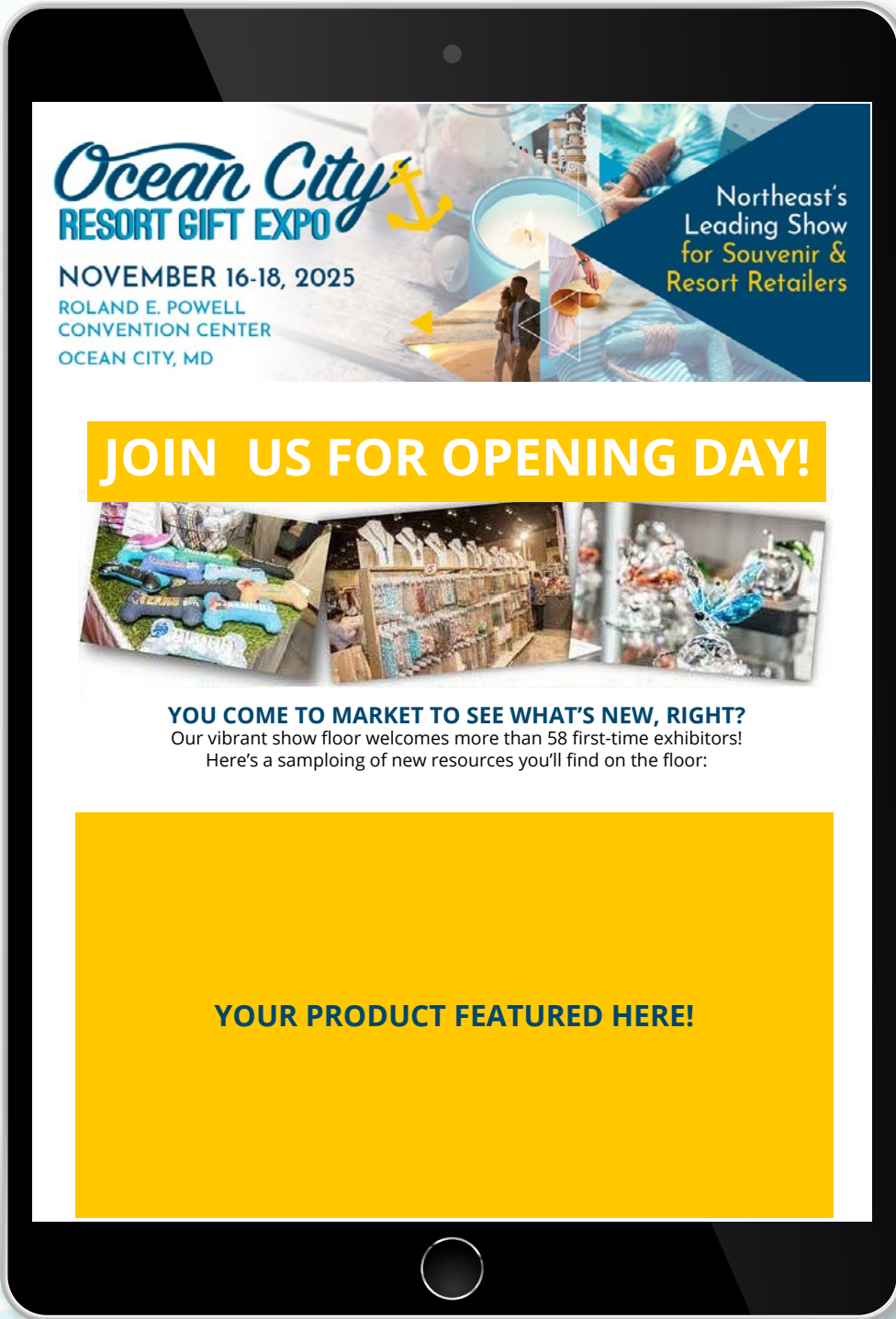
\$200

DELIVERABLES:

- Image: 300px x 300px product image (.JPG or .PNG)
- Text: Company name, booth number, and up to 30 words to describe your product, company, or show special
- URL: Optional link for the image to direct attendees to a specific webpage

All creative and deliverables are subject to approval by Show Management.

DUE: OCTOBER 31, 2025



RESTROOM REJUVINATION

ENGAGE BUYERS IN A UNIQUE & MEMORABLE WAY!

Showcase your soap, lotion, sanitizer, aromatherapy, or scent-based products by providing items for use in restrooms accessible from the show floor. A great way to get your product into attendees' hands while enhancing their show experience!

INCLUDES:

- ✓ Placement of your branded products in restrooms throughout the show floor
- ✓ Signage in restrooms featuring your company name and booth number

\$150 per restroom + costs

DELIVERABLES:

Sponsor provides products for attendee use and testing in restroom(s)

**PRODUCTS MUST BE DELIVERED
TO SHOW MANAGEMENT DURING
BOOTH SETUP**



PRODUCT PREVIEW AREA

SHOW OFF YOUR NEWEST PRODUCTS!

Buyers come to the Ocean City Resort Gift Show to discover what's new! The high-traffic Product Preview Area is the perfect place to showcase your latest designs and drive attendees to your booth.

INCLUDES:

- ✓ 2' x 2' product display in the high-traffic Product Preview Area

Note: If you are participating in the New Exhibitor sponsorship package, a space in the Product Preview Area is already included.

\$125

DELIVERABLES:

Sponsor provides a product sample and/or display that fits within a 2' x 2' space

**DISPLAYS WILL BE SET UP
DURING BOOTH INSTALL TIMES**



SHOW BAG

YOUR BRAND IN EVERY BUYER'S HANDS!

This exclusive opportunity ensures your brand message travels throughout the show floor and beyond on the official Ocean City Resort Gift Expo bags.

INCLUDES:

- ✓ Co-branded show bags featuring your logo alongside the official show logo

\$1,750 + costs

DELIVERABLES:

- Sponsor responsible for design, incorporating show logo(s); final approval required by Show Management
- Sponsor to produce and deliver show bags (minimum quantity set by Show Management)

DUE: NOVEMBER 13, 2025

Bags must arrive onsite by this date



POPCORN SOCIAL

HOST A FUN & ENGAGING POPCORN SOCIAL!

Create a memorable networking experience by hosting a popcorn social on the show floor or in the Buyers Lounge. Your company name and booth number will be prominently displayed on event signage.

INCLUDES:

- ✓ Company logo and booth number featured on event signage
- ✓ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

\$1,000 PER DAY + costs

Limited to 2 sponsors

DELIVERABLES:

- Sponsor covers all food and catering setup costs
- Optional: Sponsor may provide branded napkins (at sponsor's expense)
- Logo file in .EPS or .AI format

LOGO DUE: SEPTEMBER 15, 2025
NAPKINS DUE: NOVEMBER 13, 2025
Napkins must arrive onsite by this date



COFFEE BAR

BREW UP CONNECTIONS WITH A COFFEE BAR!

Perk up buyers with complimentary coffee served from a branded coffee station on the show floor or in the Buyers Lounge. Your company name and booth number will be prominently displayed on event signage, keeping your brand top of mind with every sip.

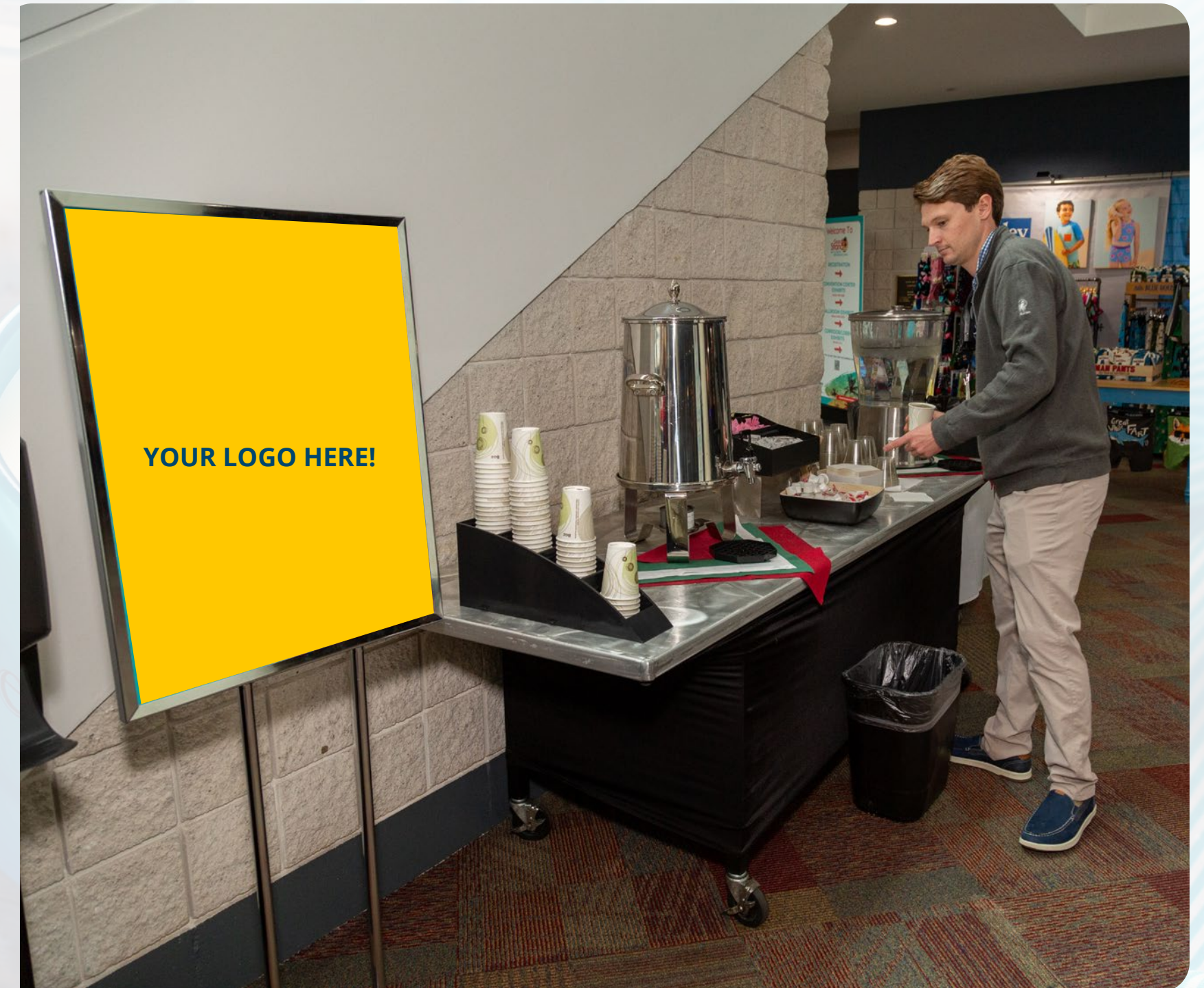
INCLUDES:

- ✓ Company logo and booth number featured on event signage
- ✓ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

\$3,000

Limited to 2 sponsors

LOGO DUE: SEPTEMBER 15, 2025
NAPKINS DUE: NOVEMBER 13, 2025
Napkins must arrive onsite by this date



HAPPY HOUR

RAISE A GLASS TO BRAND VISIBILITY!

Sponsor a happy hour on the show floor, where buyers and exhibitors gather to unwind and connect. Your company name and booth number will be prominently featured on event signage. This sponsorship may be shared by multiple vendors.

INCLUDES:

- ✓ Company logo and booth number featured on event signage
- ✓ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

\$750 + costs

DELIVERABLES:

- Sponsor covers all food and catering setup costs
- Optional: Sponsor may provide branded napkins (at sponsor's expense)
- Logo file in .EPS or .AI format

LOGO DUE: SEPTEMBER 15, 2025
NAPKINS DUE: NOVEMBER 13, 2025
Napkins must arrive onsite by this date



INSERTION ORDER FORM



DIGITAL PACKAGES

- ☐ SILVER Package.....\$250
- ☐ GOLD Package.....\$450
- ☐ PLATINUM Package.....\$1,200

SPECIAL PACKAGES

- ☐ New Exhibitor Package.....\$150
- ☐ Made in America Package.....\$400

PRINT ADVERTISING

SHOW DIRECTORY

FULL-PAGE COLOR ADS:

- ☐ **EXCLUSIVE!** Inside Front Cover\$400
- ☐ **EXCLUSIVE!** Inside Back Cover\$400
- ☐ **EXCLUSIVE!** Outside Back Cover\$550
- ☐ B&W Interior Full-Page\$300
- ☐ B&W Interior Half-Page\$175
- ☐ Custom Line Listing.....\$300
- ☐ Show Directory Addendum.....\$500

PRODUCT PREVIEW GUIDE

- ☐ Product Preview Guide Listing\$175

FULL-PAGE COLOR ADS:

- ☐ **EXCLUSIVE!** Inside Front Cover\$600
- ☐ **EXCLUSIVE!** Page 1\$650
- ☐ **EXCLUSIVE!** Inside Back Cover\$550
- ☐ Full-Page Color Ad\$450
- ☐ Half-Page Color Ad.....\$350
- ☐ Quarter-Page Color Ad\$250

REGISTRATION

- ☐ **EXCLUSIVE!** Registration Package.....\$1,750 + costs
- ☐ Sample Handouts.....\$100 + costs

WEBSITE

- ☐ Welcome Pop-Up\$500
- ☐ Website Banner Ad\$500

SIGNAGE

- ☐ Hanging Banner\$750 + costs
- ☐ Column Wrap.....\$250 + costs
- ☐ Floor Decal\$250 + costs
- ☐ Stand Alone Meterboard.....\$250 + costs

EMAIL

- ☐ Ebast – Dedicated Company Spotlight\$500
- ☐ Ebast – Show Daily Product Spotlight.....\$200

ON-SITE

- ☐ Restroom Rejuvenation.....\$150 + costs
- ☐ Product Preview Area\$125
- ☐ Show Bag.....\$1,750 + costs
- ☐ Popcorn Social.....\$1,000 + costs
- ☐ Coffee Bar\$3,000
- ☐ Happy Hour\$750 + costs

TOTAL: \$_____

All creative and deliverables are subject to approval by Show Management.

For more information and to reserve your space, contact:



Christina Bell

Show Director
christina.bell@clarionevents.com
Phone: 678-370-0335



Jeannie Dorchak

Senior Sales Manager
jeannie.dorchak@clarionevents.com
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Select sponsorships must be paid in full prior to publishing.