

EXHIBIT AT THE NATION'S  
LONGEST-RUNNING, MOST BELOVED  
SOUVENIR SHOW



*the*  
MOUNTAINS  
*are calling*

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**NOV 5-8, 2025**  
GATLINBURG  
CONVENTION  
CENTER

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[smokymtngiftshow.com](https://smokymtngiftshow.com)



GIFT &  
SOUVENIR GROUP





# GATLINBURG CONVENTION CENTER INCLUDING THE W.L. MILLS CONFERENCE CENTER

The nation's oldest, most beloved show for the souvenir & resort industry is also the best place to find the newest introductions, top lines and good times.

## WHY SMOKY MOUNTAIN GIFT SHOW?

- Located in the heart of the Great Smoky Mountain National Park, the Smoky Mountain Gift Show, and the charming town of Gatlinburg itself have drawn leading souvenir, resort and gift retailers to the Smokies for more than 50 years.
- The Smoky Mountain Gift Show is the longest running show, not only in the Smokies, but in the tourism industry as a whole.
- Leading souvenir and resort retailers as well as manufacturers return each year, not just for the amount of business that is done, but for the networking aspect that takes place in this beautiful mountain setting.
- Gatlinburg, Tennessee's central location makes it an easy drive-in destination for more than half the nation's population.
- The Gatlinburg Convention Center is located in the heart of picturesque downtown Gatlinburg – putting you within walking distance of a wealth of local dining options, charming shops and more.

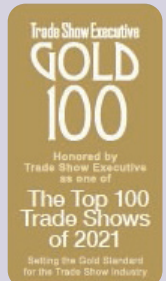
## EVENT INFORMATION

**HOURS:** Wed. Nov. 5 ..... 9:00 AM - 5:00 PM  
Thur. Nov. 6 ..... 9:00 AM - 5:00 PM  
Fri. Nov. 7 ..... 9:00 AM - 5:00 PM  
Sat. Nov. 8 ..... 9:00 AM - 3:00 PM

**LOCATION:** Gatlinburg Convention Center  
234 Historic Nature Trail  
Airport Road  
Gatlinburg, TN 37738

**WEBSITE:** [smokymtngiftshow.com](http://smokymtngiftshow.com)

**FOR MORE INFORMATION, CONTACT:**  
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The Smoky Mountain Gift Show is the premier product and service destination in the Smokies and a magnet for leading souvenir and resort retailers throughout the nation and its Eastern region trading area, including:

- |                  |             |                |
|------------------|-------------|----------------|
| • Tennessee      | • Florida   | • Illinois     |
| • North Carolina | • Missouri  | • New York     |
| • Virginia       | • Wisconsin | • Pennsylvania |
| • Kentucky       | • Ohio      | • California   |
| • Georgia        | • Michigan  | • Texas        |
| • Florida        | • New York  | • Alaska       |
| • Alabama        | • Indiana   |                |

These retailers will be represented in a broad range of categories, including:

- |                           |                         |                          |
|---------------------------|-------------------------|--------------------------|
| • Airport Retailers       | • Destination Retailers | • National & State Parks |
| • Amusement & Theme Parks | • Hospital Associations | • Online Retailers       |
| • Apparel Stores          | • Lifestyle Retailers   | • Recreation Retailers   |
| • Aquariums               | • Museum Stores         | • Specialty Retailers    |
| • Campgrounds             |                         | • Zoos                   |
| • Cultural Attractions    |                         |                          |

## FANTASTIC BOOTH PACKAGE OFFERINGS

Choose from the following booth package categories:

### BOOTH PACKAGE INCLUDES:

- |                   |                          |
|-------------------|--------------------------|
| • Undraped Tables | • Pipe & Drape           |
| • Undraped Risers | • Directory Listing      |
| • Chair           | • Invitations & Stickers |
| • Booth I.D. Sign |                          |

### PRICING PACKAGE

Convention Center Level ..... \$27.50 per square foot\*\*  
Convention Center Hallway ..... \$25.50 per square foot\*\*  
Meeting Rooms ..... \$13.00 per square foot\*\*  
Meeting Room Level Hallway ..... \$18.00 per square foot\*\*  
W.L. Mills Ballroom/Hallway ..... \$22.50 per square foot\*\*  
W.L. Mills Auditorium/Hallway ..... \$16.50 per square foot\*\*

\*All corner booths are an additional \$350. Any single corner is an additional \$450.

\*\*Premium booth position is an addition \$400.

\*\*\*A show fee of \$500 per contract is required.

## MAXIMUM MARKETING TARGETING KEY BUYERS:

### ADVERTISING

- Print, digital ads in leading trade publications, including Gifts & Decorative Accessories, Souvenirs, Gifts & Novelties, Gift Shop Magazine and more
- Wide range of advance and on-site exhibitor show sponsorship opportunities

### ONLINE | DIGITAL

- Digital advertising and retargeting past attendees and prospects
- Comprehensive Show Website
- Online Product Preview Guide with links to participating exhibitor sites
- Online show directory with links to participating exhibitor sites.

### DIRECT MAIL | PRINT

- Free exhibitor invitations and stickers
- Multi-level buyer direct mail campaign

### SOCIAL MEDIA | PR

- Social media campaign
- Press releases issued to leading trade publications and industry
- Coverage in trade publications

### EMAIL MARKETING

- Regularly scheduled buyer eblasts in weeks and months leading up to the show
- Targeted eblasts focusing on key messages to key buyer categories

### BUYER RELATIONS

- Targeted personal call outreach to key accounts
- Securing partnerships with associations, buying groups, catalog accounts
- Focus on retailers seeking Made In America, handcrafted, museum resources and Fair Trade designs
- Generous VIP travel incentives

### SEMINARS | EVENTS | SERVICES

- Full roster of free buyer seminars
- Show Floor Hospitality
- Show Party & Association Networking Events
- Free Parking at Bearskin Parking Garage
- Daily \$100 Cash Prize Giveaways
- Product Preview Areas