

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1: VIP SHOPPERS

NEW this year, we are going to be identifying **must shop here** exhibits with a large floor stickers. These stickers (2'x2') will highlight your exhibit as a VIP Shopper Stop. This will set you apart from other exhibitors. VIP Shoppers will be given a lanyard and a map highlighting the locations of the VIP Shopper Stops. As a VIP Shopper Stop, you will be part of the pre-show promotion. The cost to participate is \$25 and you need to offer an exclusive discount to the VIP Shoppers that we drive to your exhibit. We limit the number of participants in the VIP Shopper Stops, so sign up quickly.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of Discount _____

PROMOTIONAL OPPORTUNITY #2: 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 #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, 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

Taylor Hughey
Assistant Show Manager
704.376.3236
 thughey@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