



**Smoky
Mountain
Gift Show**
GATLINBURG, TENNESSEE

— The Mountains —
ARE CALLING

NOVEMBER 6-9 2024
Gatlinburg Convention Center

2024
Media Kit

**Advertising &
Sponsorship Opportunities**

DIGITAL PROMOTIONAL PACKAGES

Silver, Gold & Platinum Sponsorship Packages.....3

NEW EXHIBITOR PACKAGE4

PRODUCT PREVIEW GUIDE

Print Publications for Fabulous Exposure.....5

Full Show Product Preview Guide.....6

PRINT AD PACKAGES

"Moonshine Tasting" Ad Package7

"Mountain Cabin" Ad Package.....7

"Pancake Platter" Ad Package.....7

PRINT ADVERTISING UPGRADES

Print Advertising Upgrades.....8

Print Advertising Specs.....9

Custom Line Listing Package.....10

SHOW FLOOR MAP

Printed Show Floor Map.....11

MADE IN AMERICA12

ZOOTIQUE.....13

MATCH!.....14

PROMOTIONAL EMAILS

Show Daily Eblast Product Spotlight.....15

Company Spotlight Eblast.....15

REGISTRATION

Registration Sponsorship.....16

SIGNAGE

Banner & Column Wrap.....17

Stand Alone Board.....17

Floor Decals.....17

Window Decals.....17

ONSITE

Show Bag.....18

Product Preview Area18

Restroom Rejuvenation18

Popcorn Social Sponsor.....19

Shuttle Bus Sponsor.....19

Goody Bag Sponsor.....19

Sample Hand Out at Registration.....19

INSERTION ORDER FORM.....20

TABLE OF CONTENTS

Promotional Digital Packages

Enhance your online listing with cost-effective upgrade packages!

		Basic (included)	Silver \$350	Gold \$600	Platinum \$1,200
Dedicated Email Blast	Your message sent to all pre-registered attendees before the show. Can include anything you would like.				✓
Product Preview Guide (product listing)	Product listing, company name, and booth number in Product Preview Guide				✓
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
Show Daily Logo Inclusion	Inclusion in onsite daily show emails to registered attendees				✓
Company Logo	Include your logo with your listing to stand out and expand brand awareness			✓	✓
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	✓	✓	✓	✓

Promotional Package: New Exhibitor

Custom-tailored to first-time exhibitors, this package makes the most of your show experience.

FOR \$200 YOU'LL RECEIVE:

- ✓ Inclusion in New Exhibitor Listing on the official show website
- ✓ Listed on at least two promotional emails to pre-registered attendees prior to show (contingent on date signed up)
- ✓ Inclusion in a special New Exhibitors listing handed out to all buyers at check-in at the registration desk
- ✓ Listing on New Exhibitor stand-alone sign at show entrance
- ✓ Floor sticker indicating your company as a new exhibitor
- ✓ Participation in New Exhibitor Product Preview Area

New
EXHIBITOR

* Inclusion in various elements depends on deadline dates.

Print Publications Offer Fabulous Exposure

What is the Product Preview Guide?

- Guide featuring exhibitor supplied product images.
- Product Preview Guide is mailed to thousands of pre-registered retailers and prospective attendees. It is included on the website and featured in emails. If you sign by the early deadline you can also be part of our feature in *Souvenirs, Gifts & Novelties* magazine.
- Purchase an ad in the Preview Guide and buyers will have the ability to place orders and make appointments before they step foot in your booth.

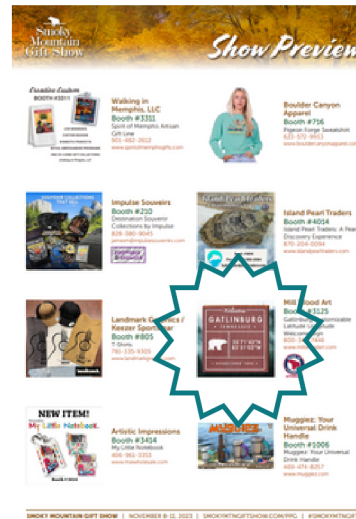
What is the Show Directory?

The Smoky Mountain Gift Show directory is handed out on-site to all registered attendees featuring vendor information. In addition to seeing your ad at the show, buyers will refer to it after the show when they use the directory as a reference tool.

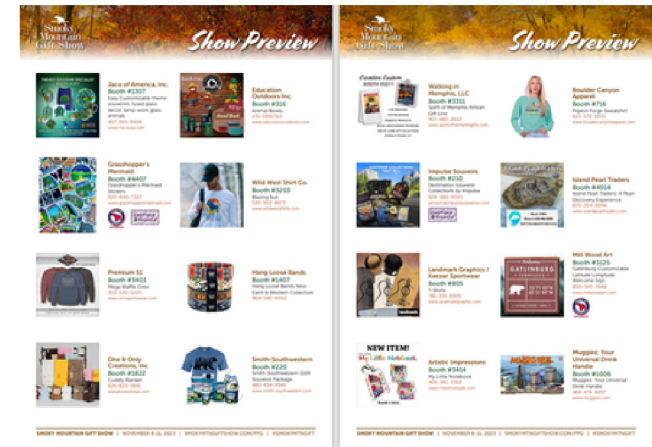
What is the Directory Addendum?

Addendums are included with every directory handed out at registration and include the most updated event information as well as late listings.

See Next Page For Complete Details!



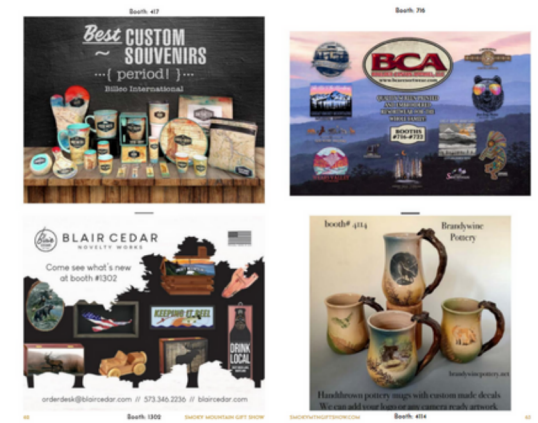
Your Product Shot Here



Your Product Preview Guide Ad Here



Show Directory Cover



Your Show Directory Ad Here

Product Preview Guide

GUARANTEED promotion to thousands of buyers



PRODUCT PREVIEW GUIDE - \$350

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 Smoky Mountain Gift Show website, with link to your company listing
- Added to email blasts to pre-registered & prospective attendees
- Highlighted on social media channels
- **Featured in a special Show Preview in Souvenir, Gifts & Novelties Magazine!**

**Submission Deadline:
July 26, 2024**

***Must submit by *May 31, 2024* to be featured in Souvenirs, Gifts & Novelties Magazine preview**

Space is limited so act fast!

Complete the insertion order found in the back of this kit and we'll send you step-by-step instruction for uploading your image and company info.

****Money-saving packages with ads in product preview guide and show directory are available** See next page for details!**



Image One
Booth #4213
Customizable Resort wear
501-663-9595
www.imageone.com



Half Toys LLC
Booth #3410
HD-002 T-Rex
845-850-2565
www.halftoys.us



MV Sport
Booth #1314
Annabelle Colorblock Hood
800-367-7900
www.mvsport.com



Openers.beer
Booth #808
Custom bottle openers
714-432-1961
www.openers.beer



Jackie Gallagher Designs
Booth #3214
Ride the Wave
443-569-9740
www.jackiegallagherdesigns.com



Avalon Apparel
Booth #3023
Navy Sweatshirt
727-531-9662
www.colorsforavalon.com



Safari Ltd.
Booth #3219
Black Bear 3D puzzle
305-621-1000
www.safariltd.com



The Lucky Horse Co.
Booth #4308
Lucky Horseshoe Souvenirs
605-641-6712
www.the-lucky-horse.com

Print Ad Packages = Exposure + Savings

BUNDLE & SAVE! Get more bang for your buck with package deals!

MOONSHINE TASTING PACKAGE

\$2,150



Purchase:

- Full Page Color Ad In Product Preview Guide
- Full Page Color Ad In Show Directory

Receive:

Free Image Inclusion In Product Preview Guide - *that's a \$350 value!*

MOUNTAIN CABIN PACKAGE

\$1,550

Purchase:

- Half Page Color Ad In Product Preview Guide
- Half Page Color Ad In Show Directory

Receive:

Image Inclusion In Product Preview Guide for only \$250 - *that's a \$100 savings!*

PANCAKE PLATTER PACKAGE

See next page for ad options/pricing

Purchase:

- Any Size Color Ad In Product Preview Guide **OR** upgrade your ad in the Show Directory

Receive:

Image Inclusion In Product Preview Guide for \$300 - *that's a \$50 savings!*

SEE NEXT PAGE FOR A-LA-CARTE PRINT AD OPTIONS

**PREMIUM PAGE PLACEMENT NOT OFFERED FOR THESE PACKAGES*

Print Advertising Upgrades

	PRODUCT PREVIEW GUIDE (PPG)	SHOW DIRECTORY
	Deadline: July 26	Deadline: September 9
Full Page Color Ad	\$950	\$1,300
Premium Full Page Color Ad <i>(Inside Front Cover)</i>	\$1,500	\$1,900
Premium Full Page Color Ad <i>(Page 1)</i>	\$1,300	\$2,000
Premium Full Page Color Ad <i>(Inside Back Cover)</i>	\$1,200	\$1,700
Premium Full Page Color Ad <i>(Back Cover)</i>	-	\$2,600
Half Page Color Ad	\$800	\$850
Quarter Page Color Ad	\$550	-
Full Page Black/White Ad	-	\$600
Half Page Black/White Ad	-	Included in your Show Advertising Fee
Guaranteed Product Image Inclusion in Product Preview Guide	\$350 Souvenirs, Gifts & Novelties Inclusion: May 31	-

EXCLUSIVE DIRECTORY ADDENDUM SPONSOR - \$500

Deadline: September 9

Company logo and information prominently displayed on the official show directory addendum insert.

MATERIAL SPECIFICATIONS

Digital files only are accepted in the format listed below.

- PDF, JPG or PNG: Files are accepted at high resolution (300 dpi).
- EMAIL: If you are e-mailing your ad, please attach the image and name the file either YOURCOMPANYNAME_PPG for the Product Preview Guide or YOURCOMPANYNAME_DIRECTORY for the Show Directory. If you have purchased multiple ads, please ZIP the file before sending.

SHOW DIRECTORY AD SPECS

- TRIM (final size of publication): 5 1/4" wide X 8 1/4" high
- FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" high
- (Bleeds should exceed trim size by 1/2")
- HALF PAGE AD: 4 1/2" wide X 3 5/8" high

PRODUCT PREVIEW GUIDE AD SPECS

- TRIM: 7" x 10"
- BLEED: 7.25" X 10.25"
- FULL PAGE (Non bleed): 6.5" x 9.5"
- HALF PAGE (Vertical): 3.25" Wide X 9.5" High
- HALF PAGE (Horizontal): 6.5" Wide X 4.75" High
- QUARTER PAGE: 3.25" Wide X 4.75" High

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 camera 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 Exhibitor Services Manager
SmokyMountainGift.ES@clarionevents.com

Promotional Package: Custom Line Listing

2 exposure opportunities for your lines to be featured in the online and printed show directory:

FOR \$500 YOUR LINE WILL RECEIVE:

- (1) half page black and white ad in the printed show directory - distributed on show site.
- (1) half page 4-color ad in the online show directory, including a link to your website.
- Inclusion in the **online exhibitor listing** on the show website.
- Ability to take advantage of **Free Marketing Tools** and personalized registration link to invite your customers to the show



Show Floor Map

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

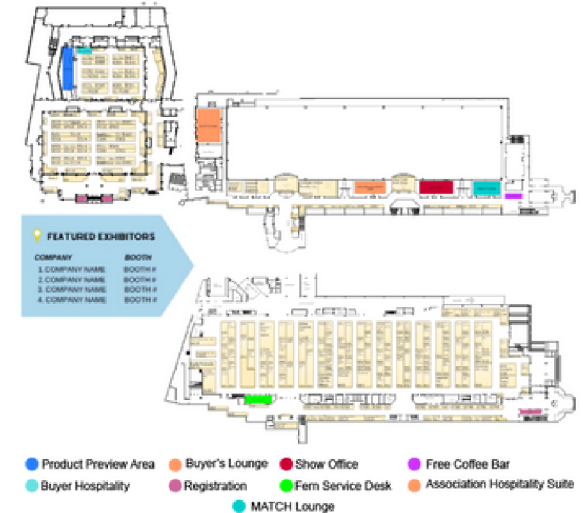
TREMENDOUS EXPOSURE OPPORTUNITY - BOOK YOUR SPACE NOW!



EXHIBITOR LISTING
(FOLDED INSIDE SPREAD)

Measuring 7 ½" X 9 ½" folded and opening up to a 22 ½" X 19' size map, the piece includes the following ad opportunities:

- Back Cover Full Page Ad \$1,700
- Inside Cover Full Page Ad \$1,700
- Half Page Interior Ad \$900
- Featured Exhibitor Booth \$400 Location Marking on Floorplan



DEADLINE: OCTOBER 4, 2024

Made in America Sponsorship

Retailers are looking for American-made products. Help them find yours with the added exposure you'll get through the Smoky Mountain Gift Show's Made in America Sponsorship Package

FOR ONLY \$500 YOU'LL RECEIVE:



PRODUCT PREVIEW AREA

A 1' x 1' space in the new "Made in America" preview area to showcase your product. Includes a tent card with your company name and booth number.

PRODUCT PREVIEW GUIDE CALL-OUT

Your product image highlighted & identifying your Made in America status. The guide is mailed out to thousands of pre-registrants and prospective attendees in advance of the show.

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.

INCLUSION IN PRE-SHOW BUYER EMAILS

Company logo or product image inclusion in 1 pre-show email sent to all pre-registered attendees.

INCLUSION IN "MADE IN AMERICA" BUYER TOUR

As part of the show's seminar offerings, we're hosting a guided tour of the show floor for buyers seeking American made products. The guide will bring participating buyers to each sponsor booth as part of the tour.

Zootique Sponsorship

Retailers are looking for animal themed products to bring into their stores! Help them find yours with the added exposure you'll get through the Zootique Sponsorship Package



INCLUSION IN "ZOOTIQUE" BUYER TOUR *Limited to 10 exhibitors

As part of the show's seminar offerings, we're hosting a guided tour of the show floor for buyers seeking animal themed products to bring into their stores. The guide will bring participating buyers to each sponsor booth as part of the tour.

1 PACKAGE WITH TOUR
\$600

2 PACKAGE WITHOUT TOUR
\$450

BOTH PACKAGES INCLUDE:

PRODUCT PREVIEW AREA

A 1' x 1' space to showcase your product in the "Zootique" preview area. Includes a tent card with your company name and booth number.

PRODUCT PREVIEW GUIDE CALL-OUT

Your product image highlighted & identifying your Zootique status. The guide is mailed out to thousands of pre-registrants and prospective attendees in advance of the show.

ZOOTIQUE SHOW SIGN

Your company and booth number will be included on special signage in the lobby area highlighting exhibitors offering animal themed resources.

REGISTRATION HANDOUT

Your company and booth number will be included on a handout at both registration areas highlighting exhibitors offering animal themed resources.

FLOOR STICKER

Special sticker on floor at entrance of your booth clearly identifying your company's animal themed offerings.

INCLUSION IN PRE-SHOW BUYER EMAILS

Company logo or product image inclusion in 1 pre-show email sent to all pre-registered attendees.

MATCH! is Smoky Mountain Gift Show's customized meeting experience that puts your brand in front of top souvenir and resort 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! Our buyer delegates are reserved for leading Souvenir and Resort buyers, concessionaires, zoos, aquariums and national park retailers who are actively sourcing souvenir and resort product.

Pick the Best Fit for You:

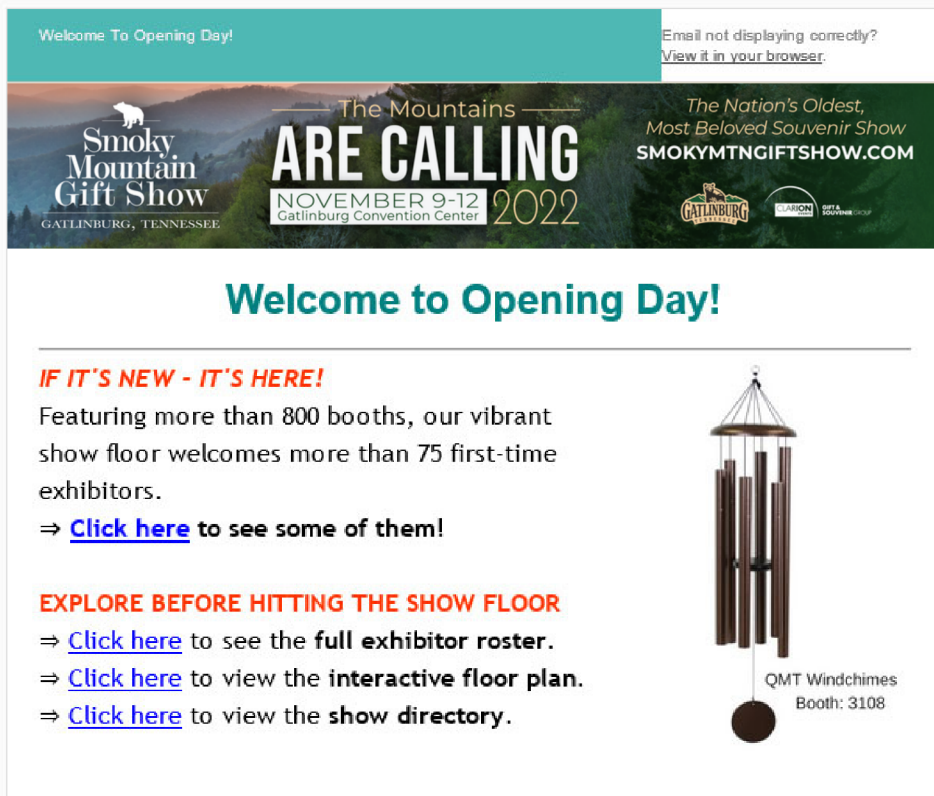
NEW! Uncapped Meeting Package – \$2,750

5 Meetings Package – \$1,750

(meetings over allotment will be \$350 each)

All packages include access to buyer profiles, company branding on matchmaking platform and website, concierge service, access to MATCH! networking lounge, and product preview area within MATCH! lounge to place products or materials, welcome reception event, booth recognition and opportunity to provide product for MATCH! buyers within goody bags.

The logo for MATCH! features the word "MATCH!" in a bold, white, sans-serif font. The letters are set against a dark, rectangular background that has a slight gradient and a shadow effect, making it stand out.



Example

PRODUCT SPOTLIGHT / SHOW DAILY EBLAST - \$500

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.

COMPANY SPOTLIGHT EBLAST - \$1,000

Feature your company logo, booth number and product shots in an email sent to pre-registered buyers leading up to the show.

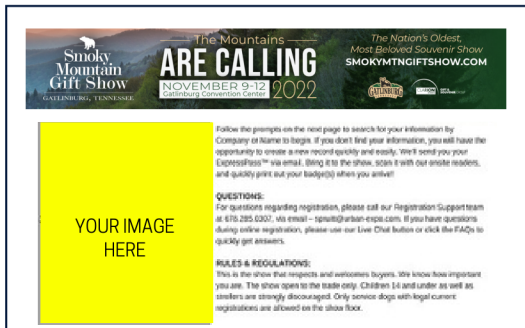
Official Registration Sponsor

Exclusive pre-show and onsite branding opportunities!

OFFICIAL REGISTRATION SPONSOR: Limited to 1 company – \$3,000

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. Package includes:

Pre-Show



Registration Landing Page

Your company banner and brand message will be on our registration landing page, key online registration pages *and* the final page of the registration will include a clickable banner taking the buyers to your website.

Pre-Show



Registration Email Confirmation

Your company's clickable banner will also receive prominent placement on the Express 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.

BANNER AND COLUMN WRAP ONE SIDE

- \$1,000 - \$3,000

Where available, sponsor's logo and booth number featured on one side of column on show floor or on a show banner. **



WINDOW DECALS - \$500 (INCLUDES ONE DECAL)

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



STAND ALONE BOARD

- \$500

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. **



FLOOR DECALS - \$700

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



***Call for additional details. Exhibitor provides print-ready artwork. Production and labor charges are not included*



PRODUCT PREVIEW AREA – \$150

The #1 reason buyers are coming to the Smoky Mountain Gift Show 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. **See participation form in the back of this media kit to reserve your space.**

(Note, if you have signed up for the **New Exhibitor Promotional Package, Made in America Sponsorship or Zootique Sponsorship**, a space in the Product Preview Area has already been reserved for you, and is included in your package fee).

RESTROOM REJUVENATION SPONSOR – \$500

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.



EXCLUSIVE SHOW BAG* – \$750

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.*

Onsite Sponsorships

Popcorn Social – \$1,000

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 not include cost of food and set up.**

Show Shuttle Bus Sponsor – \$1,000

Reach customers before and on their way to the event. Sponsor logo and booth number included on show shuttle bus and show promotions.

Official Goody Bag Sponsor – \$500

This exclusive opportunity allows you to showcase your brand message on the official show goody bag - handed to the first 100 stores to arrive at the show on the first 3 days. *Sponsor logo co-branded with show logo. Production not included. Minimum number of bags included.*

Sample Hand Out at Registration – \$1,000

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



Insertion Order Form

November 6-9, 2024
Gatlinburg, TN

PROMOTIONAL PACKAGES

- Silver Package..... \$350
- Gold Package..... \$600
- Platinum Package..... \$1200
- New Exhibitor Package..... \$200
- Line Listing Promotional Package..... \$500

PRINT ADVERTISING PACKAGES

- "Moonshine Tasting" Ad Package..... \$2150
- "Mountain Cabin" Ad Package..... \$1550
- "Pancake Platter" Ad Package..... Pricing Varies

PRINT ADVERTISING | SHOW DIRECTORY

- Inside Front Cover..... \$1900
- Inside Back Cover..... \$1700
- Page 1 (Premium Position)..... \$2000
- Back Cover..... \$2600
- Half Page Color..... \$850
- Full Page Color..... \$1300
- Full Page B&W Upgrade..... \$600
- EXCLUSIVE Directory Addendum Sponsorship..... \$500

PROMOTIONAL EMAILS

- Show Daily Eblast Product Spotlight..... \$500
- Company Spotlight Email to Pre-Registered Buyer... \$1000

SHOW MAP ADS

- Back Cover Full Page *1 company..... \$1700
- Inside Cover Full Page Ad *1 company..... \$1700
- Half Page Interior Ad..... \$900
- Featured Exhibitor Booth *10 companies..... \$400

PRODUCT PREVIEW GUIDE

- Product Preview Guide Image Inclusion..... \$350
- Inside Front Cover..... \$1500
- Page 1 (Premium Position)..... \$1300
- Inside Back Cover..... \$1200
- Full Page Color..... \$950
- Half Page Color..... \$800
- Quarter Page Color..... \$550

MATCH! MEETING PACKAGE

- Uncapped Meetings..... \$2750
- 5 meetings..... \$1750

REGISTRATION

- EXCLUSIVE Registration Sponsorship..... \$3000
- Onsite Welcome Letter..... \$1500

ZOOTIQUE SPONSORSHIP

- Package w/ Tour..... \$600
- Package without Tour..... \$450

ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag..... \$750
- EXCLUSIVE Goody Bag..... \$500
- Product Preview Area..... \$150
- Restroom Rejuvenation Sponsor..... \$500
- Popcorn Social Sponsor..... \$1000
- Show Shuttle Bus Sponsor..... \$1000
- Sample Hand Out At Registration..... \$1000

MADE IN AMERICA SPONSORSHIP \$500

SIGNAGE

- Banner or Column Wrap..... \$1,000-\$3,000
- Stand Alone Board..... \$500
- Floor Decals..... \$700
- Window Decals..... \$500

Selected sponsorships must be paid in full prior to publishing.

All Artwork must be approved by show management.

Exhibiting Company Name: _____ Contact Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____



For more information and to reserve your space, contact:
Christina Bell | 678.370.0335 | christina.bell@clarionevents.com