

# 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: 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](mailto:asmith@southernshows.com)) for more details including pricing and availability.

**Please return this form no later than August 15, 2018 to participate in any of the above promotions!  
YES!! You can participate in more than just one!**

Questions?

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