



THIS IS YOUR MARKETING KIT



# EXHIBITOR MARKETING OPPORTUNITIES

- Promote Brand Awareness
- Build Relationships with Buyers
- Increase Profits

**ATLANTIC CITY**  
AUGUST 13-15

Hard Rock Hotel & Casino

**HTVAEXPO.com**

# SPONSORSHIP OPPORTUNITIES

	<b>Official Show Bags</b> (One Sponsor)	<b>\$ 4,750</b>
	<b>Show Bag Inserts Sponsor(s)</b>	<b>\$ 1,000</b>
	<b>Attendee Badge Holders</b> (One Sponsor)	<b>\$ 4,750</b>
	<b>Show Pens</b> (One Sponsor)	<b>\$ 1,500</b>
	<b>Photo Booth Sponsor</b>	<b>\$ 3,500</b>
	<b>Charging Station Sponsor(s)</b>	<b>\$ 3,000</b>
	<b>Pool Party Sponsor(s)</b>	<b>\$ 5,000</b>
	<b>Pool Party Gift Bag Insert Sponsor(s)</b>	<b>\$ 400</b>
	<b>Lunch Sponsor(s)</b>	<b>\$ 3,500</b>
	<b>Popcorn Giveaway Sponsor</b>	<b>\$ 3,500</b>
	<b>Ice Cream Giveaway Sponsor</b>	<b>\$ 3,500</b>

All Sponsors will be listed on the Show Website, on a Billboard Sign with a "Thank You" along with their Individual Sponsorship at the show. Each Sponsor will also be listed in the Show Directory with their Sponsorship.

# SPONSORSHIP OPPORTUNITIES ORDER FORM



For further explanation on any of these opportunities, contact Reuter Expositions at 203-483-5774

Please check your selection(s)		
	<b>Official Show Bags</b> (One Sponsor)	<b>\$ 4,750</b>
	<b>Show Bag Inserts Sponsor(s)</b>	<b>\$ 1,000</b>
	<b>Attendee Badge Holders</b> (One Sponsor)	<b>\$ 4,750</b>
	<b>Show Pens</b> (One Sponsor)	<b>\$ 1,500</b>
	<b>Photo Booth Sponsor</b>	<b>\$ 3,500</b>
	<b>Charging Station Sponsor(s)</b>	<b>\$ 3,000</b>
	<b>Pool Party Sponsor(s)</b>	<b>\$ 5000</b>
	<b>Pool Party Gift Bag Insert Sponsor(s)</b>	<b>\$ 400</b>
	<b>Lunch Sponsor(s)</b>	<b>\$ 3,500</b> 3 Day Sponsor
	<b>Popcorn Giveaway Sponsor</b>	<b>\$ 3,500</b>
	<b>Ice Cream Giveaway Sponsor</b>	<b>\$ 3,500</b> 3 Day Sponsor

After you have selected the promotion(s) you wish to sponsor, email the form to Reuter Exposition Services at [info@reuterexpo.com](mailto:info@reuterexpo.com)

Please send checks to: Reuter Exposition Services • 230 E. Main Street, Suites 5 & 7 • Branford, CT 06405  
Completed form to: [info@reuterexpo.com](mailto:info@reuterexpo.com) or Fax to (203) 483-5778

Payment Information (Check one please) \_\_\_\_\_ Credit Card \_\_\_\_\_ Check (payable to HTV Expo)  
 \_\_\_ AMEX    \_\_\_ MasterCard    \_\_\_ VISA    \_\_\_ Bank Wire    \$ \_\_\_\_\_ Amount of payment  
 Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Signature \_\_\_\_\_ Title \_\_\_\_\_

# EXHIBITOR SHOW DIRECTORY LISTING & ADVERTISING SPECS



## FREE Advertisement for Exhibitors in the Show Directory!

The Show Directory will be distributed at the registration counters when show attendees pick up their badges. It is used as a guide for the show, special events and as a reference tool throughout the year. When attendees take the Show Directory back to their offices, it is kept as a resource for contacting exhibitors long after the event is over. As an HTVA EXPO Exhibitor you get a **FREE full page advertisement** in the Show Directory. Here is important information to follow so you can supply your ad in the correct format and on time.

## ADVERTISING FILES ARE DUE NO LATER THAN July 12<sup>th</sup>, 2019

**Be sure to include your Booth Number, Company Name, Website Address, Email Address and Phone Number in your advertisement.**

### Material Requirements

The Show Directory has a trim size of 8-1/2" x 11" printed in 4-color process. Allow for 0.125" bleed on all sides and keep live material at least 0.5" from trim size. Please keep ad copy within standard size.

### Preferred File Types

**PDF files (PDF/x-1a preferred):** PDF files (PDF/x-1a preferred): PDF files **MUST** have all fonts embedded and must have crop and bleed marks.

**Adobe InDesign CS native files:** Collect a "Package" to gather all fonts and images/supporting files.

Do not use "menu-styled" fonts – do not select a plain or roman font and stylize to italic or bold within the page layout application.

**Adobe Illustrator CS native files:** Fonts should be outlined. Embed all raster images in document.

**Adobe Photoshop CS native files:** Files must be CMYK and should be 300 dpi at 100%. Fonts should be rasterized or provided.

### Send Electronic Files to both:

#### **Mic Young**

mic@yaregroup.com

Phone: 929-269-6818

Yare Group

500 E Kennedy Blvd, Tampa, FL 33602

#### **CC:**

#### **Susan Reuter**

susan@reuterexpo.com

Phone: 203-483-5774

Reuter Exposition Services

230 East Main Street, Suites 5&7, Branford, CT 06405

## Show Directory Listings

Each exhibitor advertisement will be placed in alphabetical order in the Show Directory.

**Deadline for inclusion in the Show Directory is July 12, 2019.**

**Complete this form and email with your advertisement:**

**Company Name** \_\_\_\_\_ **Booth#** \_\_\_\_\_