



The Mountains  
**ARE CALLING**  
NOVEMBER 6-9 2024  
Gatlinburg Convention Center

# 2024

## *Media Kit*

**Advertising &  
Sponsorship Opportunities**

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# Promotional Digital Packages

Enhance your online listing with cost-effective upgrade packages!



		Basic (included)	Silver \$350	Gold \$600	Platinum \$1,200
<b>Dedicated Email Blast</b>	Your message sent to all pre-registered attendees before the show. Can include anything you would like.				✓
<b>Product Preview Guide (product listing)</b>	Product listing, company name, and booth number in Product Preview Guide				✓
<b>Product Categories</b>	Help buyers find you by selecting the categories that best describe your products	10	15	UNLIMITED	UNLIMITED
<b>Company Online Profile</b>	Introduce your company to make a great first impression	250 CHARACTERS	2000 CHARACTERS	3000 CHARACTERS	3000 CHARACTERS
<b>Show Specials</b>	Spotlight special deals like discounts, giveaways, & sweepstakes	1	4	10	15
<b>Press Releases</b>	Get more coverage by sharing the latest news about your company		2	5	10
<b>Digital Product Showcase</b>	Engage attendees with detailed product descriptions along with full color images		4	10	15
<b>Videos</b>	Tell your story to potential buyers through promotional videos		1	3	5
<b>Show Daily Logo Inclusion</b>	Inclusion in onsite daily show emails to registered attendees				✓
<b>Company Logo</b>	Include your logo with your listing to stand out and expand brand awareness			✓	✓
<b>Email Promotion</b>	Product image inclusion in 1 pre-show email to pre-registered attendees & to pre-registered VIP attendees		✓	✓	✓
<b>Social Media Spotlight</b>	Product image and custom message promoted on the show's Facebook, Instagram & Twitter		✓	✓	✓
<b>Website URL</b>	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.

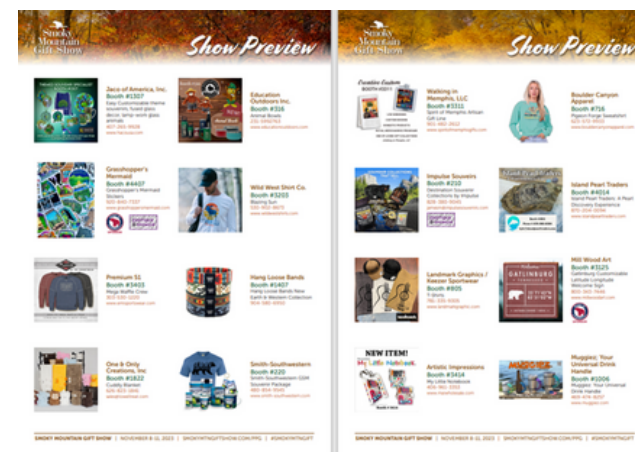
## What is the Directory Addendum?

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!



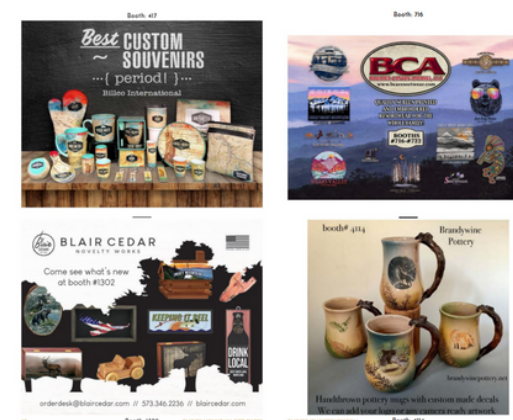
Your Product Shot Here



Your Product Preview Guide Ad Here



Show Directory Cover



Your Show Directory Ad Here

# Product Preview Guide

GUARANTEED promotion to thousands of buyers



**Image One**  
Booth #4213  
Customizable Resort wear  
501-663-9999  
www.imageone.com



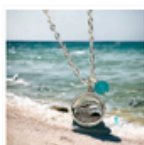
**Half Toys LLC**  
Booth #3410  
HD-002 T-Rex  
845-850-2565  
www.halftoys.us



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



**Openers.beer**  
Booth #808  
Custom bottle openers  
714-432-1951  
www.openers.beer



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



**Avalon Apparel**  
Booth #3023  
Navy Sweatshirt  
727-531-3662  
www.colonofavalon.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

## 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!**

SMOKY MOUNTAIN GIFT SHOW | NOVEMBER 8-11, 2023 | [SMOKYMTNGIFTSHOW.COM/PPG](http://SMOKYMTNGIFTSHOW.COM/PPG) | [#SMOKYMTNGIFT](https://twitter.com/SMOKYMTNGIFT)

# 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](mailto: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)

**INSIDE FOLDED COVER:**



**BACK COVER:**

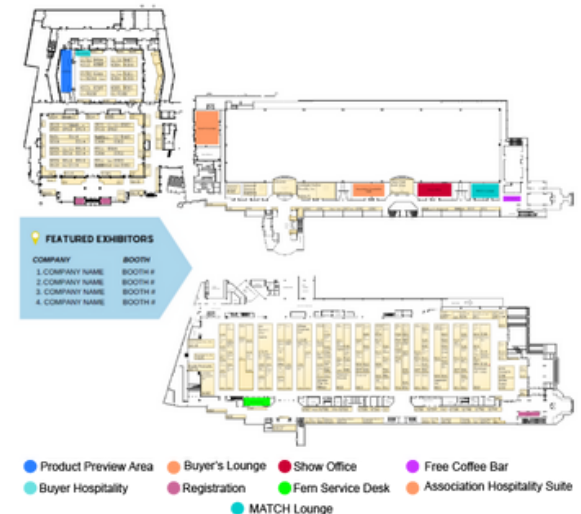


**FRONT COVER:**



**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**

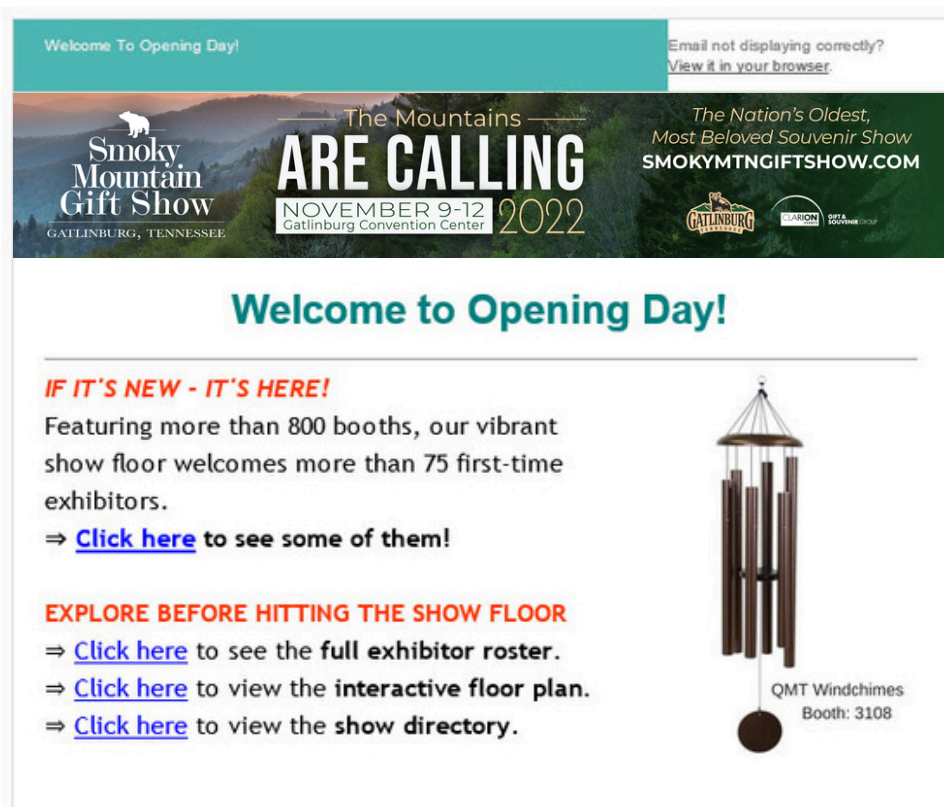
**5 Meetings Package – \$1,750**

**(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 MATCH! logo, featuring the word "MATCH!" in a bold, white, sans-serif font, with the exclamation mark being a large, stylized dot.

# Email Sponsorships



## 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

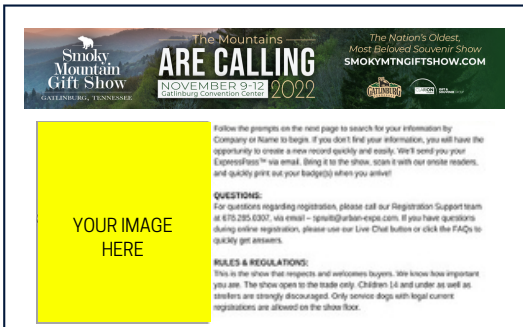
Exclusive pre-show and onsite branding opportunities!



## 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**



# Onsite Sponsorships



## 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.

## 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).



## 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