

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1: GRAND PRIZES (VALUED AT \$250)

If you will be doing a register to win for a prize worth \$250 or more please let us know. Guests will sign up to win these prizes during the show at your exhibit space. We will promote these grand prizes on our website. Registration for the prize must be in your space at the show, but the winner can be notified after the show. You must state when the winner will be notified. Added benefit: you build an effective database to that you can reach out to for additional sales throughout the year!

To participate please fill out the following information:

Number & Value of prize(s) _____

Description of prize(s) _____

Exhibitor Name & Company _____

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

PROMOTIONAL OPPORTUNITY #2: FINDERS KEEPERS SCAVENGER HUNT

We are excited to once again host the "Finders Keepers Scavenger Hunt". 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 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 _____

Number of Prizes _____

PROMOTIONAL OPPORTUNITY #3: VIP SHOPPERS

A limited number of VIP guests will be given a shopping map highlighting your exhibit space, as well as a VIP lanyard pass, so you know who qualifies for the special discount. We'll provide signage indicating your exhibit as a VIP Shopping Stop, as well as pre-show promotion to highlight your exhibit. All you need to do is offer a discount (minimum of 20%), gift certificate or a complimentary service. We direct the shoppers to your exhibit to pick up the certificate, product or discount for immediate sales.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of Discount _____

Please return this form to tpeavey@southernshows.com no later than Friday, August 31, 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

Taylor Peavey, *Assistant Show Manager*
704.494.7545 • 800.849.0248 x115
tpeavey@southernshows.com