

March 21-24, 2010
Boston, MA

At Urban Expositions, we view our relationship with our exhibitors as a true marketing partnership. As such, we want to provide you with as much promotional support as possible. Enclosed you'll find information and order forms for a variety of marketing tools. Below we have provided a checklist so you can make sure you're taking advantage of every opportunity we're offering.

Marketing and Promotional Tools

- Free Publicity** in Product Preview Brochure *Deadline: December 4, 2009*
- Directory and Product Preview Guide Advertising Opportunities**
(25% Discount on Directory Ad with the purchase of Preview Guide Ad)
Deadlines: December 4, 2009 (Product Preview Guide) and *January 15, 2010* (Directory)
- Directory Listing** *Deadline: January 15, 2010*
With our NEW online directory listing form, you will receive an e-mail in the upcoming weeks containing your company ID and access code to update your company's profile. You will be receiving more information regarding the new procedure closer to the deadlines.
- Goody Bag Giveaway Participation** *Deadline: ASAP*
First-come-first-serve basis. Don't miss out on the chance to get your product in front of retailers
- Free "Show Special" Listing in Directory** *Deadline: January 15, 2010*
Don't miss your chance to drive more traffic to your booth by announcing your show special to buyers in the show directory!
- Free Freight Monday Listing in Directory** *Deadline: January 15, 2010*
Exhibitors who offer free freight on any (or select) orders placed on Monday will also be featured in the Product Preview Guide & show directory.
- Free Invitations & Stickers** *Deadline: While Supplies Last*
Return your form today to secure your order!
- "Wish List" Customer Campaign** *Deadline: ASAP*
Fill out the Wish List customer form identifying 10 customers you'd like to see at the show. Gift Show Buyer Relations representative will work to secure their attendance.

For detailed information on all these programs, please read the participation forms inside this marketing kit. If you have questions on any of the enclosed marketing materials, don't hesitate call Urban Expositions at 678.285.3976.

If you have questions regarding:

- **Free invitations, show specials and directory listings**— call Lindsey Miller at 678.370.0344/
lmiller@urban-expo.com
- **Product Preview Guide, Goody Bag Giveaway and Customer List info**— call Amy Dufour at 678.370.0323/
amy@marshmeadowsmarketing.com
- **Advertising in the directory**— call Russ Turner at 678.370.0350/rturner@urban-expo.com

THE BOSTON GIFT SHOW PRODUCT PREVIEW GUIDE

As your marketing partner, we want to invite you to take advantage of a FREE PUBLICITY Opportunity in our Product Preview Brochure for the upcoming Boston Gift Show, March 21-24, 2010

Boston Gift Show exhibitors are invited to participate in this 4-color brochure, which will be mailed out to **thousands of retailers**, and features complete details about the show; including travel discounts, educational seminars and events along with **product shots submitted by exhibitors**. **Each photo will be accompanied by 25 words of descriptive copy, as well as the phone, fax, website and booth number of the company.**

To ensure that this piece truly communicates the breadth of quality lines and new resources the Boston Gift Show offers, **all photography will be reviewed by a jury and those pictures that best meet this criteria will be chosen and featured.**

Submission Guidelines

Please be sure to read the directions closely and follow them exactly to ensure that your product information is listed correctly and your artwork is in the correct format. Urban Expositions cannot be responsible for information and materials that are submitted incorrectly or incompletely.

- To be considered you must provide us with high quality images of your product(s)**. We can accept transparencies, slides or digital image (preferred). Digital images must be high resolution (300 dpi at 4 x 5 image size) in either a tiff, eps or jpeg format.
- So that we can accurately identify and describe your product, we require that a completed Product Preview Guide submission form (attached) be included with EVERY image you submit. *Note: if you send a disk with several images, you must provide a completed form for each image and clearly identify which image corresponds to which form/product description.*

Sending Images:

If sending by mail or express delivery service,

Fill out a submission form completely for each image you are sending.

Package form and image together and send to: **Amy Dufour, Boston Gift Show, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144**

If sending via email,

In the body of the email or in a separate attachment include the information requested on the Product Preview Submission Form (attached). Attach images and send to photos@urbanexpositions.com. **In the email subject, please include the words "Boston Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.**

Product photography will only be accepted in the formats listed above. **PLEASE NOTE: We cannot accept catalog pages, printed postcards or low resolution digital images (below 300 dpi). Due to the volume of responses, we will not be able to notify you if your image is unacceptable or in the incorrect format. Photography will not be returned to you.

**DEADLINE for submitting photography and form:
December 4, 2009**

Questions? Call Amy Dufour 678.370.0323

BOSTON GIFT SHOW
PRODUCT PREVIEW GUIDE SUBMISSION FORM

So that we can accurately identify and describe your product, we required that a completed Product Preview Guide submission form be included with EVERY image you submit.

SUBMIT BY December 4, 2009

Please print clearly the information below as you would like it to appear in the brochure and on your postcards.

COMPANY NAME: _____

REP ORGANIZATION for BOSTON GIFT SHOW: (if applicable):

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

WEBSITE: _____

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

To be considered you must provide us with high quality images of your product(s). We can accept transparencies, slides or digital image (preferred). Digital images must be high resolution (300 dpi at 4 x 5 image size) in either a tif, eps or jpeg format.

Sending Images:

If sending by mail or express delivery service,

Fill out a submission form completely for each image you are sending.

Package form and image together and send to: **Amy Dufour, Boston Gift Show, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144**

If sending via email,

In the body of the email or in a separate attachment include the information requested on this Product Preview Submission Form. Attach images to email and send to photos@urbanexpositions.com. ***In the email subject, please include the words "Boston Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.***

Deadline: December 4, 2009

STAND OUT WITH AN AD IN THE BOSTON GIFT SHOW PRODUCT PREVIEW GUIDE!

Reach Thousands Of Retailers In Advance Of The Show!

Fill out this form to reserve your space. **DEADLINE December 4, 2009**

Increase your exposure with an ad in the Boston Gift Show Product Preview Guide. This piece is mailed out to thousands of prospect attendees, as well as to all pre-registrants along with their admission badges. There is NO better opportunity for this type of pre-show exposure.

Full Page: 4- Color* _____ \$900

Half Page: 4- Color* _____ \$650

DEADLINE-December 4, 2009

Full page

trim size: 5.5 x 8.5

Bleed ad: 5.75 x 8.75

non-bleed ad: 4.75 x 7.75

1/2 page horizontal

4.75w x 4 h

1/2 page vertical

2.5w x 7.75 h

SPECIAL DEALS

- **AS AN ADDED BONUS**, you can purchase a full page ad in **both** the Product Preview Guide and the Directory for one price of only \$1150. (\$250 additional fee for directory covers)
- You can purchase one half page ad in **both** the Product Preview Guide and Directory for one price of only \$900.

MATERIAL SPECIFICATIONS:

Digital files only are accepted in the format listed below. DO NOT send film or separations.

PDF: Acrobat PDF files are accepted at high resolution (300 dpi)

Quark Xpress 4.1 or higher: Provide high resolution (300 dpi or higher) images in position, along with proof. Include all fonts, tifs and eps files.

Fully composed Photoshop or Illustrator files: Provide in native files (as, psd or .ai file) with all supporting fonts and images.

E-MAILING: If you are e-mailing your ad you must first compress it (ZIP or Stuffit). As above you must include all components of the ad (fonts, images, etc.) Please identify the ad or representatives name. Email ad material to: directoryads@urban-expo.com

FTP Site: Contact Russ Turner for FTP information. Email: rturner@urban-expo.com or call 678.285.7469 for more information.

Send Materials to: Urban Expositions

Ph: (678) 285-3976 Fx: (678) 285-7469

E-mail: rturner@urban-expo.com

Attn: Russ Turner

1690 Roberts Blvd., Suite 111

Kennesaw, GA 30144

Boston Gift Show

March 21-24, 2010

GOODY BAG GIVEAWAY FORM

NEW GOODY BAG: WE'RE SENDING BUYERS TO YOUR BOOTH!

We are changing the Goody Bag Program to give **you** the opportunity to put your product directly in the hands of buyers for the March 2010 edition of the Boston Gift Show. Show management will hand out **tote bags** and a **list of participating exhibitors** to the **first 150 stores** (one per store) who arrive at Boston Gift Show on Sunday, March 21 and Monday, March 22. As buyers walk the show, they will be heading to participating exhibitors' booths to pick up their complimentary product sample!

To participate you must agree to provide **300 product samples to hand out at your booth**. We recommend that along with your sample you provide your company name and contact information. This is a limited offer and participants will be chosen on a first-come, first serve basis. **Please note: Coupons, catalogs, postcards and fliers are not acceptable for the goody bag giveaway.**

Company Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Booth # (if you have not yet been assigned, leave blank): _____

Type of Item for Giveaway: (Item to weigh no more than 2 ounces. Please note that the size of the bag is 18" x 18." Participants will be chosen on a "first-come, first-serve" basis.)

Description of Item for Giveaway:

____ **YES, I will bring 300 samples of the product to be handed out to buyers with special Tote Bags.**

**** By filling out this form you agree to have 300 samples available in your booth for distribution to retailers with special tote bags. All Exhibitors will be notified within 2 week of receipt of form as to acceptance. Show Management reserves the right to accept or reject based on timeliness, content and product size constraints. Upon acceptance to this program, the shipping instructions will be sent to you.**

If you have questions, please call Amy Dufour at
Urban Expositions at (678) 370-0323.

Fax this form to: (678) 285-7469



BOSTON GIFT SHOW
March 21-24, 2010
FREE FREIGHT MONDAY
PARTICIPATION FORM

As one of the special buyer incentives we're launching for the Boston Gift Show, we're promoting **Monday, March 22 as FREE FREIGHT MONDAY.**

Show mailers and other promotional materials will let buyers know that many exhibitors will be offering free freight on orders placed on Monday, March 22. Make plans now to participate. The more exhibitors that join us, the stronger the promotion will be.

As a participant, your company name and booth number will be featured in the Boston Gift Show Directory handed out to all buyers as they arrive at the show. The show directory will feature a listing of all exhibitors offering free freight on orders placed on this day. A note will be included that "Restrictions Apply" as it will be up to you, the individual exhibitor, to set the parameters for which orders, lines, minimums, etc., will qualify for free freight.

This promises to be a great traffic builder for your booth! To participate, simply fill out this form, fax it back and provide free freight on your March 22nd orders.

Yes, I want to participate in FREE FREIGHT MONDAY. By signing and returning this form, I acknowledge that my name will be included in the Boston Gift Show Directory . As a participant, I will offer free freight on orders written on Monday, March 22, 2010 at the Boston Gift Show.

Company Name: _____ Booth #: _____

Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

**Fax this form to LINDSEY MILLER at (678) 285-7469 NO LATER THAN January 15, 2010 to confirm your participation and listing in the show directory.
If you have any questions, please call Lindsey Miller at (678) 370-0344.**



Boston, MA March 21-24, 2010

FREE BUYER INVITATIONS & STICKERS ORDER FORM

DEADLINE – WHILE SUPPLIES LAST

Take advantage of this wonderful and FREE promotional tool. Show management has prepared 4-color invitations that are ready for mailing to your customers -- complete with a place for you to add your own special message. Each invitation contains show details and a pre-registration form. We're also offering you show stickers that can be placed on all your company correspondence targeting your retail customers. So use these tools! You can:

- Send the invitations to your reps to hand out to valued customers
- Use the invitations as inserts with your monthly statements or other bulk mailings prior to the show
- Use the stickers on all buyer correspondence

PLEASE NOTE IMPORTANT BUYER REGISTRATION DEADLINES!

Your customers must pre-register 3 weeks prior to the show to receive badges by return mail. Registrations received after this time frame will be accepted and entered for print-out at the show.

Please indicate quantity needed: (Additional quantities subject to availability. Quantities are limited. Please order **only** what you will use. These items are to be shipped out to you as soon as possible.)

Exhibitor Invitations: (Approximate Quantities)

100 200 300 400 500

Exhibitor Stickers: (Approximate Quantities)

50 100 200 300

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Return Completed Form To: Urban Expositions:
Attn: Lindsey Miller
1690 Roberts Blvd., Suite 111
Kennesaw, GA 30144
Phone: 678-285-3976 • Fax: 678-285-7469

Boston Gift Show Buyer Wish List

RETURN ASAP

VIA FAX – 678.285.7469 OR

MAIL TO: Urban Expositions Attn: Cece Lee
1690 Roberts Blvd., Suite 111 Kennesaw, GA 30144

Exhibiting Company: _____

Contact: _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

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Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Boston Gift Show Attendee Mailing List

Here's your chance to send promotional information about your company and products to past Boston Gift Show attendees about your participation in the March 2010 show. This list is available to all "confirmed" show exhibitors for the sole purpose of promoting participation at the Boston Gift Show. We have currently implemented a new distribution policy for our attendee lists. Please be advised of the changes below. The mailing list will be sent directly to the exhibiting company. **For additional information, please email Amy Dufour at amy@marshmeadowsmarketing.com.**

Step 1 - Preparation

- The mailing list will only be provided to confirmed exhibitors and your booth for the March 2010 event, must be paid in full.

Step 2 - Designing your Mailing Piece

- Your mailing piece should promote your company's participation in the **March 2010 Boston Gift Show only**. It should not be a general advertising brochure. Competitive show names may not be included.
- The name of the show must read, "Boston Gift Show." The show dates and location must also be included in the copy.
- Your mailing piece **MUST** be approved by Show Management **BEFORE** you have it printed. **YOU must Fax or Email a copy for approval.** Send your mail piece to Amy Dufour at 678.285.7469 (fax) or email: amy@marshmeadowsmarketing.com.

Step 3 – Non Disclosure Agreement/Mailing List

- **Once your mailing piece has been approved by show management, Amy Dufour will email you the non disclosure agreement.** Please review our non-disclosure agreement and reply with a favorable response. Upon receipt of your agreement, Amy will email you an Excel database containing the company name, buyer contact and mailing address information. **Please note: This list does not contain phone, fax or email addresses. It is strictly a mailing list.**