

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1: VIP SHOPPERS

Be a part of the Southern Women's Show VIP Shopper's Swag Bag! Our VIP ticket holders are serious shoppers – so we want to give them access to the best of the best from select exhibitors.

VIP guests will be given a shopping map highlighting your exhibit space, as well as a VIP lanyard pass, so you can identify them. We'll also provide pre-show digital promotion to highlight your exhibit. All you need to do is offer an item, product or service for 100 VIP shoppers.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of Item _____

PROMOTIONAL OPPORTUNITY #2: FINDERS KEEPERS SCAVENGER HUNT

We are excited to once again host the "Finders Keepers Scavenger Hunt" in honor of our 24th Anniversary. Each day, we will hide gifts throughout the show. When a guest finds a gift, they keep it! Inside will be a certificate directing the guest to your exhibit space to collect their prize. Provide a prize to be given away one day or all four days. Your company will be recognized on signage at the entrance. Your prize should be valued at approximately \$15. Please, no gifts with purchase.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of prize(s) _____

We will also need a picture of the item for the website. Please attach to the email when you return form.

PROMOTIONAL OPPORTUNITY #3: DIGITAL MARKETING

E-NEWSLETTER EXHIBITOR PRODUCT FEATURE: Promotional copy of up to 50 words, headline and photo featuring one exhibitor product can be included in a show e-Newsletter. Exhibitor Product Feature E-newsletters highlight specific products retailed by show exhibitors and are sent to a dedicated subscriber database of fans who request to receive the information.

FACEBOOK BOOSTED EXHIBITOR FEATURE: One Facebook post on the Official Show Facebook page. A link, photo or image can be included along with one to two lines of promotional copy. Each show has thousands of Facebook fans who follow the page to find out show details and inside information. We provide access to those fans AND put our advertising dollars behind the post.

INSTAGRAM EXHIBITOR FEATURE: One Instagram post as a "Featured Exhibitor" with shoppable link. A photo will be posted along with one to two lines of promotional copy. Each show has hundreds of Instagram followers looking to find out what vendors will be exhibiting.

ULTIMATE DIGITAL MEDIA PACKAGE: One of each of the above items to provide maximum exposure and coverage.

Contact Alexandra Smith, Digital Marketing Coordinator (704.494.7564 / asmith@southernshows.com) for more details including pricing and availability.

PROMOTIONAL OPPORTUNITY #4: MOTHER DAUGHTER DAY

Sunday will be Mother Daughter Day! We would love for exhibitors to offer specials or gifts with purchase that relate to the Mother Daughter Day on Sunday. We will have a sign at the entrance indicating it is Mother Daughter Day as well as information on the website advertising Sunday as Mother Daughter Day.

To participate please respond back to this email with the following information:

Exhibitor Name & Company _____

Description of prize(s) _____

Please return this form no later than Friday, March 26, to participate in any of the above promotions!

YES!! You can participate in more than just one!

Questions?

 Beth Anderson, Executive Show Manager
 704.376.3623 • 800.849.0248 x107
 banderson@southernshows.com

Allyson Dixon, Assistant Show Manager
704.376.2973
adixon@southernshows.com

SouthernShows™
P.O. Box 36859 • Charlotte, NC 28236
704.376.6594 • 800.849.0248 • Fax 704.376.6345
SouthernShows.com • A Southern Shows Inc. Production