

# 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:

**Exhibitor Name & Company** \_\_\_\_\_

**Number & Value of prize(s)** \_\_\_\_\_

**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 #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** \_\_\_\_\_

**Number & Value of prize(s)** \_\_\_\_\_

**Description of prize(s)** \_\_\_\_\_

## PROMOTIONAL OPPORTUNITY #3: 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 #4 – 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 to [scochran@southernshows.com](mailto:scochran@southernshows.com) no later than Friday, August 30, to participate in any of the above promotions! YES!! You can participate in more than just one!**

*Questions?*

*⚡* Sara Cochran, Show Manager  
*⚡* 704.494.7558 • 800.849.0248 x1132  
*⚡* [bmeehan@southernshows.com](mailto:bmeehan@southernshows.com)

**SouthernShows™**  
P.O. Box 36859 • Charlotte, NC 28236  
704.376.6594 • 800.849.0248 • Fax 704.376.6345  
[SouthernShows.com](http://SouthernShows.com) • A Southern Shows Inc. Production