



OCTOBER 6-9, 2026  
LAS VEGAS CONVENTION CENTER  
SOUTH HALL

# INVITATION TO EXHIBIT

The Las Vegas Souvenir & Resort Gift Show is THE top trade show for the souvenir industry, drawing top-name buyers from across the nation and throughout the western region. They love this show because it's convenient, cost-effective to attend and has everything they need under one roof!

## Why Exhibit?

**89%**  
of attendees  
come to see  
new products

**78%**  
of attendees come  
to source new  
products/suppliers

**65%**  
of attendees  
come to  
place orders

## Showcase Your Products

These buyers are looking for the latest products and trends from industry leaders in:

- Destination, Resort, and Tourist Merchandise
- Souvenirs
- T-shirts
- Coastal and Nautical Items
- Lake, Mountain and Lodge
- Ski-Themed Products
- Logo Products
- Shell Items
- Jewelry/ Fashion Accessories
- Toys/Games and More

## Buyer's Market

The Las Vegas Souvenir & Resort Gift Show attracts top resort and souvenir buyers including:

- Souvenir shops
- Theme Parks and Destination Areas
- Zoos
- Aquariums
- Casinos
- Resort and Hotel Gift Shops
- Coastal Resort Gift Shops
- Lake, Mountain and Lodge Gift Shops
- Ski Shops
- Card and Specialty Stores
- Mail Order Catalogs
- Museums and Institutional Gift Shops
- Surf Shops
- Fashion Accessory Stores
- Airport Gift shops
- National Parks
- Cruise Lines

## With Specialty Pavilions & Focuses for...



**MADE IN AMERICA**  
American-made designs in a range of categories



**LIFESTYLE**  
Lifestyle brands, resort wear and accessories



**EMERGING MARKETPLACE**  
Up-and-coming artists and innovative newcomers in a range of market sectors (Tabletop Pavilion)



**GOURMET**  
Sweets, treats and other gourmet specialties



**NATIVE AMERICAN PAVILION**  
Authentic American Indian artisan crafts together with events, displays and cultural demonstrations



**MERCHANDISING AND TECHNOLOGY**  
Merchandising accessories, fixtures, signage, design, build, POS tech



**SOUVENIR/RESORT**  
Apparel, hardgoods, plush, jewelry, gifts & more

Photos courtesy of:

(left, top to bottom): B&B Apache Cactus; Ms. Jetsetter LLC; Traci Rabbit; The Mountain

(right, top to bottom): stock image; Country Fresh Food & Confections, Inc.; stock image

## Snapshot of Our Souvenir & Resort Buyers

Here's a small sampling of some of the key retailers that have attended the Las Vegas Souvenir & Resort Gift Show in the past!

ALASKA GEOGRAPHIC  
ALASKA JUNEAU MINING CO  
ARAMARK  
AVOLTA  
BALD HEAD ISLAND CONSERVANCY  
BILTMORE  
BOYD GAMING  
BUCKHORN MUSEUM & SALOON  
CAESAR'S ENTERTAINMENT  
CALGARY ZOO  
CALIFORNIA'S GREAT AMERICA  
CANADA'S WONDERLAND  
CANYONLANDS NATURAL HISTORY  
CARNEGIE MUSEUM STORE  
CASTLE & COOKE PROPERTIES, INC  
CATALINA ISLAND CONSERVANCY  
CHEROKEE TRADING POST  
CIRCUS CIRCUS  
COUNTRY MUSIC HOF  
CRAYOLA EXPERIENCE  
DELAWARE NORTH  
DICK'S 5 & 10

DNC YELLOWSTONE GENERAL STORE  
EASTERN NATIONAL  
EVELYN HILL INC.  
EVENT NETWORK  
FLYOVER VANCOUVER  
FORT WORTH ZOO  
FOSSIL RIM WILDLIFE CENTER  
GoExplorUs  
GOLDBELT TRAM ALASKA  
GRAND CANYON CONSERVANCY  
GREATER GOOD NETWORK  
GUEST SERVICES  
HERSCHEND FAMILY ENTERTAINMENT  
HERSHEY ENTERTAINMENT & RESORTS  
HOLIDAY INN CLUB VACATIONS  
HOLLAND AMERICA PRINCESS  
HUDSON GROUP  
INNISFREE HOTELS  
JAMESTOWN YORKTOWN  
MUSEUM GIFT SHOPS  
JEFFERSON NATIONAL PARKS  
KANSAS CITY ZOO

KINGS DOMINION  
KNOEBEL'S AMUSEMENT PARK  
KNOTT'S BERRY FARM  
KUALOA RANCH HAWAII  
KUYERA PARTNERS  
LAKE SUPERIOR ZOO  
LANDRY'S  
LEGOLAND  
LIVE NATION/ HOUSE OF BLUES  
MGM RESORTS INTERNATIONAL  
MOUNT RAINIER GUEST SERVICES  
MULTNOMAH FALLS CO  
MUSEUM OF NATIVE AMERICAN HISTORY  
MUSEUM OF THE BIBLE  
NAPA VALLEY WINE TRAIN  
NATIONAL CIVIL RIGHTS MUSEUM  
NORTH CAROLINA AQUARIUM SOCIETY  
OLE SMOKY DISTILLERY  
ORTEGA NATIONAL PARKS  
OZARKLAND  
PACIFIC CREST GALLERY

PADRE ISLANDER  
PALACE ENTERTAINMENT  
PARADISE  
POLAR BEAR GIFTS  
POLYNESIAN CULTURAL CENTER  
PURSUIT COLLECTION  
REDWOOD PARKS CONSERVANCY  
RESORTS WORLD  
SAINT LOUIS ZOO  
SAN DIEGO ZOO  
SANTA MONICA AMUSEMENTS  
SILVERWOOD THEME PARK  
SITKA BAZAAR  
SIX FLAGS INTERNATIONAL  
SPACE NEEDLE  
SSA GROUP  
ST. LOUIS AQUARIUM  
STARBOARD CRUISE  
STONE MOUNTAIN PARK  
TAILWIND CONCESSIONS  
TENNESSEE AQUARIUM GIFT SHOP  
THE MILL AT WARD COVE

THE NATIONAL WWII MUSEUM  
THE RITZ-CARLTON, DOVE MOUNTAIN  
THE VENETIAN  
TILLAMOOK CREAMERY  
TONGASS TRADING CO INC  
TREASURE ISLAND  
UNITED PARKS & RESORTS  
UNIVERSAL PARKS & RESORT  
URBAN PARK CONCESSIONAIRES  
USS LEXINGTON MUSEUM  
VAIL RESORTS  
VEGAS GOLDEN KNIGHTS  
VIDANTA RESORT  
WAIKIKI AQUARIUM  
WALL DRUG  
WHSmith Co  
WILD FLORIDA  
WILDLIFE CONSERVATION SOCIETY  
WILDLIFE TRADING COMPANY  
XANTERRA PARKS & RESORTS  
ZION OUTFITTER  
ZOO ATLANTA



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## Comprehensive Booth Packages

Booth Package	10x10	5x10	Emerging Marketplace/ Tabletop
<b>Cost</b>	<b>\$3150</b>	<b>\$2250</b>	<b>\$1300</b>
<b>Includes</b>	<ul style="list-style-type: none"> <li>• 2 draped tables &amp; 2 chairs</li> <li>• 500lbs of drayage included</li> <li>• Booth carpet</li> <li>• Booth ID sign</li> <li>• Pipe and Drape</li> <li>• Wastebasket</li> <li>• Directory listing</li> <li>• Marketing materials to promote your booth</li> </ul>	<ul style="list-style-type: none"> <li>• 1 draped table &amp; 1 chair</li> <li>• 250lbs of drayage included</li> <li>• Booth carpet</li> <li>• Booth ID sign</li> <li>• Pipe and Drape</li> <li>• Wastebasket</li> <li>• Directory listing</li> <li>• Marketing materials to promote your booth</li> </ul>	<ul style="list-style-type: none"> <li>• 1 draped counter height table &amp; 1 barstool</li> <li>• Booth ID sign</li> <li>• Wastebasket</li> <li>• Directory listing</li> <li>• Marketing materials to promote your booth</li> </ul>

### Single Corner Fee: \$375

\*Call for Native American Pavilion rates

\*\*Freight shipped to show site via common carrier and/or POV will be subject to material handling fees.

\*Prices Subject to Change April 2024

## MATCH!

Consider participating in MATCH!, a customized meeting experience that puts your brand in front of top souvenir and resort buyers in guaranteed face to face meetings based on mutual interests. Contact our sales team for more information.

## New Exhibitor Package

### Custom-tailored to first-time exhibitors

- A special "New Exhibitor" Callout alongside your online Exhibitor Listing
- Listed in a promotional email to pre-registered attendees before the 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
- Double exposure! Includes Product display space in the Buyers Lounge
- Free Upgrade to the Silver Digital Package
- Invitation to New Exhibitor Breakfast with VIP Buyers

**\$275**

\*Inclusion in various elements depends on deadline dates

*Don't take our word for it...*

"For us, the Las Vegas Souvenir & Resort Gift Show is where we meet existing customers but also historically have had the greatest success in expanding our customer base and meet new sales leads. The buyers are very diverse from various sectors and parts of the country."

- William Hunt, Authentic Cards

## For more information and to reserve your space, contact our sales team:

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