



# PRODUCT PREVIEW GUIDE

Take advantage of this **FREE PUBLICITY** opportunity to be included in the Product Preview Guide for the upcoming San Francisco International Gift Fair, February 18-21, 2012

San Francisco International Gift Fair exhibitors are invited to participate in this 4-color brochure, and features complete details about the show including travel discounts, educational seminars and events along with **product shots submitted by exhibitors**. This guide is **mailed to thousands of retailers** before the show. **Each product photo will be accompanied by 25 words of descriptive copy, as well as the phone, fax, website and booth number of the company.**

To ensure that this piece truly communicates the breadth of quality lines and new resources the San Francisco International Gift Fair offers, **all photography will be reviewed by a jury and those pictures that best meet this criterion will be chosen and featured.**

## Submission Guidelines

Please be sure to read the directions closely and follow them exactly to ensure that your product information is listed correctly and your artwork is in the correct format. Urban Expositions cannot be responsible for information and materials that are submitted incorrectly or incompletely.

- To be considered you must provide us with high quality images of your product(s). **We are looking for plain product photos -there should be NO TEXT or TYPE on the image.** We can accept transparencies, slides or digital image (preferred). Digital images must be high resolution (300 dpi) in a TIFF, EPS or JPEG format.
- Please note, **no product images will be considered from company unless the 50% deposit is paid before Product Preview Guide deadline.** If your image is chosen for the guide, **company booth fee must be paid in full to be included.**
- So that we can accurately identify and describe your product, **we require that a completed Product Preview Guide submission form (attached) 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.*

### 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: **Amy Dufour, San Francisco International Gift Fair, 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 [sfigfproductpreviewguide@gmail.com](mailto:sfigfproductpreviewguide@gmail.com). In the email subject, please include the words "San Francisco Preview Guide" – **YOUR COMPANY NAME.**

\*\*Product photography will only be accepted in the formats listed above. **PLEASE NOTE: We cannot accept catalog pages, printed postcards or low resolution digital images (below 300 dpi).** 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.

**DEADLINE for submitting photography and form:  
October 31, 2011**

**Questions? Call Amy Dufour at 678.285.0597**

**SAN FRANCISCO INTERNATIONAL GIFT FAIR**  
**PRODUCT PREVIEW GUIDE SUBMISSION FORM**

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

SUBMIT BY October 31, 2011

Please print clearly the information below as you would like your company listing to appear in the brochure.

COMPANY NAME: \_\_\_\_\_ BOOTH: \_\_\_\_\_

REP ORGANIZATION for SAN FRANCISCO INTERNATIONAL GIFT FAIR: (if applicable):

\_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Deadline: OCTOBER 31, 2011**