



2025 MEDIA KIT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

NOVEMBER 5-8, 2025

GATLINBURG CONVENTION CENTER
GATLINBURG, TN
[SMOKYMTNGIFTSHOW.COM](https://smokymtngiftshow.com)

CREATE YOUR BEARY OWN HONEY POT



Have a *sweet* idea 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 lure the bears with a sponsorship as golden as a honey pot.

Work with your sales representative to craft a package that's sticky enough to keep buyers buzzing and bold enough to make a bear-sized impact!

Contact us today to start building your perfect sponsorship!



Christina Bell

Show Director

christina.bell@clarionevents.com

Phone: 678.370.0335



DIGITAL PACKAGES



		BASIC INCLUDED	SILVER \$350	GOLD \$600	PLATINUM \$1,200
Online Exhibitor Listing	Create a strong first impression with an online profile for your company	250 CHARACTERS	2,000 CHARACTERS	3,000 CHARACTERS	3,000 CHARACTERS
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 ensures your debut makes a *bear-sized* impact. Get in front of buyers early, enhance your visibility, and drive booth traffic!

- ✓ **Website Spotlight:** Featured on the show website as a New Exhibitor
- ✓ **Pre-Show Email Promotion:** Included in at least two 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 and on the printed show floor map handout
- ✓ **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 booth

\$200

**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
- 🐾 **Bonus Distribution:** Included in *Souvenirs, Gifts & Novelties* magazine show preview*

\$350

DELIVERABLES:

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

DUE: JUNE 6, 2025

Without Bonus Distribution: DUE: JULY 28, 2025

**An early version of the Product Preview Guide will be featured in the September/October issue of Souvenirs, Gifts & Novelties (this is not a magazine ad placement); limited availability, first-come basis*



PRINT AD PACKAGES



MIDNIGHT MOONSHINE

\$2,150

Purchase:

- ✓ Full-Page Color Ad in Product Preview Guide
- ✓ Full-Page Color Ad in Show Directory

Bear Bonus:

- + Add a Product Preview Guide Listing for FREE

\$350 SAVINGS!

COZY CABIN

\$1,550

Purchase:

- ✓ Half-Page Color Ad in Product Preview Guide
- ✓ Half-Page Color Ad in Show Directory

Bear Bonus:

- + Add a Product Preview Guide Listing for \$250

\$100 SAVINGS!

PANCAKE PLATTER

starting at **\$550**

Purchase:

- ✓ Any Size Color Ad in Product Preview Guide
- OR**
- ✓ Upgrade Your Show Directory Ad

Bear Bonus:

- + Add a Product Preview Guide Listing for \$300

\$50 SAVINGS!

PRINT ADS A LA CARTE



EXCLUSIVE!

	PRODUCT PREVIEW GUIDE	SHOW DIRECTORY
	BONUS DISTRIBUTION DEADLINE: JUNE 6 FINAL DEADLINE: JULY 28	DEADLINE: SEPTEMBER 3
Full-Page Color Ad - Back Cover	-	\$2,700
Full-Page Color Ad - Inside Front Cover	\$1,600	\$1,900
Full-Page Color Ad - Page 1	\$1,600	\$2,100
Full-Page Color Ad - Inside Back Cover	\$1,300	\$1,800
Full-Page Color Ad	\$1,100	\$1,400
Half-Page Color Ad	\$900	\$950
Quarter-Page Color Ad	\$600	-
Full-Page B&W Ad	-	\$700
Show Fee Ad (Half-Page B&W)	-	Included with Show Advertising Fee

SHOW FEE AD:

Included with your Show Fee, each exhibitor may submit a half-page color ad for the online directory, also featured in black & white in the printed version at no extra cost.

*\$25 fee for page requests (excluding covers)

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: 5.25" x 8.25" (Final Publication Size)
- Bleed Size: 5.5" x 8.5" (0.125" bleed on all sides)
- Full-Page (Non-Bleed): 4.5" x 7.5"
- Half-Page: 4.5" x 3.625"

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

*All ads must be paid in full before publishing; all rates are net; Show Management reserves the right to approve artwork/design prior to deployment

PRINTED SHOW FLOOR MAP



Our printed Show Floor Map will be handed out to registered buyers to help them quickly and easily find their way around the show floor.

Measuring 7.5" x 9.5" folded and opening to a 22.5" x 19" map, this handout includes the following *exclusive* ad opportunities:

- ✓ **EXCLUSIVE! Full-Page Ad** (Back Cover).....\$1,800
- ✓ **EXCLUSIVE! Full-Page Ad** (Inside Cover)\$1,800
- ✓ **LIMITED! Half-Page Ad** (Interior).....\$1,000
- ✓ **Featured Booth Marker**\$400



DELIVERABLE SPECIFICATIONS (WxH)

PRINTED SHOW FLOOR MAP ADVERTISING

- Folded Map Final Size: 7.5" x 9.5"
- Full-Page Bleed Size: 7.75" x 9.75" (0.125" bleed on all sides)
- Full-Page (Non-Bleed): 7" x 9"
- Half-Page (Non-Bleed): 7" x 4.375"

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

DUE: SEPTEMBER 30, 2025

CUSTOM LINE LISTING



Stand out in the Smokies 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 half-page B&W print ad (digital edition displayed in color and linked to your exhibitor listing)
- ✓ **Website Listing:** Additional line(s) included in online exhibitor listing
- ✓ **Free Marketing Tools:** Access to promotional resources including a social media toolkit, exhibitor marketing materials and more to invite your customers to the show

\$500 PER LINE



MADE IN AMERICA PACKAGE



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

 **Made in America Buyer Tour:** Featured as a stop during guided tour for buyers seeking American-made products

✓ **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

✓ **Entrance Signage:** Listed on dedicated Made in America sponsor sign at show entrance

✓ **Show Floor Map Callout:** Company and booth number listed as Made in America sponsor on the printed show floor map 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

\$500



SPONSOR

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

ZOOTIQUE PACKAGE



Bring your animal-themed products into the spotlight! This package gives your brand extra visibility and helps buyers discover your unique offerings before, during, and after the show.

- ✓ **Zootique Designation:** Labeled as Zootique in online exhibitor listing and Product Preview Guide
- ✓ **Pre-Show Email Promotion:** Included in at least one promotional email sent to pre-registered attendees
- ✓ **Entrance Signage:** Listed on dedicated Zootique sponsor sign at show entrance
- ✓ **Show Floor Map Callout:** Company and booth number listed as Zootique sponsor on the printed show floor map handout
- ✓ **Product Preview Area:** Includes one product display in the high-traffic Product Preview Area
- ✓ **Floor Sticker:** Stand out with a Zootique floor sticker in front of your booth

\$450



ZOOTIQUE SPONSOR *with TOUR:*

Add your booth as a buyer tour stop for just \$150 more!

\$600




SPONSOR

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

MATCH! PROGRAM



MATCH! is the Smoky Mountain Gift Show’s premier meeting experience, designed to put your brand in front of top souvenir and resort buyers based on mutual interests. This program **guarantees face-to-face meetings** with key decision-makers, including concessionaires, zoos, aquariums, and national park retailers—all actively sourcing new products.

	 10 MEETING PACKAGE	5 MEETING PACKAGE	3 MEETING PACKAGE
	\$3,000	\$2,000	\$1,400
Company Branding on Website and MATCH! Platform	✓	✓	✓
Buyer Profile Access	✓	✓	✓
Concierge Service	✓	✓	✓
Access to MATCH! Networking Lounge	✓	✓	✓
MATCH! Lounge Product Preview Area	✓	✓	✓
Welcome Reception	✓	✓	✓
Booth Recognition	✓	✓	✓
MATCH! Buyer Goody Bag Product Samples (optional)	✓	✓	✓
Guaranteed Face-to-Face Meetings <small>(additional meetings \$350/ea.)</small>	10	5	3

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: ~3,500+***

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

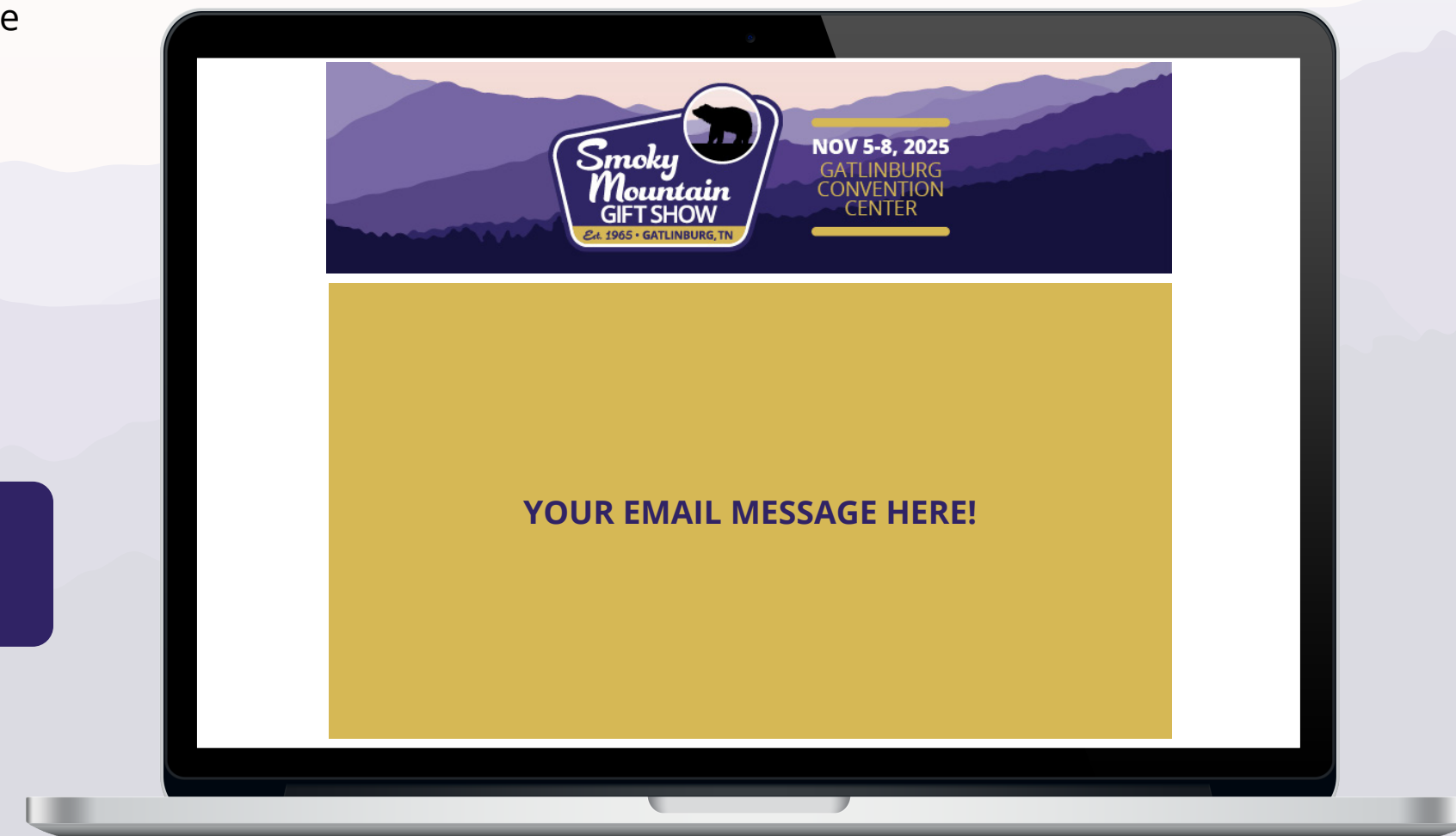
\$1,500

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

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

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



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+

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

\$500

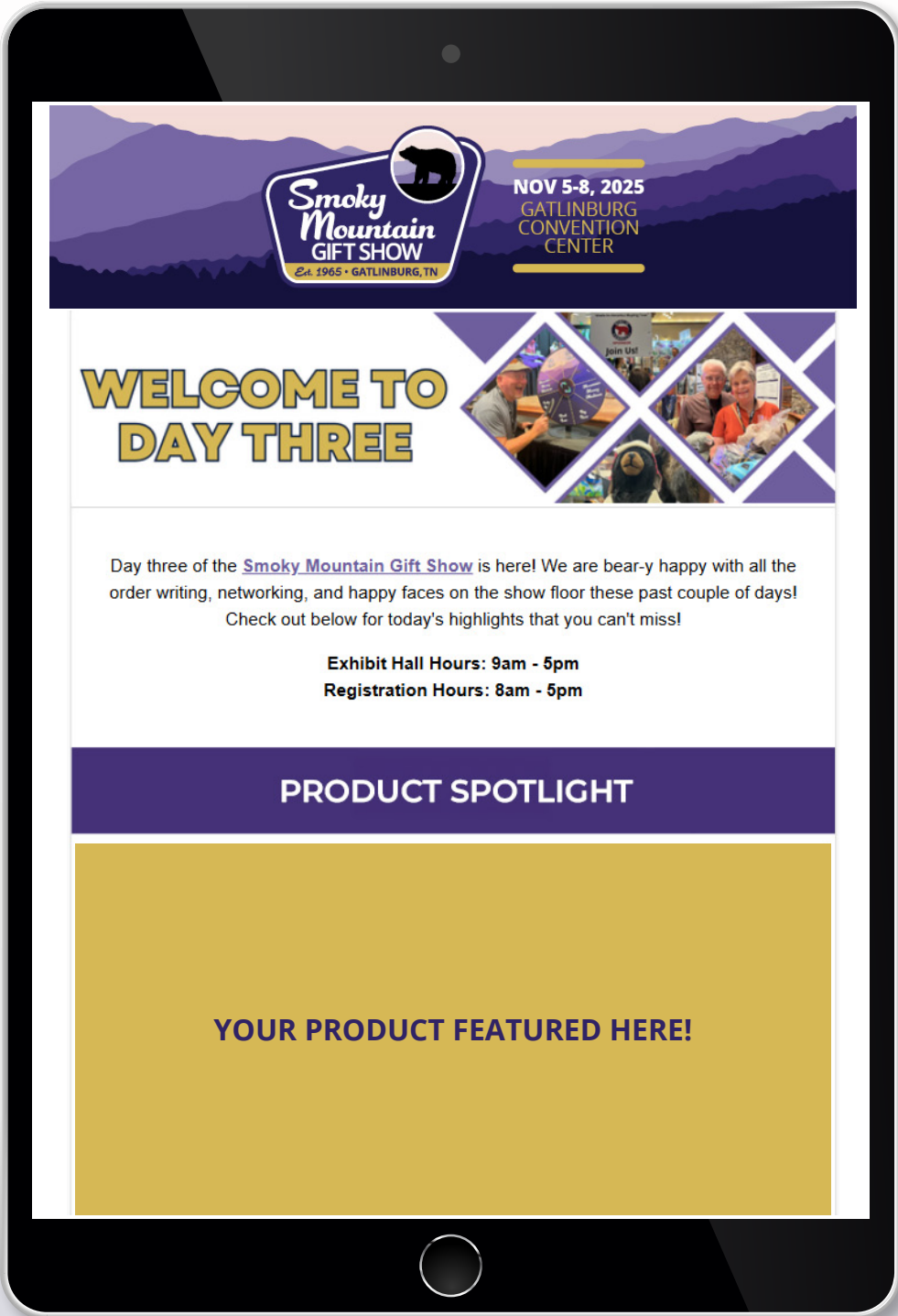
DELIVERABLES:

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

DUE: OCTOBER 21, 2025

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



REGISTRATION PACKAGE

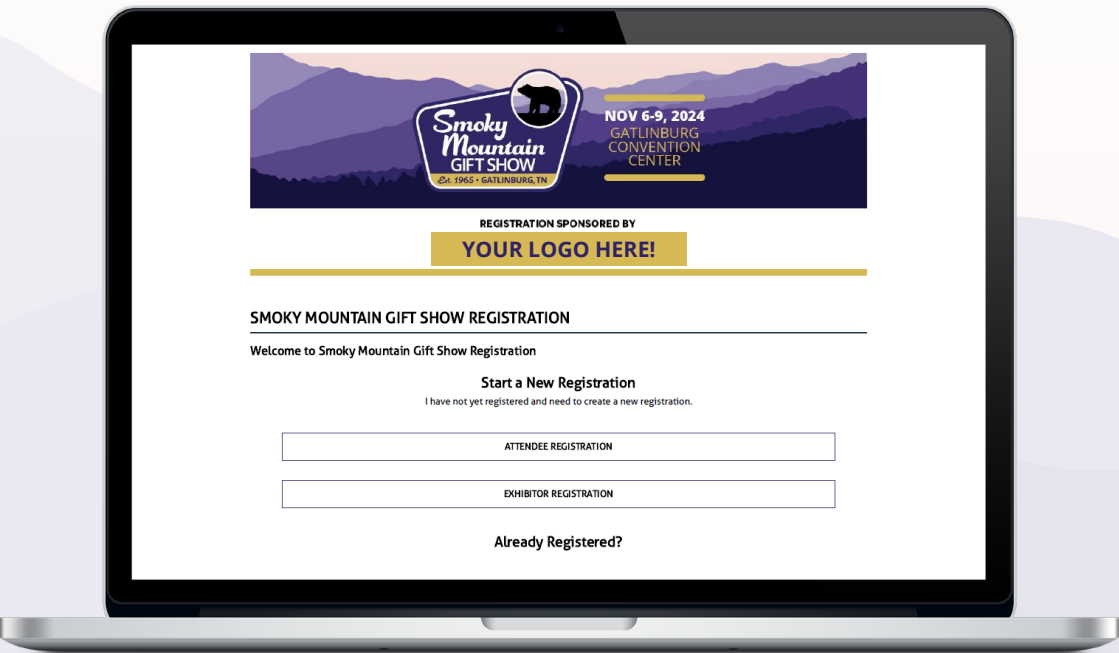


Get your brand in front of every buyer at the show! Registration is the only place all buyers must pass through to receive their credentials. As the Official Registration Sponsor, your brand will be seen during registration, check-in, and throughout the show floor.

\$6,000 + costs

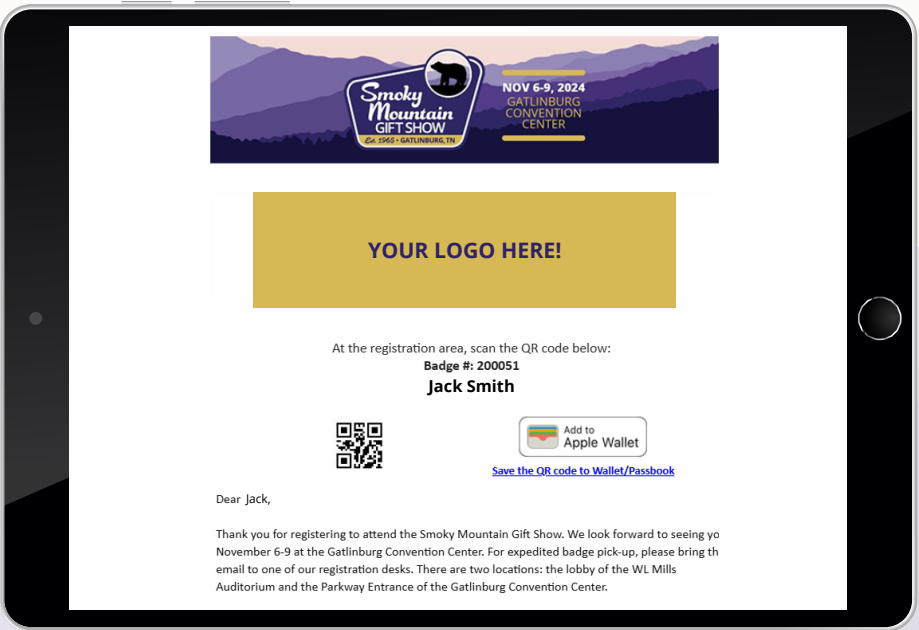
EXCLUSIVE!

PRE-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

AT-SHOW



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*

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 \$1,500 + costs

DELIVERABLES:

- Graphic Image: in .EPS or .AI format
- Actual size dependent on chosen placement location

DUE: SEPTEMBER 15, 2025

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



SIGNAGE: DOOR/WINDOW DECALS



MAKE A STRONG FIRST IMPRESSION!

Welcome buyers with eye-catching window decals featuring your company name and booth number, placed on convention center entrance windows and doors. This prime location ensures your brand is one of the first things attendees see upon arrival.

\$500 *per decal + costs*

DELIVERABLES:

- Graphic Image: in .EPS or .AI format
- Actual size dependent on chosen placement location

DUE: SEPTEMBER 15, 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.

\$700 per decal + costs

DELIVERABLES:

- Graphic Image in .EPS or .AI format

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.

\$500 + costs

DELIVERABLES:

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

DUE: SEPTEMBER 15, 2025

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



PRODUCT PREVIEW AREA



SHOW OFF YOUR NEWEST PRODUCTS!

Buyers come to the Smoky Mountain 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, Made in America, or Zootique sponsorship packages, a space in the Product Preview Area is already included.

\$150

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 Smoky Mountain Gift Show bags.

INCLUDES:

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

\$5,000 + 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: OCTOBER 15, 2025

Bags must arrive to warehouse by this date



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

\$500 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**



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

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: OCTOBER 15, 2025

Napkins must arrive to warehouse by this date



GOODY BAG SPONSORSHIP



BE ONE OF THE FIRST BRANDS BUYERS SEE!

Put your brand in the hands of the first stores to arrive each day for the first three days of the show with this exclusive goody bag sponsorship.

INCLUDES:

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

\$500 + costs

DELIVERABLES:

- Sponsor to produce and deliver 300 goody bags
- Sponsor handles production and shipping of goody bags

DUE: OCTOBER 15, 2025

Bags must arrive to warehouse by this date

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



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.

\$1,000 + costs

DELIVERABLES:

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

DUE: OCTOBER 15, 2025

Handouts must arrive to warehouse by this date



INSERTION ORDER FORM



DIGITAL PACKAGES

- ☐ Silver \$350
- ☐ Gold \$600
- ☐ Platinum \$1,200

PRINT PACKAGES

- ☐ Midnight Moonshine \$2,150
- ☐ Cozy Cabin \$1,550
- ☐ Pancake Platter *starting at \$550*

OTHER

- ☐ Custom Line Listing, *per listing* \$500

Select sponsorships must be paid in full prior to publishing.

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

PRINT ADVERTISING

PRODUCT PREVIEW GUIDE

FULL-PAGE COLOR ADS:

- ☐ **EXCLUSIVE!** Inside Front Cover \$1,600
- ☐ **EXCLUSIVE!** Page 1 \$1,600
- ☐ **EXCLUSIVE!** Inside Back Cover \$1,300
- ☐ Full-Page Color Ad \$1,100
- ☐ Half-Page Color Ad \$900
- ☐ Quarter-Page Color Ad \$600

SHOW DIRECTORY

FULL-PAGE COLOR ADS:

- ☐ **EXCLUSIVE!** Back Cover \$2,700
- ☐ **EXCLUSIVE!** Inside Front Cover \$1,900
- ☐ **EXCLUSIVE!** Page 1 \$2,100
- ☐ **EXCLUSIVE!** Inside Back Cover \$1,800
- ☐ Full-Page Color Ad \$1,400
- ☐ Half-Page Color Ad \$950
- ☐ Full-Page B&W Ad \$700

PROMOTIONAL EMAILS

- ☐ Dedicated Company Spotlight \$1500
- ☐ Show Daily Product Spotlight \$500

PRINTED SHOW FLOOR MAP

- ☐ **EXCLUSIVE!** Full-Page Ad (Back Cover) \$1,800
- ☐ **EXCLUSIVE!** Full-Page Ad (Inside Cover) \$1,800
- ☐ **LIMITED!** Half-Page Ad (Interior) \$1,000
- ☐ Featured Booth Marker \$400

MATCH! PROGRAM

- ☐ 10 Meeting Package \$3,000
- ☐ 5 Meeting Package \$2,000
- ☐ 3 Meeting Package \$1,400

SIGNAGE

- ☐ Hanging Banner Starting at \$1,500 + costs
- ☐ Window Decals \$500 + costs
- ☐ Floor Decals \$700 + costs
- ☐ Stand Alone Meterboard \$500 + costs

SPECIAL PACKAGES

- ☐ **EXCLUSIVE!** Registration Package \$6,000
- ☐ New Exhibitor \$200
- ☐ Made In America Package \$500

ZOOTIQUE PACKAGES:

- ☐ with Tour \$600
- ☐ without Tour \$450

ON-SITE SPONSORSHIPS

- ☐ **EXCLUSIVE!** Show Bag \$5,000 + costs
- ☐ **EXCLUSIVE!** Goody Bag \$500 + costs
- ☐ Product Preview Area \$150
- ☐ Restroom Rejuvenation \$500 + costs
- ☐ Popcorn Social \$1,000 + costs
- ☐ Sample Hand Out At Registration \$1,000 + costs

Exhibiting Company Name: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website URL: _____



Christina Bell

Show Director

christina.bell@clarionevents.com

Phone: 678.370.0335