

# PHILADELPHIA GIFT SHOW

FEBRUARY 2-4, 2025

GREATER PHILADELPHIA EXPO CENTER  
OAKS, PA

THE LARGEST  
GIFT SHOW  
IN THE TRI-STATE AREA

philadelphiagiftshow.com  
#PhillyGiftShow



## Media Kit

ADVERTISING & SPONSORSHIP  
OPPORTUNITIES

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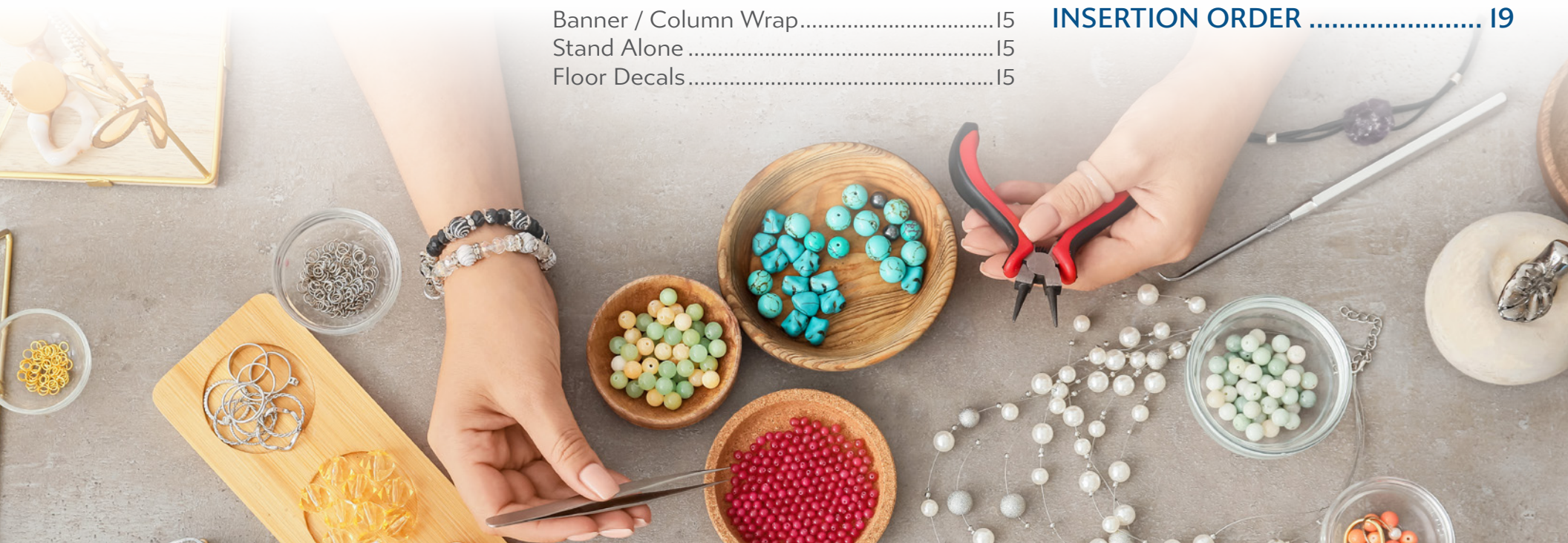
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# Promotional Digital Packages



## Enhance your online listing with cost-effective upgrade packages!

		BASIC (INCLUDED)	SILVER \$300	GOLD \$500	PLATINUM \$800
Live Demo	20 minute live demo to take place 1 month before the show – includes support from Philly Gift team to prepare, moderate, host via Zoom Webinar				✓
Live Demo Promo	Inclusion in Live Demo week 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
Premium Position	Your exhibitor listing will be placed at the top of the exhibitor list and search results			✓	✓
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**





# Custom Line Listing



## Custom Line Listing in the Philadelphia Gift Show Directory and Online Listing

- An individual online exhibitor listing on the show website.
- Inclusion in the line and category listings in the printed show directory handed out on show site.

**\$300**



# Advertising

## PRODUCT PREVIEW GUIDE

*Deadline: October 29*

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 Philadelphia Gift Show website, with link to your company listing
- Added to email blasts to pre-registered and prospective attendees
- Highlighted on social media channels

**\$150**

**THE LARGEST  
GIFT SHOW  
IN THE TRI-STATE AREA**

**PRODUCT PREVIEW GUIDE**

PHILADELPHIA  
**GIFT  
SHOW**

**FEBRUARY 2-4, 2025**

GREATER PHILADELPHIA EXPO CENTER • OAKS, PA

REGISTER TODAY AT [PHILADELPHIAGIFTSHOW.COM/PPG](https://philadelphiagiftshow.com/ppg)

# Advertising



## SHOW DIRECTORY

*Deadline: December 3*

The Philadelphia Gift Show directory features vendor information and alphabetical listing of companies and lines as well as products by category. It is distributed on-site and posted on our website, giving attendees access to your information before, during and after the show. There's no better way to ensure your company is noticed by every attendee than with an ad. *See next page for pricing.*

## EXCLUSIVE DIRECTORY-ADDENDUM SPONSOR

*Deadline: January 14*

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

**\$500**

**THE LARGEST  
GIFT SHOW  
IN THE TRI-STATE AREA**

**SHOW  
DIRECTORY**

**PHILADELPHIA  
GIFT  
SHOW**

**FEBRUARY 2-4, 2025**  
GREATER PHILADELPHIA EXPO CENTER  
OAKS, PA

[philadelphiagiftshow.com](http://philadelphiagiftshow.com)

CLARION GIFT & SOUVENIR GROUP

f t i #PhillyGiftShow



# Advertising Rates



	<b>PRODUCT PREVIEW GUIDE</b>	<b>SHOW DIRECTORY</b>
	<i>DEADLINE: OCTOBER 29</i>	<i>DEADLINE: DECEMBER 3</i>
Full Page Color Ad	\$500	-
Half Page Color Ad	\$400	-
Quarter Page Color Ad	\$300	-
Premium Full Page Color Ad (Inside Front or Inside Back Cover)	\$600	\$500
Premium Full Page Color Ad (Outside Back Cover)	\$750	\$750
Full Page Black/White Ad	-	\$300
Half Page Black/White Ad	-	\$190
Custom Line Listing	-	\$300
Product Image Inclusion in Product Preview Guide	\$150	-



# 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 print 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:**

[PhiladelphiaGift.ES@clarionevents.com](mailto:PhiladelphiaGift.ES@clarionevents.com)

# Made in America Sponsorship



Retailers are looking for American-made products. Help them find yours with the added exposure you'll get through the Philadelphia Gift Show'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: \$300**

*\*Pending deadline is met for production.*

# Promotional 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.

**\$300**

## 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.

**\$600**



# 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.

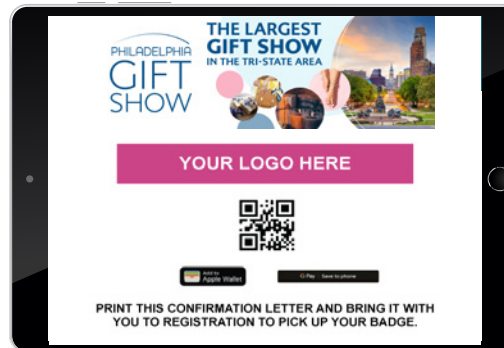
**EXCLUSIVE PACKAGE  
PRICE: \$2,000**

## Package Includes:

### PRE-SHOW



### PRE-SHOW



### AT-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.

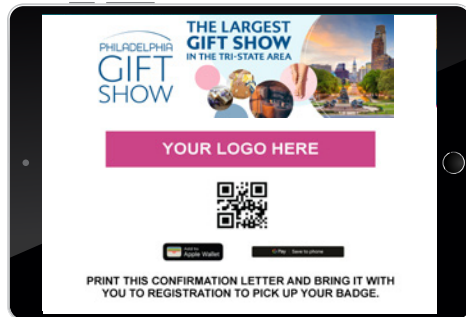
### ADVANCE REGISTRATION CONFIRMATION

Your company's clickable banner will also receive prominent placement on the advance registration email confirmation received by all buyers registering for the show.

### 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.

**\$500**



## SAMPLE HAND OUT AT REGISTRATION

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

**\$500**



## 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.

**\$500**

# Onsite Digital



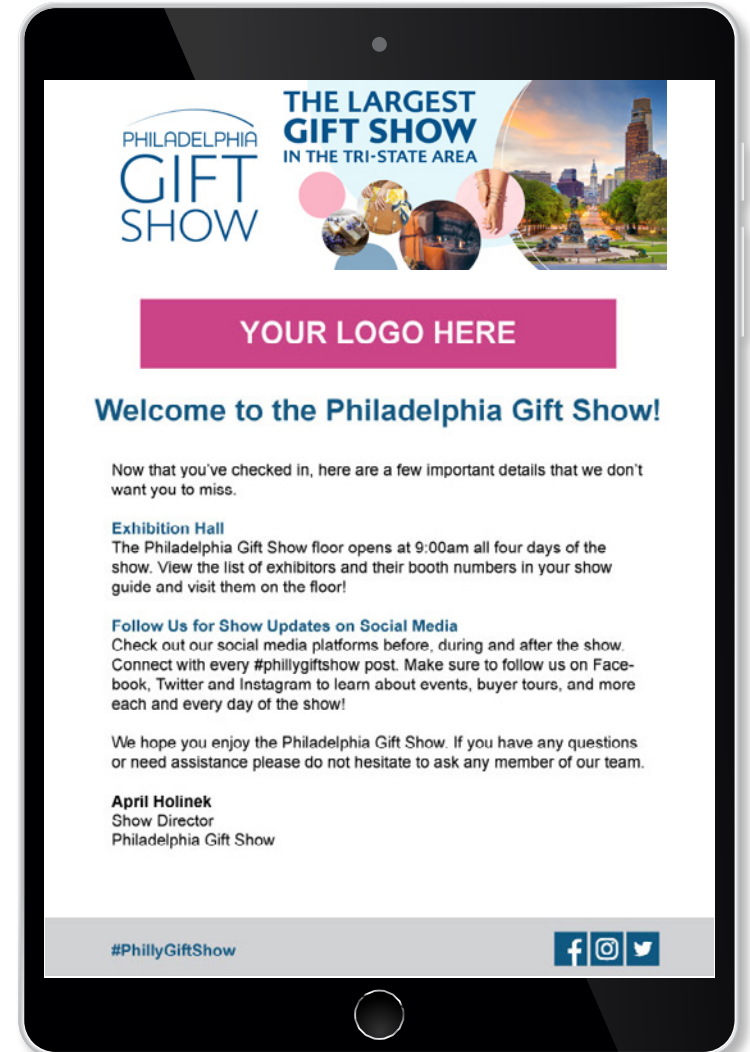
SAMPLE EMAIL

## 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 Philadelphia Gift Show!

**EXCLUSIVE: \$500**

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





# 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.

*Exhibitor provides print-ready artwork.  
Production and labor charges not included.*

**\$1000 - \$3000**



## FLOOR DECALS

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

*Exhibitor provides print-ready artwork.  
Production and labor charges not included.*

**\$500**



## WINDOW DECALS

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

**\$500**



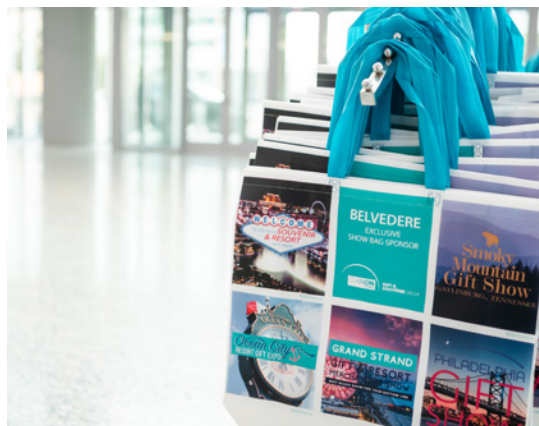
## STAND ALONE BOARD

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.*

**\$300**

# 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.*

**SOLD**

## 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.

**\$300**

## PRODUCT PREVIEW AREA

The #1 reason buyers are coming to the Philadelphia Gift Show 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.*

**FREE STANDING: \$175**

**TOP SHELF: \$100**

**MIDDLE SHELF: \$125**

**BOTTOM SHELF: \$75**



# Onsite Sponsorships



## MEET MATCH!

MATCH! is the Philadelphia Gift Show's customized meeting experience that puts your brand in front of top retail 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!

### HOW THE PROGRAM WORKS

When you purchase MATCH! as an add-on to your booth package, you'll receive 3 guaranteed matched meetings in your booth during the show. The program format is carefully curated to focus on accelerating your sales cycle by connecting you with pre-qualified business meetings set up by our team.

### 3 MEETING PACKAGE: \$500

#### INCLUDES:

- Access to buyer profiles
- MATCH! networking reception
- Opportunity to provide product for MATCH! buyer goody bags
- Booth recognition
- Concierge service
- Company branding on matchmaking platform and website

*\*Space is limited to 25 exhibitors*

### WHO YOU'LL MEET WITH

Our buyer participants are pre-vetted and must qualify for the program by having an immediate buying need as well as meet annual revenue requirements.

#### Meet with:

- Gift Stores
- Specialty Stores
- Garden Centers
- Hospital Gift Shops & Pharmacies
- Boutiques
- Seasonal Stores
- Jewelry Retailers
- Amusement/ Theme Parks
- & Many More!

### BUYERS LIKE THESE PLAN TO PARTICIPATE!

- Kimila Creations
- Asher's Chocolate Company
- Artisan Housse
- Sorella Amore
- Retail Concepts
- Cozy Creek Family Campground
- Fox Chase Center Hospital
- Norland Avenue Pharmacy LLC
- Mosaic Arts
- Buy Low Sell Low
- Cooks Corner
- Invitations Plus



# Social & Networking Sponsorships



## BUYERS LOUNGE

For companies looking to provide product for the tables in the buyer's lounge, including centerpieces, napkins, informational brochure, etc.

**\$300**



## POPCORN SOCIAL

For companies looking to host a small popcorn social on the show floor. Company name and booth number will be prominently displayed on signage during social.

*\*Sponsorship fee does include the cost of the food and set up.*

**\$1,000**



## HOSTED BUYER EVENTS

These social events take place on the show floor at various times throughout the event. As a co-sponsor, your company logo will be featured on the Philadelphia Gift Show website, promoted in related event emails and on show-site signage.

**\$300 TO CO-SPONSOR**

# 2025 Insertion Order



Exhibiting Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Web: \_\_\_\_\_

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

**Return form and payments to Jeannie Dorchak at: [jeannie.dorchak@clarionevents.com](mailto:jeannie.dorchak@clarionevents.com)**

## DIGITAL PROMOTION PACKAGES

- SILVER PACKAGE ..... \$300
- GOLD PACKAGE..... \$500
- PLATINUM PACKAGE ..... \$800
- NEW EXHIBITOR PACKAGE ..... \$150

## ADVERTISING | SHOW DIRECTORY

- CUSTOM LINE LISTING ..... \$300
- INSIDE FRONT COVER ..... \$500
- INSIDE BACK COVER ..... \$500
- BACK COVER..... \$750
- B&W INTERIOR FULL PAGE..... \$300
- B&W INTERIOR HALF PAGE..... \$190
- EXCLUSIVE POCKET DIRECTORY ..... \$500
- ADDENDUM SPONSORSHIP ..... \$500

## ADVERTISING | PRODUCT PREVIEW GUIDE

- FULL SHOW PRODUCT PREVIEW GUIDE ..... \$150
- FULL PAGE COLOR AD..... \$500
- HALF PAGE COLOR AD..... \$400
- QUARTER PAGE COLOR AD..... \$300
- INSIDE FRONT/BACK COVER ..... \$600
- OUTSIDE BACK COVER ..... \$750

## BRAND EXPOSURE

- MADE IN AMERICA PACKAGE..... \$300
- PRODUCT SPOTLIGHT/SHOW DAILY ..... \$300
- COMPANY SPOTLIGHT EBLAST ..... \$600

## OFFICIAL REGISTRATION SPONSOR

- EXCLUSIVE REGISTRATION PACKAGE ..... \$2,000

## REGISTRATION (A LA CARTE OPTIONS)

- ADVANCE REGISTRATION CONFIRMATION ..... \$500
- SAMPLE HAND OUT AT REGISTRATION ..... \$500
- BADGE POUCH/LANYARD ..... \$500
- ONSITE WELCOME LETTER ..... \$500

## SIGNAGE

- BANNER OR COLUMN WRAP ..... \$1,000 - \$3,000
- FLOOR DECALS ..... \$500
- STAND ALONE BOARD..... \$300
- WINDOW DECALS..... \$500

## ON-SITE SPONSORSHIPS

- EXCLUSIVE SHOW BAG..... **SOLD**
- EXCLUSIVE RESTROOM REJUVINATION SPONSOR..... \$300
- BUYERS LOUNGE..... \$300
- POPCORN SOCIAL..... \$1,000
- HOSTED BUYER EVENT ..... \$300
- MATCH! 3 MEETING PACKAGE..... \$500

## PRODUCT REVIEW AREA

- FREE STANDING..... \$175
- TOP SHELF..... \$100
- MIDDLE SHELF ..... \$125
- BOTTOM SHELF ..... \$75

**TOTAL: \$ \_\_\_\_\_**