

Exhibitor Marketing Kit

MARKETING OPPORTUNITIES

Free Market Invitations & Stickers

Return Your form ASAP to secure your order.

Directory Listing & Exhibitor Promo Tools

Login to the Online Directory | Promo Tools System to update your company profile, create and launch your own personalized, graphically enhanced show evites for customers; order Lead Retrieval and register booth personnel for on-site show badges. You will be receiving more information about these tools closer to the deadline.

Pre-Show Planner & Show Directory Advertising Opportunity

(Purchase an ad in the show directory and receive a free ad in the pre-show planner)

Complimentary "Show Special", " Super Sunday Special" Listing in the Pre-Show Planner & Show Directory

Don't miss your chance to drive traffic to your booth by announcing your show special to buyers in the pre-show planner and show directory.

Free Freight Monday Listing in the Pre-Show Planner & Directory

Exhibitors who offer free freight on any (or select) orders placed on Monday, August 27 will also be featured in the pre-show planner and show directory.

Sponsorship Opportunities

Turn in your sponsorship form today to reserve position as Official Show Sponsor in various areas.

Custom Tradeshow Video on the Ft. Lauderdale Gift Show Website

Increase your sales and extend the value of your tradeshow investment and offer unparalleled reach to all Fort Lauderdale Gift Show buyers with a custom, professionally edited video of your booth and products. Your video will be featured on a personalized company page on the show website.

VIP Buyer Incentive Program & Buyer Wish List Customer Campaign

Complete and return the enclosed participation forms and the Fort Lauderdale Gift Show Buyer Relations Representative will work to secure their attendance.

Attendee Mailing List

A chance to send promotional information about your company and products to past show attendees about your participation in the summer show.

DEADLINES

While Supplies Last

Pre-Show Planner - May 17, 2012

Directory - July 7, 2012

Pre-Show Planner - May 17, 2012

Directory - July 7, 2012

Pre-Show Planner - May 17, 2012

Directory - July 7, 2012

Pre-Show Planner - May 17, 2012

Directory - July 7, 2012

ASAP

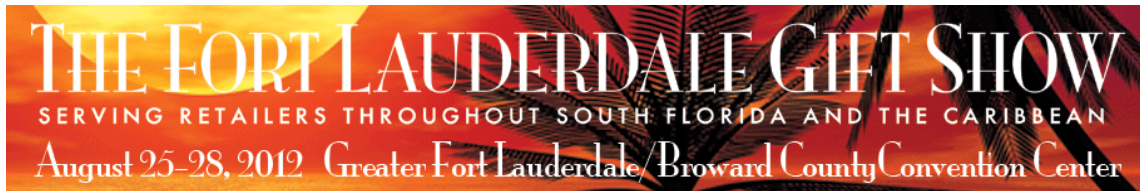
ASAP

ASAP

ASAP

If you have questions on any of the enclosed marketing materials, please contact us!

- **Free invitations, stickers, show specials and online directory listing**— Contact **April Turner** at 678.370.0326/aturner@urban-expo.com
- **Attendee Mailing List info**— Contact Marketing Representative **Amy Dufour** at 678.285.0597/amy@marshmeadowsmarketing.com
- **Advertising in the pre-show planner or show directory** — Contact **Matt Miller** at 678.370.0343/mmiller@urban-expo.com or **Evan Shoda** at 678.370.0322/eshoda@urban-expo.com
- **VIP Buyer Incentive Program or Buyer Wish List Customer Campaign**, Contact **Cece Lee** at 678.370.0332/clee@urban-expo.com



FREE BUYER INVITATIONS & STICKERS ORDER FORM

DEADLINE – While Supplies Last!

Take advantage of this wonderful and FREE promotional tool. Show management has prepared 4-color invitations that are ready for mailing to your customers—complete with a place for you to add your own special message. We're also offering you show stickers that can be placed on all your company correspondence targeting your retail customers. So use these tools! You can:

- Send the invitations to your reps to hand out to valued customers
- Use the invitations as inserts with your monthly statements or other bulk mailings prior to the show
- Use the stickers on your customer correspondence

PLEASE NOTE IMPORTANT BUYER REGISTRATION DEADLINES!

Your customers must pre-register 3 weeks prior to the show to receive badges by mail. Registration forms received after this time frame will be accepted and entered for print-out at the show.

Please indicate quantity needed: (Additional quantities subject to availability. Quantities are limited. Please order **only** what you will use.) These items are to be shipped out to you as soon as possible.

Exhibitor Invitations: (Approximate Quantities)

100 200 300 400 500

Exhibitor Stickers: (Approximate Quantities)

100 200 300 400 500

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

**Return Completed Form To: ATTN: April Turner
Urban Expositions, 1690 Roberts Blvd., NW, Suite 111
Kennesaw, GA 30144
Phone: 678.285.3976 • Fax: 678-285-7469
Email: aturner@urban-expo.com**

FORT LAUDERDALE GIFT SHOW

PRE-SHOW PLANNER & DIRECTORY SPECIFICATIONS

AD RATES:

COVER AD (Inside front, inside back or premium page 1) — 4 color \$550

OUTSIDE BACK COVER—4 Color: \$600

FULL PAGE—4 Color: \$450

FULL PAGE—Black & White: \$150

HALF PAGE—4 Color: \$325

HALF PAGE—Black & White: \$90

LOGO—Black & White Logo Alongside Exhibitor Listing: \$100

PRE-SHOW PLANNER:

(Purchase an ad in the official show directory and receive a free ad in the pre-show planner)

TRIM (final size of publication): 4" wide x 8 1/2" deep

FULL PAGE AD (no bleed): 3 1/2" wide x 7 3/4" deep
(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 3 1/2" wide x 3 3/4" deep

DIRECTORY:

TRIM (final size of publication): 5 1/4" wide X 8 1/4" deep

FULL PAGE AD (no bleed): 4 1/2" wide X 7 1/2" deep
(Bleeds should exceed trim size by 1/2")

HALF PAGE AD: 4 1/2" wide X 3 5/8" deep

LOGO LISTING: 1" x 1" black and white

MATERIAL SPECIFICATIONS:

Digital files only are accepted in the format listed below.

DO NOT send film or separations.

PDF: Acrobat pdf files are accepted at high resolution (300 dpi)

Quark Xpress 4.1 or higher: Provide high resolution (300 dpi or higher) images in position, along with proof. Include all fonts, tiffs and eps files.

Fully composed Photoshop or Illustrator files: Provide in native files (as .psd or .ai file) with all supporting fonts and images.

E-MAILING: If you are e-mailing your ad you must first compress it (ZIP or Stuffit). As above you must include all components of the ad (fonts, images, etc.) Please identify the ad or representatives name. Email ad materials to mmiller@urban-expo.com or eshoda@urban-expo.com

FTP Site: Please contact Matt Miller at 678.370.0343 or email: mmiller@urban-expo.com or Evan Shoda at 678.370.0322 or eshoda@urban-expo.com for FTP instructions.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: mmiller@urban-expo.com or eshoda@urban-expo.com

By Mail:

Attn: Matt Miller/Evan Shoda
1690 Roberts Blvd., Suite 111
Kennesaw, GA 30144



FREE SHOW SPECIAL LISTING IN THE PRE-SHOW PLANNER & SHOW DIRECTORY

Our pre-show planning guide and show directory will include a listing of exhibitor show specials. Drive more traffic to your booth and increase your sales during the show by offering a special savings on your products and/or lines.

Outline your special below. Need examples? One exhibitor may offer free shipping with all orders placed at the show. Another company may offer a discount for orders placed at the show. And another exhibiting company may offer special prices on selected close out items. The better the special, the more traffic you'll see!

Submit your Show Special before May 17, 2012 to be included in the pre-show planner and by July 7, 2012 to be included in the show directory.

COMPANY NAME: _____ **BOOTH:** _____

Show Special Submitted By: _____

SHOW SPECIAL LISTING: (Limited to 30 words or Less):

Please note that all specials offered must adhere to the rules and regulations of the Fort Lauderdale Gift Show. Acceptance of any and all show special offerings for inclusion in the show directory are at the sole discretion of Fort Lauderdale Gift Show Management. Show management reserves the right to reject any show special offering submitted for inclusion in promotional material.

**Fort Lauderdale Gift Show
Attn: April Turner
1690 Roberts Blvd., NW Suite 111
Kennesaw, GA 30144
Phone • 678.285.3976 Fax • 678.285.7469
Email: aturner@urban-expo.com**



SUPER SUNDAY SPECIAL PARTICIPATION FORM

As one of the special buyer incentives for the Fort Lauderdale Gift Show, we're promoting **Sunday, August 26, 2012** as **Super Sunday**. For this promotion, exhibitors are invited to offer a significant savings on show orders placed on Sunday only.

Designed to put an extra spotlight on this day, this super savings day will be promoted in mailings and other promotional pieces.

As a participant, your company name, booth number and Super Show special will be featured in the show directory .

This promises to be a great traffic builder for your booth! To participate, simply fill out this form and indicate your show special for Sunday and fax it back. ***Remember to keep a copy for your records.***

Company Name: _____ Booth #: _____

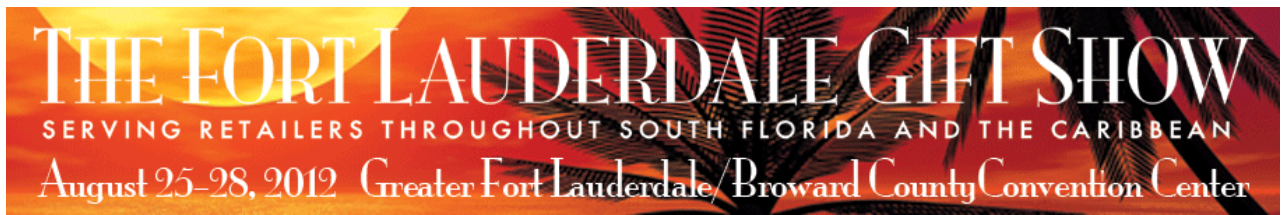
Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

Your Sunday Show Special:

Fax this form to April Turner at (678) 285-7469 NO LATER THAN July 7, 2012 to confirm your participation and listing in the Pre-Show Planner and Show Directory. If you have any questions, please contact April at 678-285-3976/aturner@urban-expo.com



FREE FREIGHT MONDAY PARTICIPATION FORM

As one of the special buyer incentives we're launching for the Fort Lauderdale Gift Show, we're promoting **Monday, August 27 as FREE FREIGHT MONDAY.**

Show mailers and other promotional materials will let buyers know that many exhibitors will be offering free freight on orders placed on Monday, August 27th. Make plans now to participate. The more exhibitors that join us, the stronger the promotion will be.

As a participant, your company name and booth number will be featured in the Fort Lauderdale Gift Show Directory handed out to all buyers as they arrive at the show. The show directory will feature a listing of all exhibitors offering free freight on orders placed on this day. A note will be included that "Restrictions Apply" as it will be up to you, the individual exhibitor, to set the parameters for which orders, lines, minimums, etc., will qualify for free freight.

This promises to be a great traffic builder for your booth! To participate, simply fill out this form, fax it back and provide free freight on your August 27th orders.

Yes, I want to participate in FREE FREIGHT MONDAY. By signing and returning this form, I acknowledge that my name will be included in the Fort Lauderdale Gift Show Pre-Show Planner and Show Directory. As a participant, I will offer free freight on orders written on Monday, August 27, 2012 orders at the Ft. Lauderdale Gift Show.

Company Name: _____ Booth #: _____

Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

Fax this form to April Turner at (678) 285-7469 NO LATER THAN July 7, 2012, to confirm your participation and listing in the pre-show planner and show directory.

**If you have any questions, please contact April at (678) 285-3976/
aturner@urban-expo.com.**

THE FORT LAUDERDALE GIFT SHOW

SERVING RETAILERS THROUGHOUT SOUTH FLORIDA AND THE CARIBBEAN
August 25-28, 2012 Greater Fort Lauderdale/Broward County Convention Center

SPONSORSHIP OPPORTUNITIES

Expand your brand beyond your booth with great sponsorship opportunities, including:

1. EXHIBITOR E-BLAST ADVERTISEMENT TO PRE-REGISTERED ATTENDEES - \$500. Your company will be highlighted in one of the show e-blasts that we send to all pre-registered attendees! Your 500-word text message along with your graphically enhanced logo will be emailed to our database of pre-registrants prior to the show. Act now to be included in the e-blast calendar as it fills up quickly!

2. OFFICIAL SHOW BAG – \$500 gives your company the opportunity to provide the official show give-away bags, which are distributed at registration; must be co-branded with your logo and the official show logo. Sponsor must provide a minimum of 2,500 bags. As attendees walk the floor, they will need a bag to conveniently carry their collection of catalogs, magazines and giveaways. This is a great opportunity to have your company name, location and logo prominently displayed on these bags, which will be seen all over the show.

3. BADGE HOLDER LANYARD– \$500- All attendees are provided with this lanyard at registration along with their buyer badge. The lanyard will feature the name and/or logo of your company as well as the name of the show. Sponsor is required to provide a minimum of 5,000 lanyards for distribution at registration. **Note: available only to exhibitors with a minimum 200 square feet space commitment**

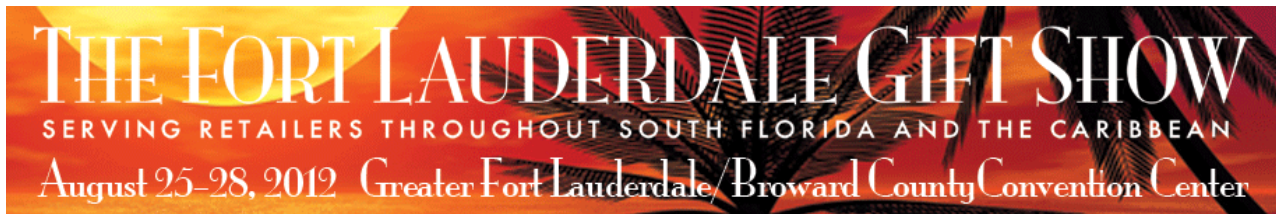
4. REGISTRATION SPONSOR – \$500 - Includes a banner ad identification on the registration web page, logo recognition as the registration sponsor lobby signs directing attendees to registration, and logo recognition in the registration area at the show and on the onsite registration forms. Attendees will recognize these sponsors as they prepare for their visit to the show. **Note: available only to exhibitors with a minimum 200 square feet space commitment.**

5. DIRECTORY ADDENDUM / FLOORPLAN SPONSOR – \$500 - This opportunity includes your company logo and information to be prominently displayed on the official show directory addendum insert. The addendum is included with every directory given out at registration and includes the most updated seminar and event information as well as late listings. **Note: available only to exhibitors with a minimum 200 square feet space commitment.**

6. ENHANCED COMPANY LISTING/WEBSITE LINK LISTING - \$150. Make your company listing on the official show website link directly to your own website. More and more visitors are using the website to plan their show visit and website visitors are encouraged to click through linked listings to learn more about your company.

7. LITERATURE RACK - \$250. This is a great, affordable opportunity to have your company's brochure or product information available to all attendees in the main lobby of the show before they enter the exhibition area. Your information will be prominently displayed in an attractive literature rack just before the show entrance.

If you would like to discuss other opportunities not listed above, please contact Erica Davidson at 678.370.0347 or email edavidson@urban-expo.com



SPONSORSHIP RESERVATION FORM

Please select your sponsorship opportunity below. Then, fill out the information below and fax back to 678-285-7469 or mail back to Urban Expositions at the address listed below.

SPONSORSHIP OPPORTUNITIES

- ____ 1. EXHIBITOR E-BLAST TO PRE-REGISTERED ATTENDEES - \$500
- ____ 2. OFFICIAL SHOW BAG - \$500
- ____ 3. BADGE HOLDER LANYARD - \$500
- ____ 4. REGISTRATION SPONSOR - \$500
- ____ 5. DIRECTORY ADDENDUM/FLOORPLAN SPONSOR - \$500
- ____ 6. ENHANCED COMPANY LISTING/WEBSITE LINK LISTING - \$150
- ____ 7. LITERATURE RACK - \$250

YES, I want to sponsor every opportunity I checked.

Bill me at the same address as my booth invoice.

Bill me at the following address (if different):

Company Name: _____

Contact Name: _____

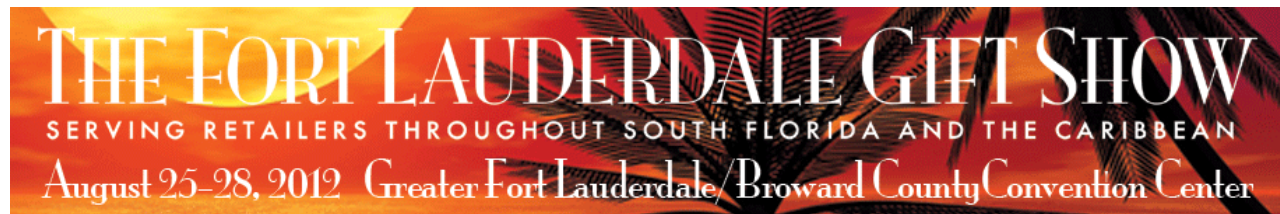
Address: _____

City: _____ **State:** _____ **Zip:** _____

Total Sponsorship Fee: _____ **Booth #:** _____

Questions? Contact April Turner at 678.285.3976 or email aturner@urban-expo.com

MAIL FORM TO: Urban Expositions, Attn: April Turner/Fort Lauderdale Gift Show, 1690 Roberts Blvd NW, Ste. 111, Kennesaw, GA 30144



BE THE STAR OF THE FORT LAUDERDALE GIFT SHOW WITH A CUSTOM VIDEO OF YOUR BOOTH & PRODUCTS!

A video of your booth and products on the Urban Expositions and Fort Lauderdale Gift Show websites will extend the value of your tradeshow investment and offer unparalleled reach to all buyers.



Creative 7 Productions, in conjunction with **Urban Expositions**, presents the ultimate tradeshow promotion: Booth, Company, Lines and Product videos promoted to all attending and non-attending buyers of the Fort Lauderdale Gift Show.

ALL OF THIS FOR ONLY \$750

For this low price, your custom, professionally edited video will be featured on a personalized company information page Fort Lauderdale Gift Show website, which also links to the main Urban Expositions site, for three months following the show and promoted directly to the industry's most comprehensive gift retailer database.

This is a great, affordable way to connect with those buyers you may have missed at the show as well as those who could not attend. It is also a tremendous reminder for those buyers who need a little more encouragement to get those orders in after the show!

Visit www.ftlauderdalegiftshow.com to see how Tradeshow Videos can increase your sales and extend the investment of your exhibition in the Fort Lauderdale Gift Show. Or type in the address below on your browser:

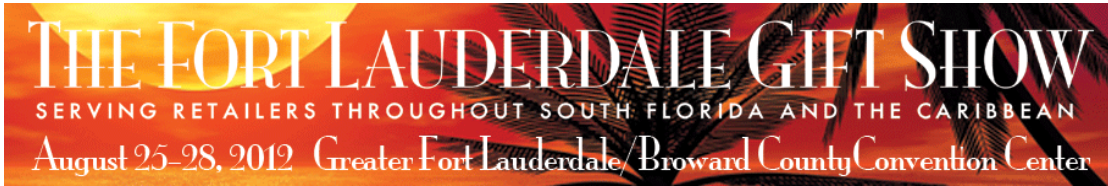
<http://www.youtube.com/creative7productions>

In addition to the tremendous benefits you will get from the exclusive, direct promotion from Urban Expositions and the Orlando Gift Show, your completed video is the perfect Social Network piece to link on Facebook, Twitter, MySpace, Digg, Orkut, Live Spaces, Bebo and/or Hi5 as well as linking to any type of industry blogs. Your video will be a perfect way to show every retailer with a computer about your company and products.

CONTACT US NOW TO LEARN MORE ABOUT THIS OPPORTUNITY AND TO SCHEDULE YOUR VIDEO SHOOT AT THE SHOW!

For more information, contact: **Darren Polish** at **Creative 7**
Email: Darren@creative7.com, Phone/Fax: 818.883.6420 Cell: 818.731.5366

Or **Tim von Gal** at **Urban Expositions**
Email: tvongal@urban-expo.com. Phone: 678.285.3976. Fax: 678.285.7469



VIP BUYER COMP INCENTIVE PROGRAM

As part of our commitment to increase quality buyer attendance at The Fort Lauderdale Gift Show, Urban Expositions is prepared to offer comp incentives to select buyers. **Depending on their qualifying criteria, these comp offers could include hotel stays, free lunch and/or round trip airfare to attend the show.** Help us identify these prospective VIPs! Please take a moment to provide us with up to 10 retailers. We'll then contact these buyers, send them the qualifying form and offer incentives based on the information they provide.

RETURN ASAP

VIA FAX – 678-285-7469 OR MAIL TO:

Cece Lee, Buyer Relations Director, Urban Expositions, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144

Your Company Name _____ Contact _____

Company _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

Company _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
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E-mail _____

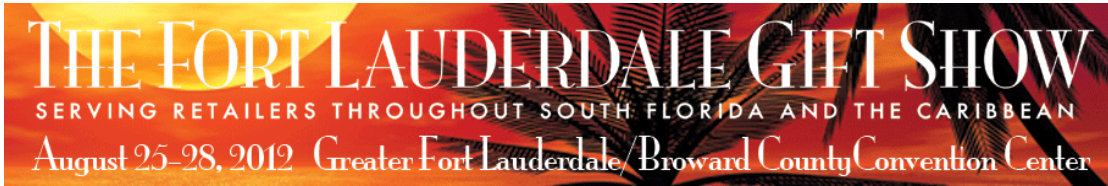
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Company _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____



BUYER WISH LIST PROGRAM

Help us build show attendance. Complete the following "Wish List" form with the buyers you'd like us to call and invite to the show. Please make copies of the form to add additional names.

RETURN ASAP

VIA FAX – (678) 285.7469 OR

MAIL TO: Cece Lee- Urban Expositions
1690 Roberts Blvd., Suite 111
Kennesaw, GA 30144

Your Company Name _____

Contact _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

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City _____ State _____ Zip _____

Phone _____ Fax _____

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Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____



Attendee Mailing List

Here's your chance to send promotional information about your company and products to past Fort Lauderdale Gift Show attendees and pre-registrants about your participation in the August 2012 show. Lists are available to all "confirmed" show exhibitors for the sole purpose of promoting participation at the August 25-28, 2012 Fort Lauderdale Gift Show. We have currently implemented a new distribution policy for our attendee lists. Please be advised of the changes below. The mailing list will now be sent directly to the exhibiting company. **For additional information, please email Amy Dufour at amy@marshmeadowsmarketing.com**

Step 1 - Preparation

- The mailing list will only be provided only to confirmed exhibitors and your booth for the August 25-28, 2012 event must be paid in full.

Step 2 - Designing your Mailing Piece

- Your mailing piece should promote your company's participation in the August 25-28, 2012 **Fort Lauderdale Gift Show only**. It should not be a general advertising brochure. Competitive show names may not be included.
- Your mailing piece **MUST** be approved by Show Management **before** you have it printed. **You must Fax or Email a copy for approval**. Send your mail piece to the Amy Dufour at 678.285.7469 (fax) or email: amy@marshmeadowsmarketing.com.
- The name of the Show must read, "Fort Lauderdale Gift Show." The show dates and location must also be included in the copy.
- You may also use our **free postcards** that are available to all exhibitors. Please contact **April Turner** at 678.285.3976 or email aturner@urban-expo.com to order the invitations. (or see the form included in your Exhibitor Marketing Kit)

Step 3 – Non Disclosure Agreement/Mailing List

- **Once your mailing piece has been approved by show management, Amy Dufour will email you the non disclosure agreement.** Please review our non disclosure agreement and reply with a favorable response. Upon receipt of your agreement, Amy will email you an Excel database containing the company name, buyer contact and mailing address information. **Please note: This list does not contain phone, fax or email addresses. It is strictly a mailing list**