

PHILADELPHIA GIFT SHOW

FEBRUARY 4-6, 2024

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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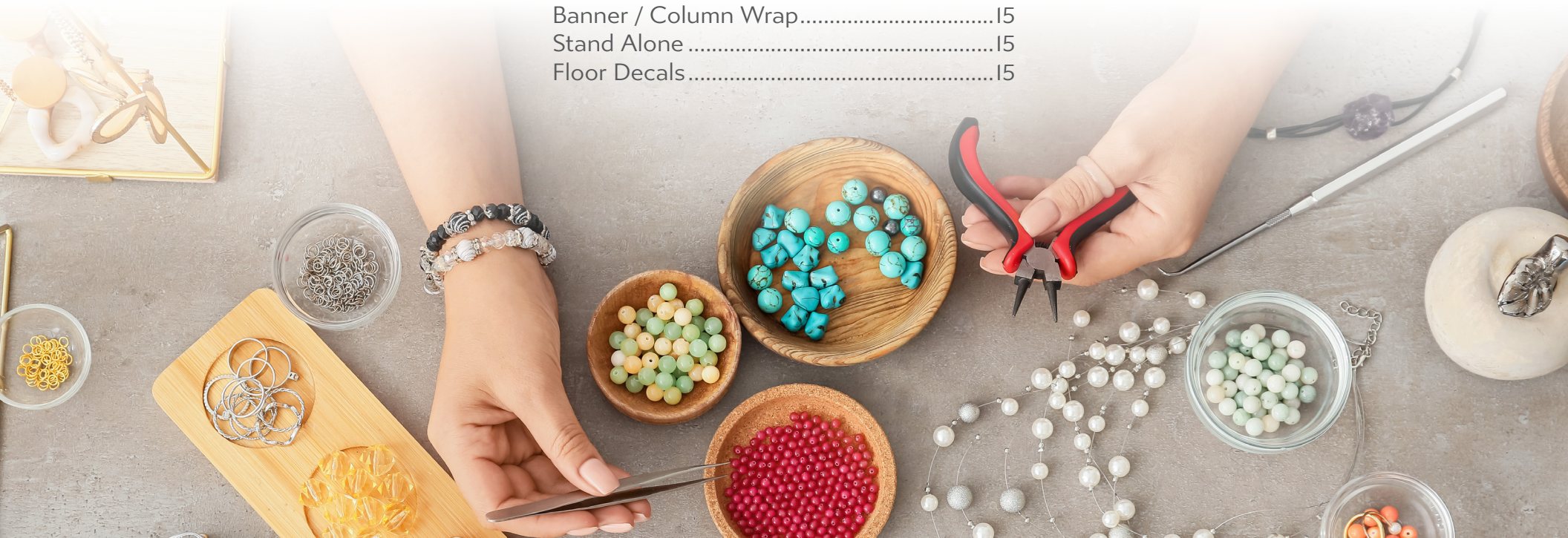
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Promotional Digital Packages



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: November 17

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

A promotional poster for the Philadelphia Gift Show. The top half features the text "THE LARGEST GIFT SHOW IN THE TRI-STATE AREA" in bold blue letters. Below this is a large circular image of the Philadelphia skyline at dusk, with several smaller circular inset images showing various gift items like jewelry, a candle, and a bag. The bottom half of the poster has the text "PRODUCT PREVIEW GUIDE" in pink, followed by "PHILADELPHIA GIFT SHOW" in large blue letters. Below that, it says "FEBRUARY 4-6, 2024" and "GREATER PHILADELPHIA EXPO CENTER • OAKS, PA". At the bottom, there is a pink banner with the text "REGISTER TODAY AT PHILADELPHIAGIFTSHOW.COM/PPG". Social media icons for Facebook, Twitter, and Instagram are also present, along with the hashtag #PhillyGiftShow.

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

PRODUCT PREVIEW GUIDE

PHILADELPHIA
**GIFT
SHOW**

FEBRUARY 4-6, 2024
GREATER PHILADELPHIA EXPO CENTER • OAKS, PA

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

#PhillyGiftShow

Advertising



SHOW DIRECTORY

Deadline: December 8

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 19

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

A vertical poster for the Philadelphia Gift Show Show Directory. At the top, it says "THE LARGEST GIFT SHOW IN THE TRI-STATE AREA" in blue. Below this is a circular collage of images: a city skyline, a gift box, a candle, and a hand holding a gift. The text "SHOW DIRECTORY" is in large pink letters. Below that, "PHILADELPHIA GIFT SHOW" is in blue. The dates "FEBRUARY 4-6, 2024" and location "GREATER PHILADELPHIA EXPO CENTER OAKS, PA" are in pink. A pink box contains the website "philadelphiagiftshow.com". At the bottom, there are logos for "CLARION" and "GIFT & SOUVENIR GROUP", social media icons for Facebook, Twitter, and Instagram, and the hashtag "#PhillyGiftShow".

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

**SHOW
DIRECTORY**

**PHILADELPHIA
GIFT
SHOW**

FEBRUARY 4-6, 2024
GREATER PHILADELPHIA EXPO CENTER
OAKS, PA

philadelphiagiftshow.com

CLARION **GIFT & SOUVENIR GROUP**

f t i
#PhillyGiftShow

Advertising Rates



	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	DEADLINE: NOVEMBER 17	DEADLINE: DECEMBER 8
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.

SEND AD MATERIALS TO:

Tara Vaspasiano
Exhibitor Services Manager
PhiladelphiaGift.ES@clarionevents.com
213.416.6251

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 both 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:

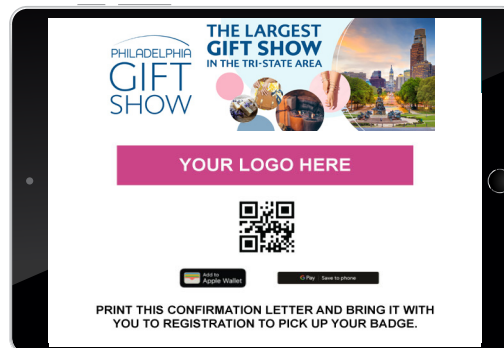
PRE-SHOW



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.

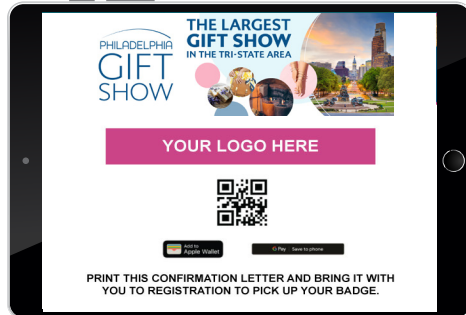
AT-SHOW



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.

\$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



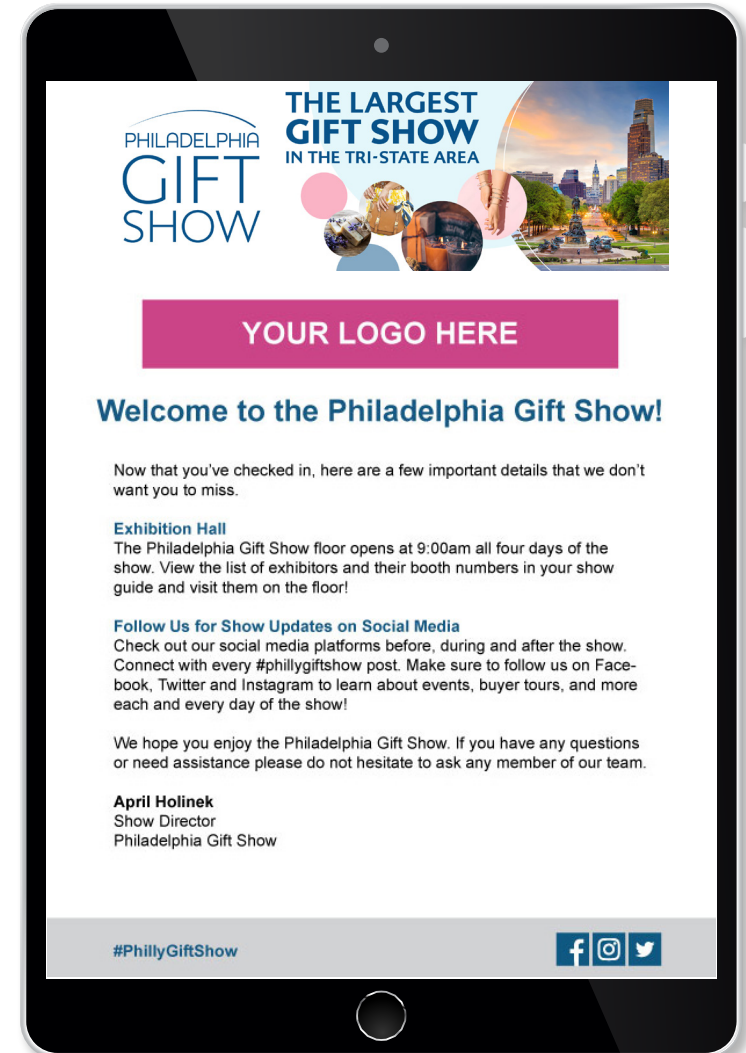
SAMPLE EMAIL

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: \$150

TOP SHELF: \$100

MIDDLE SHELF: \$125

BOTTOM SHELF: \$75



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

2024 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**

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
- ☐ HOSER BUYER EVENT.....\$300

PRODUCT REVIEW AREA

- ☐ FREE STANDING.....\$150
- ☐ TOP SHELF.....\$100
- ☐ MIDDLE SHELF.....\$125
- ☐ BOTTOM SHELF\$75

TOTAL: \$ _____