

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 respond back to this email with 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: 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 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/show special. We limit the number of participants in the VIP Shopping Swag Bag, so sign up quickly.

To participate please fill out the following information:

Exhibitor Name & Company _____
Description of Discount _____

PROMOTIONAL OPPORTUNITY #3: 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, February 22, to participate in any of the above promotions!
YES!! You can participate in more than just one!

QUESTIONS?

Stacy Abernethy, *Executive Show Manager*
704.494.7554 • 800.849.0248 x219
sabernethy@southernshows.com

Savannah Wielgus, *Assistant Show Manager*
704.494.7541 • 800.849.0248 x111
swielgus@southernshows.com