

# Product Preview Guide - \$300

**GUARANTEED** placement in highly-sought after publications. Feature your product image and descriptive copy in:

## PART 1:

### SOUVENIRS, GIFTS & NOVELTIES MAGAZINE INSERT

June/July Issue

- Be part of special section!
- Mailed to more than 40,000 decision-makers
- Featured on the Las Vegas show website, with link to your website
- Included in email blasts to pre-registered & prospective attendees

**Submission Deadline For Souvenirs, Gifts & Novelties Magazine Insert: April 6, 2019**

## PART 2:

### FULL SHOW PRODUCT PREVIEW GUIDE

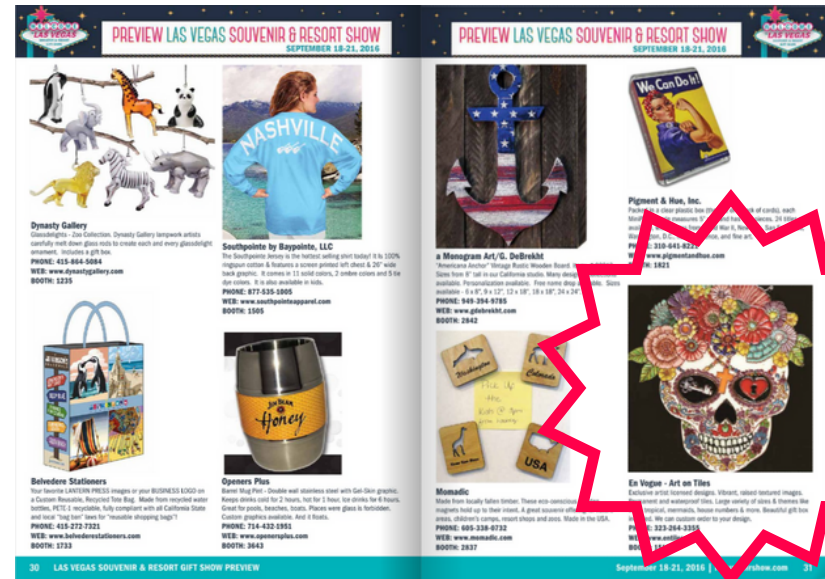
- Mailed to pre-registered & prospective attendees
- Featured on the Las Vegas show website, with link to your website
- Included in email blasts to pre-registered & prospective attendees
- Highlighted on social media channels

**Product Preview Deadline: May 24, 2019**



\*Product shots and descriptive copy featured in *Souvenir, Gifts & Novelties* will automatically be included in our full show product preview guide as well (See Part 2).

- Space is limited for both opportunities so act fast!
- Complete the insertion order found in the back of this kit and we'll send you step-by-step instruction for uploading your image and company info.



**Your Product Here!**

**Money-saving packages with ads in product preview guide and show directory also available. See next page for details!**

# INSERTION ORDER

Las Vegas Convention Center  
October 2-5, 2019

### 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 \$2000
- Poker Ad Package \$1650
- Roulette Ad Package \$650-\$1500

### PRINT ADVERTISING ----> PRODUCT PREVIEW GUIDE

- Inside Front Cover \$2000
- Inside Back Cover \$2000
- Full Page Color \$1500
- Half Page Color \$1250
- Quarter Page Color \$900

### PRINT ADVERTISING ----> SHOW DIRECTORY

- Inside Front Cover \$1500
- Inside Back Cover \$1500
- Back Cover \$1500
- Full Page Color \$1000
- Half Page Color \$650
- Full Page B&W \$500
- Half Page B&W \$400
- EXCLUSIVE Directory Addendum Sponsorship \$500

### PROMOTIONAL PACKAGES

- New Exhibitor Package \$175
- Silver Package \$350
- Gold Package \$600

### REGISTRATION

- EXCLUSIVE Registration Sponsorship \$3000
- Sample Hand Out At Registration \$750
- Directory Insert/Booth Marker \$750
- Onsite Welcome Letter \$1500

### EMAIL SPONSORSHIP

- Product Spotlight | Show Daily Eblast \$300
- Company Spotlight Eblast \$500

### SIGNAGE

- Banner or Column Wrap\* \$1,000-\$3000
- Stand Alone Board\* \$650
- Window Decals\* \$650
- Floor Decals\* \$650
- Escalator Cling\* \$1000

*\*does not include production cost*

### ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- Product Preview Area *(See attached form)* \$100-\$150
- EXCLUSIVE Restroom Reuvenation \$500
- Café Table Sponsorship \$300
- Shuttle Bus Sponsor \$1000
- Goody Bag Sponsor \$750
- Rent The Runway *(See attached form)* \$300

### SOCIAL & NETWORKING SPONSORSHIPS

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

### For more information contact:

April Holinek at [aholinek@urban-expo.com](mailto:aholinek@urban-expo.com)  
 David Gilfoyle at [dgilfoyle@urban-expo.com](mailto:dgilfoyle@urban-expo.com)  
 Worrell Thomas at [wthomas@urban-expo.com](mailto:wthomas@urban-expo.com)

### Return form and payment to Urban Expositions:

**Fax:** 678.831.4582  
**Email:** [aholinek@urban-expo.com](mailto:aholinek@urban-expo.com)

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

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

> All Artwork must be approved by show management.