

Product Preview Area Participation Form

The product preview area at the Las Vegas Souvenir & Resort Gift Show is open to all companies participating in the show. A **LIMITED NUMBER** of assigned spaces will be available on a first-come, first-serve basis.

SPACE SIZE: The dimensions for the Product Preview Area platforms are 1' x 1'. No advertising flyers or documents are to be used in the display area. Only product is to be displayed. Show management retains the right to adjust or remove any display abusing space privileges.

REP GROUPS: If you are a rep group, you can reserve a space for your company highlighting your lines or your lines can purchase individual spaces.

SET UP TIME: All displays are to be set by the participating company during move in and no later than 4:00 pm on Saturday, September 17.

PLEASE CHECK THE SPACE PREFERRED BELOW THAT YOU WOULD LIKE TO RESERVE.

Number of spaces: _____

Shelving:

- Top—\$75
- Middle (Second & Third Rows)—\$100
- Bottom—\$75

** See next page for insertion order and payment information. Complete this form **AND** attach insertion order with payment.*

GOOD NEIGHBOR POLICY: All exhibitors should abide by the "Good Neighbor Policy". If it is not your product, please do not touch it. No photography, handling or re-arranging. Violators will not be allowed in the display area.

NO EARLY BREAKDOWN OR PRODUCT PICK UP: Each exhibitor will be responsible for picking up their products at the close of the show. You can pick up your products no earlier than 2 pm on September 21. All products left after 4 pm will be donated to a designated charity.

ID SIGNS: One tent card, with exhibiting company name and booth number will be provided. Please stop by the show office to pick up your tent card. No advertising flyers or documents are to be used in display area. Only product is to be displayed.

Please note that all products and/or goods showcased in the Product Preview Display Area are displayed at my own risk. I will not hold Urban Expositions liable for any direct, consequential or incidental damages nor for loss of profit or loss due to failures to obtain or return stored goods at any particular time or place, however such loss may be incurred.

***SUBMIT COMPLETED FORM TO LISA MEYER**

Email: lmeyer@urban-expo.com | **Fax:** 678.831.4582

Mail To Attention: Lisa Meyer

1690 Roberts Blvd NW, Suite 111, Kennesaw, GA 30144

Questions? Call Lisa at 800-318-2238 x0346

INSERTION ORDER

September 13-16, 2017
Las Vegas, NV

PRODUCT PREVIEW GUIDE

- Souvenirs, Gifts & Novelties* Magazine Inclusion* \$300
**Automatically included in our Full Show Product Preview Guide (at no additional cost).*
- Full Show Product Preview Guide \$300

PRINT AD PACKAGES

- Blackjack Ad Package \$1850
- Poker Ad Package \$1500
- Roulette Ad Package \$500-\$1500

PRINT ADVERTISING ---> PRODUCT PREVIEW GUIDE

- Inside Front Cover \$1900
- Inside Back Cover \$1900
- Full Page Color \$1500
- Half Page Color \$1250
- Quarter Page Color \$900

PRINT ADVERTISING ---> SHOW DIRECTORY

- Inside Front Cover **Sold** \$1000
- Inside Back Cover **Sold** \$1000
- Back Cover **Sold** \$1000
- Full Page Color \$800
- Half Page Color \$500
- Full Page B&W \$450
- Half Page B&W \$300
- EXCLUSIVE Directory Addendum Sponsorship \$500

PROMOTIONAL PACKAGES

- New Exhibitor Package \$150
- Silver Package \$350
- Gold Package \$600
- Social Media Package \$200-\$350

REGISTRATION

- EXCLUSIVE Registration Sponsorship \$2500
- EXCLUSIVE Registration Express Pass™ Confirmation Sponsorship \$1000
- EXCLUSIVE Badge Pouch/Lanyard \$1000
- Sample Hand Out At Registration \$500
- Directory Insert/Booth Marker \$750

WEBSITE | DIGITAL

- EXCLUSIVE Page Peel \$1500
- EXCLUSIVE Welcome Ad \$1500
- Website Banner \$750
- Show Daily Eblast Spotlight \$200-\$500

SIGNAGE

- Banner or Column Wrap* \$1,000-\$3000
- Stand Alone Board* \$500
- Window Decals* \$500
- Floor Decals* \$700

**does not include production cost*

ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- Product Preview Area *(See attached form)* \$75-100
- EXCLUSIVE Restroom Rejuvenation \$500
- Buying Group Reception Sponsor \$500
- Seminar Sponsorship \$300
- Café Table Sponsorship \$300
- Shuttle Bus Sponsor \$1000
- Goody Bag Sponsor \$750
- Rent The Runway \$300
- Scavenger Hunt

SOCIAL & NETWORKING SPONSORSHIPS

- Water Cooler \$1000
- Popcorn Social \$500 (per day)
- Cookie Break \$500
- Happy Hour \$1500

Exhibiting Company Name: _____ Contact Name: _____
 Billing Address: _____ City _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Web: _____

Option to Pay by Credit Card*:

GRAND TOTAL (Amount To Be Charged) _____ Visa Mastercard Discover American Express
 Expiration Date: _____ Name of Card Holder: _____
 Card Number: _____ Security Code: _____ Zip Code of Cardholder: _____

All Credit Card Payments Will Incur a 2.5% Convenience Fee

For more information contact:
 April Turner at aturner@urban-expo.com **OR**
 David Gilfoyle at dgilfoyle@urban-expo.com

Return form and payment to Urban Expositions:
Fax: 678.285.7469
Email: aturner@urban-expo.com

> Selected sponsorships must be paid in full prior to publishing.

> All Artwork must be approved by show management.