

HOME
TO EVERY
MAIN LINE.

Philadelphia Gift Show
JULY 22-25, 2012
Greater Philadelphia Expo Center – Oaks, PA
Conveniently located in the King of Prussia area.

SPONSORSHIP OPPORTUNITIES

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

Please check all opportunities you are interested in sponsoring. Sponsorships will be granted in first come, first served order.

- 1. ENHANCED COMPANY LISTING / WEBSITE LINK LISTING- \$150.** Make your company listing on the official show website link directly to your own website. These “Link Listings” will stand out from other company listings with distinguishing color, underlining, and mouse-over link indicators. 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.
- 2. 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.
- 3. EXHIBITOR E-BLAST ADVERTISEMENT TO PRE-REGISTERED VISITORS - \$500.** Your company will be highlighted in one of the show e-blasts that we send to all pre-registered visitors! Your 500-word text message along with your graphically enhanced logo will be emailed to our database of prospective visitors prior to the show. Act now to be included in the e-blast calendar as it fills up quickly!
- 4. OFFICIAL SHOW BAG – \$500** gives your company the opportunity to provide and produce 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 5,000 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.
Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.
- 5. BADGE HOLDER LANYARD – \$500.** All attendees are provided with this lanyard at registration along with their visitor 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 2-booth (200 square feet) space commitment.
- 6. 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 2-booth (200 square feet) space commitment.

- 7. RESTROOM REJUNATION SPONSOR – \$300** - This opportunity is geared toward companies looking to provide products including aromatherapy, lotions, sanitizers, soap or scents in the restrooms surrounding the show floor. Products should include company name and booth location. Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.

- 8. 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 2-booth (200 square feet) space commitment.

- 9. INTERNET (EMAIL) CAFÉ – \$2,000** - Located on exhibit floor; this area is a well-trafficked destination for all. The Internet/Email Center has high-speed internet workstations accompanied by prominent displays of your company's logo and information greeting those entering this area. Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.

- 10. HOTEL SHUTTLE BUS SPONSOR– \$650** - This sponsorship opportunity is targeted to address your customers before and on their way to the event. Lobby signs in the official show hotels will be prominently displayed, including the sponsors' logos and booth location. Each shuttle bus that takes attendees from the show's hotels to the Convention Center will have a sign identifying the sponsor. Note: available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.

Please fill out below information and fax back to 678-285-7469 or mail back to Urban Expositions at the address listed below.

- 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 Courtney Allen at 678.285.3976 ext. 0333 or email at callen@urban-expo.com