WHERE RETAIL FINDS
WHAT'S NEXT



PHILADELPHIA
GIFT
SHOW

#PhillyGiftShow

JAN 31 - FEB 2, 2027

Greater Philadelphia Expo Center
Oaks, PA

CLARION EVENTS GIFT & SOUVENIR GROUP

MEDIA KIT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

SUGGEST A CUSTOM SPONSORSHIP

Have an idea that's 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 stand out and reel in buyers with a *show-stopping* sponsorship.

Work with your sales representative to build a package that's bold enough to catch attention and memorable enough to make lasting impact long after the show ends!

Contact us today to start building your perfect sponsorship!



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DIGITAL PACKAGES

		BASIC INCLUDED	SILVER $300	GOLD $500	PLATINUM $800
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 logo in a pre-show email sent to pre-registered buyers and prospects		✔	✔	✔
Social Media Spotlight	Inclusion of logo on sponsorship level social media post		✔	✔	✔
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 helps your debut make *impact*. Get in front of buyers early, enhance your visibility, and drive booth traffic!

- ✔ **Pre-Show Email Promotion:** Included in ongoing 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
- ✔ **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 booths

$150



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

MADE IN AMERICA PACKAGE

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

- ✔ **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
- ✔ **Product Preview Guide Listing:** Your product image and company info in the show's Product Preview Guide
- ✔ **Entrance Signage:** Listed on dedicated Made in America sponsor sign at show entrance
- ✔ **Registration Handout:** Company and booth number listed as Made in America sponsor on the printed registration 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

$300

MADE IN AMERICA

SPONSOR

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

PRODUCT PREVIEW GUIDE LISTING

PHILADELPHIA GIFT SHOW

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



$150

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

DUE: OCTOBER 22, 2026

PRODUCT PREVIEW GUIDE ADVERTISING

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.

Measuring 7” x 10”, this guide includes the following ad opportunities:

- ✔ EXCLUSIVE! **Full-Page Ad** (Inside Front Cover) **$600**
- ✔ EXCLUSIVE! **Full-Page Ad** (Page 1) **$650**
- ✔ EXCLUSIVE! **Full-Page Ad** (Inside Back Cover) **$600**
- ✔ LIMITED! **Full-Page Ad** (Interior) **$450**
- ✔ LIMITED! **Half-Page Ad** (Interior) **$400**
- ✔ LIMITED! **Quarter-Page Ad** (Interior) **$250**



DELIVERABLE SPECIFICATIONS (WxH)

PRODUCT PREVIEW GUIDE ADVERTISING

- 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: 6.5” x 4.625”
- Quarter-Page: 3.125” x 4.625”

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 exhibiting company’s name

DEADLINE:
NOVEMBER 3, 2026

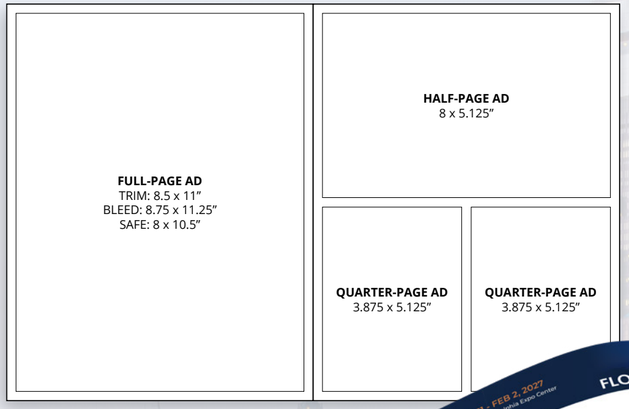
FLOORPLAN BOOKLET

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

Measuring 8.5” x 11”, this handout includes the following ad opportunities:

- ✔ **EXCLUSIVE! Full-Page Ad** (Back Cover).....**$2,000**
- ✔ **EXCLUSIVE! Full-Page Ad** (Inside Front Cover).....**$2,000**
- ✔ **EXCLUSIVE! Full-Page Ad** (Inside Back Cover).....**$1,500**
- ✔ **LIMITED! Full-Page Ad** (Interior).....**$1,000**
- ✔ **LIMITED! Half-Page Ad** (Interior).....**$750**
- ✔ **LIMITED! Quarter-Page Ad** (Interior).....**$500**
- ✔ **Featured Booth Marker** **$400**
- ✔ **Custom Line Listing** .....**$300 per line**

(Additional lines/website included in exhibitor list on website and in printed foorplan booklet)



FEATURED BOOTH MARKER

DELIVERABLE SPECIFICATIONS (WxH)

PRINTED FLOORPLAN BOOKLET ADVERTISING

- Trim Size: 8.5” x 11” (Final Publication Size)
- Bleed Size: 8.75” x 11.25” (0.125” bleed on all sides)
- Full-Page (Non-Bleed): 8” x 10.5”
- Half-Page: 8” x 5.125”
- Quarter-Page: 3.875” x 5.125”

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 exhibiting company’s name

DEADLINE:
DECEMBER 28, 2026

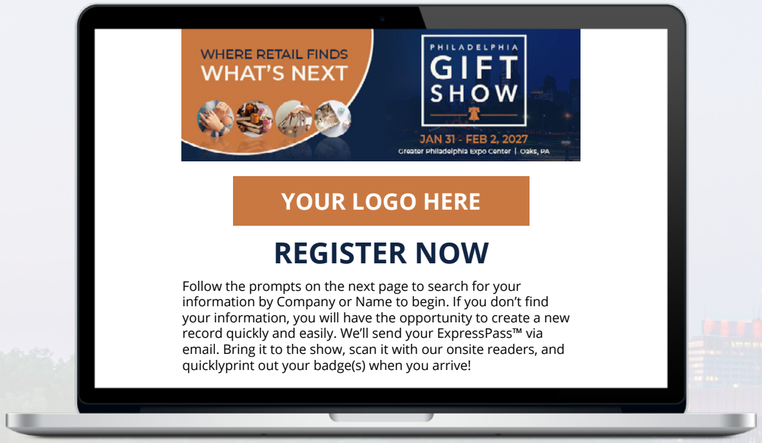
REGISTRATION PACKAGE

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.

$2,000 *+ costs*

EXCLUSIVE!

PRE-SHOW





AT-SHOW



REGISTRATION LANDING PAGE

- Company banner and brand message featured on the registration landing page and key online registration pages

REGISTRATION EMAIL CONFIRMATION

- Clickable banner placed prominently in the Express Registration email confirmation sent to all registered buyers

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

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.

$500 *+ costs*



DELIVERABLES:

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

DUE: JANUARY 30, 2027

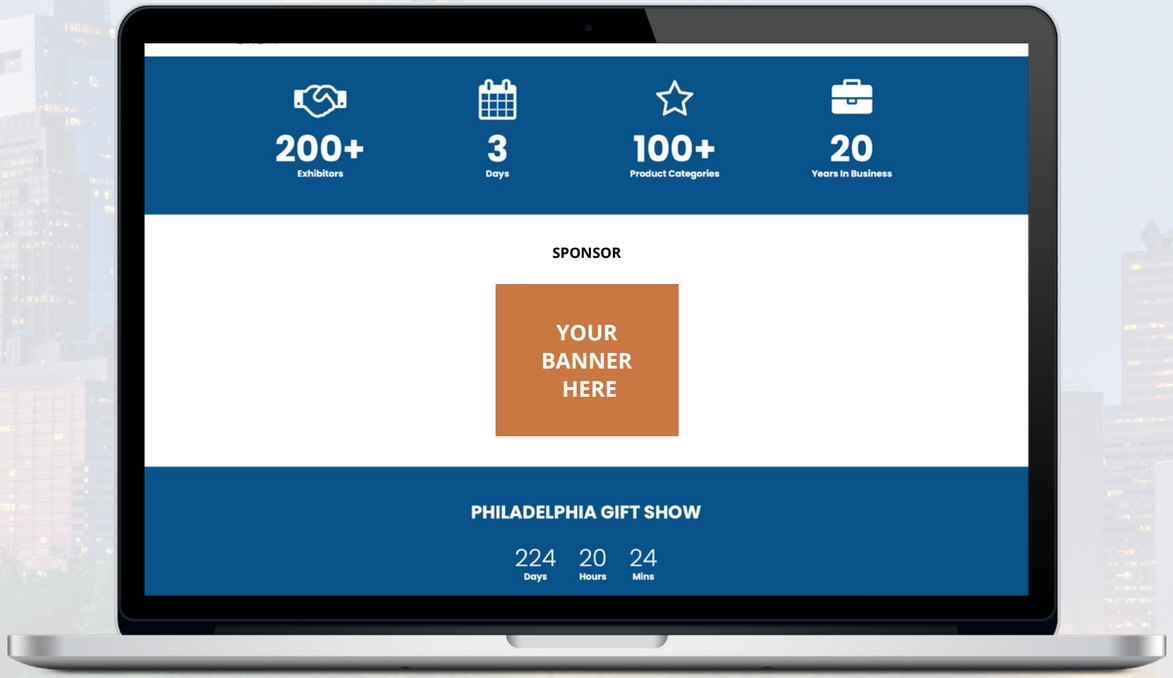
Handouts must arrive onsite by this date

WEBSITE BANNER AD

Showcase your brand across every interior page of the show website with a prominent banner placement. This high-visibility ad delivers ongoing exposure to engaged visitors as they explore the site for event details, planning tools, and more.

Note: this ad placement will run for up to 6-months prior to show.

$500



DELIVERABLES:
300w x 250h image only (.gif or .jpg)

Please allow 7 business days from receipt of materials for ad to appear

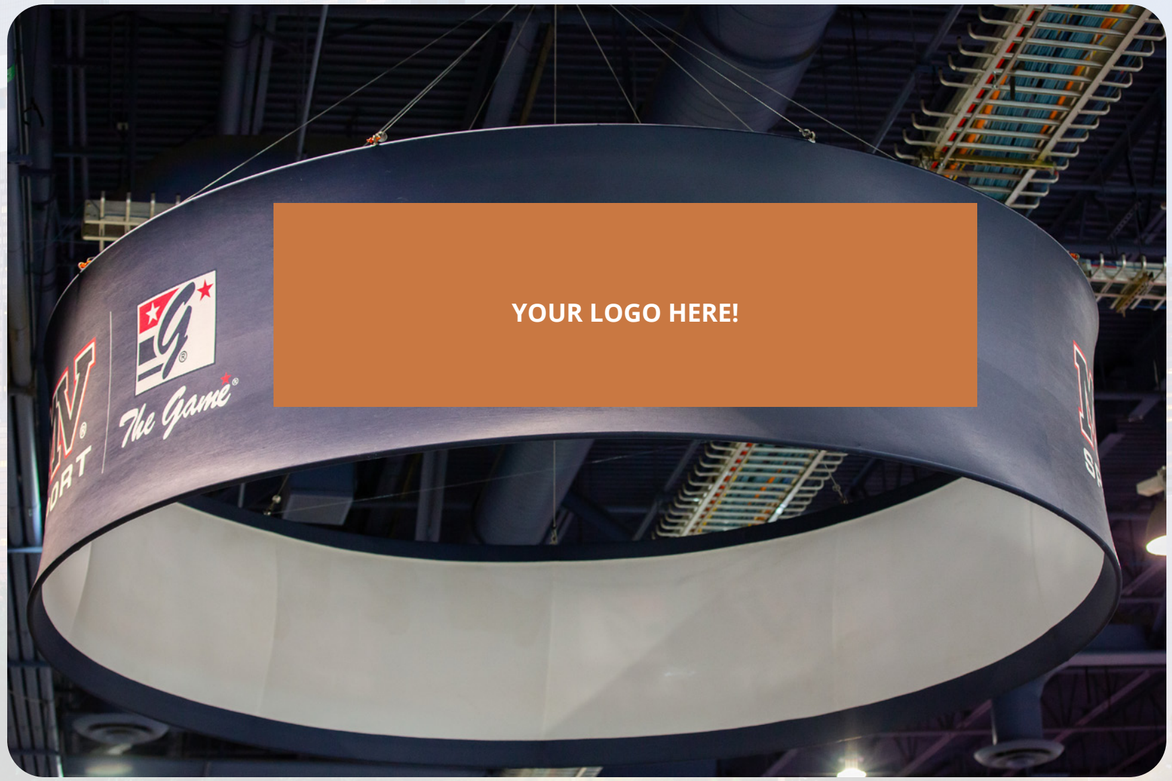
SIGNAGE: HANGING BANNER

PHILADELPHIA GIFT SHOW

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 $750 *+ rigging costs*



DELIVERABLES:
Graphic Image in .EPS or . AI format
Production and labor charges not included

DUE: DECEMBER 2, 2026

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.

$500 *per decal + costs*



DELIVERABLES:
Graphic Image in .EPS or . AI format
Production and labor charges not included

DUE: DECEMBER 2, 2026

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

SIGNAGE: WINDOW DECAL

GUIDE BUYERS STRAIGHT TO YOUR BRAND!

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

$500 *per decal + costs*



DELIVERABLES:
Graphic Image in .EPS or . AI format
Production and labor charges not included

DUE: DECEMBER 2, 2026

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.

$300 *+ costs*



DELIVERABLES:

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

DUE: DECEMBER 2, 2026

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

EBLAST – DEDICATED COMPANY SPOTLIGHT

PHILADELPHIA GIFT SHOW

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:** ~600 pre-registered attendees*

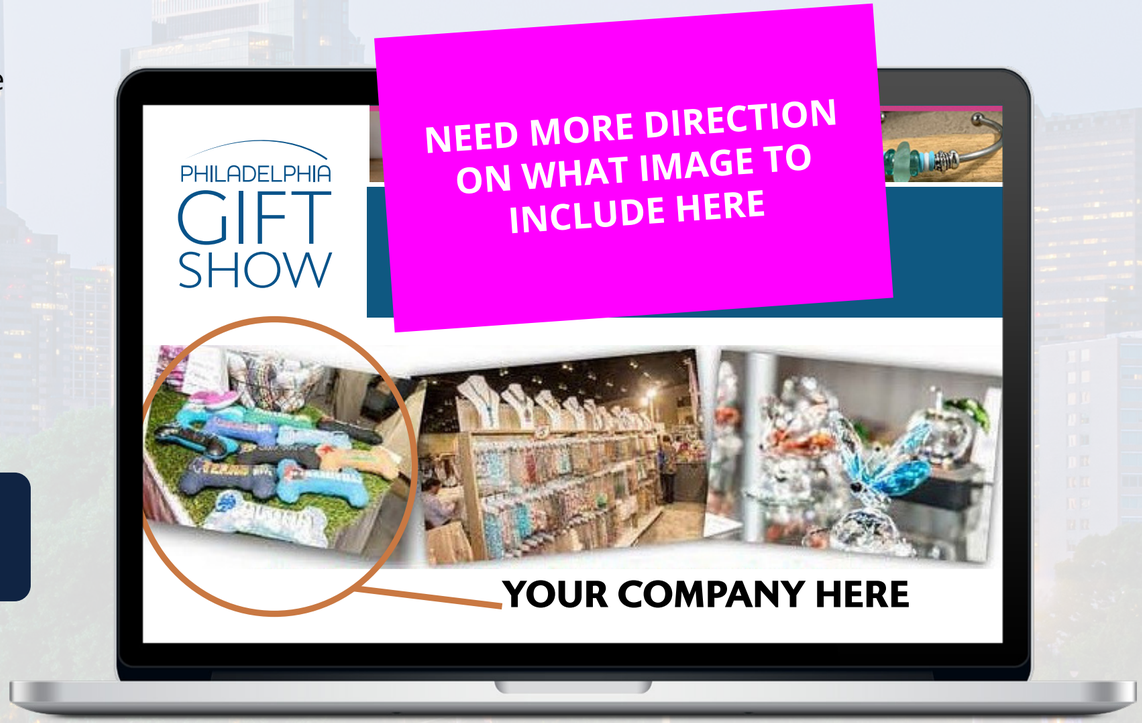
**Estimated based on 2024 sends; actual audience may vary*

$600

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:** ~17,156+ prospective + pre-registered attendees

**Estimated based on 2026 sends; actual audience may vary*

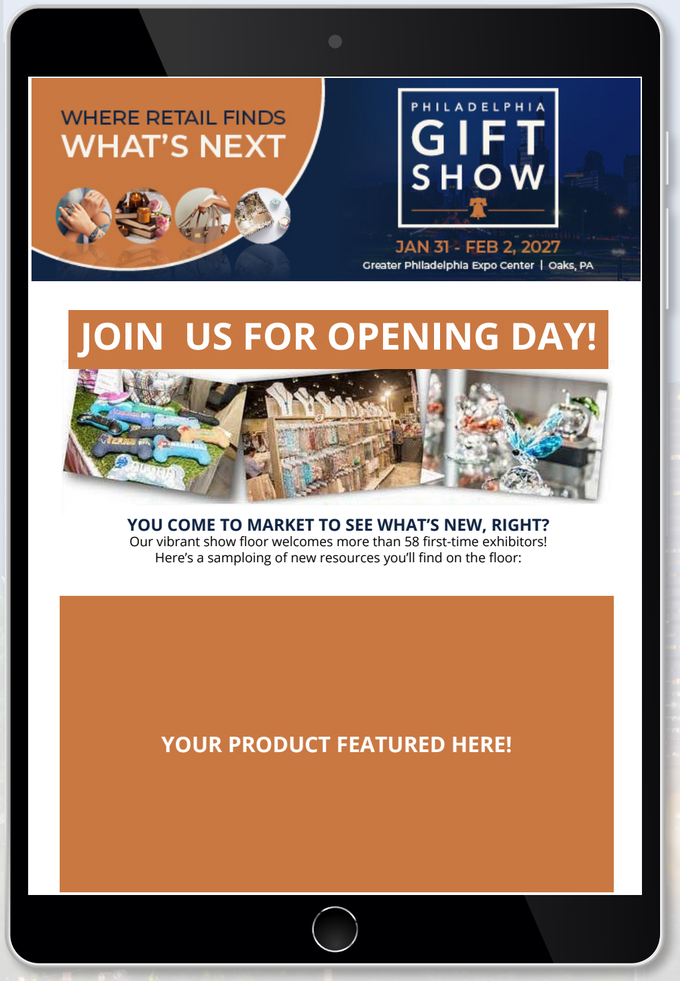
$500

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: JANUARY 15, 2027

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



RESTROOM REJUVINATION

PHILADELPHIA GIFT SHOW

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

$300 *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

PRODUCT PREVIEW AREA

SHOW OFF YOUR NEWEST PRODUCTS!

Buyers come to the Philadelphia 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 sponsorship package, a space in the Product Preview Area is already included.

FREE STANDING: $150

TOP SHELF: $100

MIDDLE SHELF: $125

BOTTOM SHELF: $75

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

PHILADELPHIA GIFT SHOW

SOLD

YOUR BRAND IN EVERY BUYER'S HANDS!

This exclusive opportunity ensures your brand message travels throughout the show floor and beyond on the official Ocean City Resort Gift Expo bags.

INCLUDES:

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

$1,750 *+ 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)

CONNECT BUYERS LOUNGE

INCLUDES:

- ✔ Ability to provide promotional pieces for the tables in the lounge
- ✔ Product material handling/shipping is the responsibility of the sponsor. Pricing will vary based upon the weight and rates.

$500 *+ costs*



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

POPCORN SOCIAL

PHILADELPHIA GIFT SHOW

HOST A FUN & ENGAGING POPCORN SOCIAL!

Create a memorable networking experience by hosting a popcorn social on the show floor. Your company name and booth number will be prominently displayed on event signage. Sponsorship includes cost of food and setup.

INCLUDES:

- ✔ Company logo and booth number featured on event signage
- ✔ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

$500 PER DAY *+ costs*

Limited to 2 sponsors



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

SHIPPED TO ADVANCE WAREHOUSE BY TUESDAY, JANUARY 12, 2027

HAND DELIVERED TO SHOW MANAGEMENT ON SHOW SITE BY SATURDAY, JANUARY 30, 2027

OFFICIAL SHOW MERCHANDISE

OFFICIAL WATER BOTTLE SPONSOR

Make your brand an essential part of the attendee experience as the Official Water Bottle Sponsor of the Philadelphia Gift Show. Your logo will accompany buyers throughout the day, offering steady visibility as they walk the show floor, meet with exhibitors, and discover new products—keeping your brand top-of-mind with every sip.

INCLUDES:

- ✔ Official water bottle sponsor
- ✔ Provide 750 bottles max
- ✔ Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates
- ✔ Includes one post-show email to all verified attendees to be sent 2 weeks after the show. HTML to be provided by sponsor.

$1,000 *+ costs*

DEADLINE: DECEMBER 18, 2025

OFFICIAL SHIRT SPONSOR

Become an Official T-Shirt Sponsor and put your brand directly in the hands of buyers at the Philadelphia Gift Show. This high-impact branding opportunity keeps your logo front-and-center throughout the event and long after they return home.

INCLUDES:

- ✔ 750 shirts provided by sponsor
- ✔ Material handling/shipping rates is sponsor's responsibility and may vary based on weight and rates
- ✔ Includes one post-show email to all verified attendees to be sent 2 weeks after the show. HTML to be provided by sponsor.

$1,000 *+ costs*

DEADLINE: DECEMBER 18, 2025

CO-HOSTED BUYER EVENTS

BREW UP CONNECTIONS WITH A COFFEE/HOT CHOCOLATE BAR!

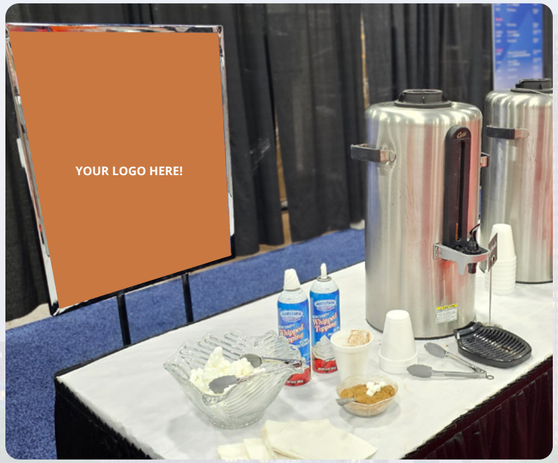
Perk up buyers with complimentary coffee and hot chocolate served from a branded coffee station on the show floor. Your company name and booth number will be prominently displayed on event signage, keeping your brand top of mind with every sip.

INCLUDES:

- ✔ Company logo and booth number featured on event signage
- ✔ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

$500 *+ costs*

Limited to 2 sponsors



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

HAPPY HOUR – RAISE A GLASS TO BRAND VISIBILITY!

Sponsor a happy hour on the show floor, where buyers and exhibitors gather to unwind and connect. Your company name and booth number will be prominently featured on event signage. This sponsorship may be shared by multiple vendors.

INCLUDES:

- ✔ Company logo and booth number featured on event signage
- ✔ Opportunity to provide branded napkins (maximum of 1,000; sponsor handles material handling/shipping)

$750 *+ costs*



SHIPPED TO ADVANCE WAREHOUSE BY TUESDAY, JANUARY 11, 2027

HAND DELIVERED TO SHOW MANAGEMENT ON SHOW SITE BY SATURDAY, JANUARY 30, 2027

INSERTION ORDER FORM

PHILADELPHIA GIFT SHOW

DIGITAL PACKAGES
- ❑ SILVER Package.....$300
- ❑ GOLD Package.....$500
- ❑ PLATINUM Package.....$800

SPECIAL PACKAGES
- ❑ New Exhibitor Package.....$150
- ❑ Made in America Package.....$300

PRINT ADVERTISING

FLOORPLAN BOOKLET
FULL-PAGE ADS:
- ❑ EXCLUSIVE! Back Cover.....$2,000
- ❑ EXCLUSIVE! Inside Front Cover.....$2,000
- ❑ EXCLUSIVE! Inside Back Cover.....$1,500
- ❑ Full-Page Ad Interior.....$300
- ❑ Half-Page Ad Interior.....$750
- ❑ Quarter-Page Ad Interior.....$500
- ❑ Featured booth marker.....$400
- ❑ Custom line listing.....$300 per line

PRODUCT PREVIEW GUIDE
- ❑ Product Preview Guide Listing.....$150

FULL-PAGE COLOR ADS:
- ❑ EXCLUSIVE! Inside Front Cover.....$600
- ❑ EXCLUSIVE! Page 1.....$650
- ❑ EXCLUSIVE! Inside Back Cover.....$600
- ❑ Full-Page Color Ad.....$450
- ❑ Half-Page Color Ad.....$400
- ❑ Quarter-Page Color Ad.....$250

REGISTRATION
- ❑ EXCLUSIVE! Registration Package.....$2,000 + costs
- ❑ Sample Handouts.....$500 + costs

WEBSITE
- ❑ Welcome Pop-Up.....$500
- ❑ Website Banner Ad.....$500

SIGNAGE
- ❑ Hanging Banner.....$750 + costs
- ❑ Floor Decal.....$500 + costs
- ❑ Window Decal.....$500 + costs
- ❑ Stand Alone Meterboard.....$300 + costs

EMAIL
- ❑ Ebast – Dedicated Company Spotlight.....$600
- ❑ Ebast – Show Daily Product Spotlight.....$500

Select sponsorships must be paid in full prior to publishing.

ON-SITE
- ❑ Restroom Rejuvination.....$300 + costs

PRODUCT PREVIEW AREA
- ❑ Free Standing.....$150
- ❑ Top Shelf.....$100
- ❑ Middle Shelf.....$125
- ❑ Bottom Shelf.....$75

- ❑ Show Bag.....$1,750 + costs
- ❑ Buyers Lounge.....$500 + costs
- ❑ Popcorn Social.....$500 + costs
- ❑ Official Water Bottle Sponsor.....$1,000 + costs
- ❑ Official Shirt Sponsor.....$1,000 + costs

CO-HOSTED BUYER EVENTS
- ❑ Coffee/Hot Chocolate Bar.....$500
- ❑ Happy Hour.....$750 + costs

TOTAL: $_____

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

For more information and to reserve your space, contact:



April Holinek
Group Show Director
april.holinek@clarionevents.com
Phone: 678-370-0326



Jeannie Dorchak
Senior Sales Manager
jeannie.dorchak@clarionevents.com
678-370-0340