

TWO FREE PUBLICITY OPPORTUNITIES!!

LAS VEGAS SOUVENIR & RESORT MERCHANDISE SHOW
PRODUCT PREVIEW GUIDE &
SOUVENIR, GIFTS & NOVELTIES SPECIAL SECTION

**EARLY BIRD DEADLINE FOR SOUVENIRS, GIFTS & NOVELTIES MAGAZINE
INCLUSION : MARCH 5, 2010**

PRODUCT PREVIEW SUBMISSION DEADLINE: JUNE 14, 2010

SOUVENIRS, GIFTS & NOVELTIES MAY ISSUE – This premier industry publication will feature a special 16-page section about our show that will mail to more than 40,000! The section will include product shots from exhibitors. Don't miss this incredible exposure opportunity.

PRODUCT PREVIEW GUIDE – This 4-color brochure, which will be mailed out to all pre-registrants and prospective attendees, features complete details about the show, including shots submitted by exhibitors.

To ensure that these promotional tools clearly communicate the show's product selection, **all photography will be reviewed by a jury and those pictures that best meet this criteria will be chosen and featured.**

Submission Guidelines:

To be considered for possible inclusion in one or both of these promotions :

- Submit high resolution digital image (s) (300 dpi at 4 x 5 image size) in either a tiff, eps or jpeg format. ***We cannot accept catalog pages, printed postcards or low resolution digital images (below 300 dpi).***
- **No product images will be considered from company unless the 50% show booth deposit is paid before the Souvenirs, Gifts & Novelties deadline.** If your image is chosen, **company booth fee must be paid in full to be included.**
- Completed Product Preview Guide & *Souvenir, Gifts & Novelties* submission form (attached) must be included with EVERY image you submit. *Note: if you send a disk with several images, you must provide a completed form for each image and clearly identify which image corresponds to which form/product description.*

If sending by mail or express delivery service,

Package form and image together and send to: **Bonnie Rathweg, Las Vegas Souvenir & Resort Merchandise Show, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144**

If sending via email,

In the body of the email or in a separate attachment include the information requested on the Product Preview Submission Form (attached). Attach images and send to photos@urbanexpositions.com. **In the email subject, please include the words "LVSRMGS Preview Guide" followed by your company name.** Images sent via email should not exceed 4 MB.

PLEASE NOTE: Due to the volume of responses, we will not be able to notify you if your image is unacceptable or in the incorrect format. Photography will not be returned to you.

Questions? Call Bonnie Rathweg 678.370.0339

LAS VEGAS SOUVENIR & RESORT MERCHANDISE GIFT SHOW

PRODUCT PREVIEW GUIDE & SOUVENIRS, GIFTS & NOVELTIES **SUBMISSION FORM**

So that we can accurately identify and describe your product, we required that a completed submission form be included with EVERY image you submit.

SOUVENIRS, GIFTS & NOVELTIES DEADLINE – MARCH 5, 2010

PRODUCT PREVIEW DEADLINE -- JUNE 14, 2010

Please print clearly the information below as you would like it to appear in the brochure and Souvenirs, Gifts & Novelties.

COMPANY NAME: _____

REP ORGANIZATION for LAS VEGAS SOUVENIR & RESORT MERCHANDISE GIFT SHOW: (if applicable):

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

WEBSITE: _____

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

To be considered you must provide us with high quality images of your product(s). Digital images must be high resolution (300 dpi at 4 x 5 image size) in either a tif, eps or jpeg format.

Sending Images:

If sending by mail or express delivery service,

Fill out a submission form completely for each image you are sending. Package form and image together and send to: **Bonnie Rathweg, Las Vegas Souvenir & Resort Merchandise Gift Show, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144**

If sending via email,

In the body of the email or in a separate attachment include the information requested on this Product Preview Submission Form. Attach images to email and send to photos@urbanexpositions.com. ***In the email subject, please include the words "LVSRMGs Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.***

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