MINNEAPOLIS
Holiday
BOUTIQUE

NOVEMBER 8-10, 2019
U.S. Bank Stadium

TRAFFIC DRIVERS FOR
EXHIBITORS

Are you looking for a way to get a leg up on the competition... stand out from the crowd... drive booth traffic or create awareness? We have affordable OPTIONS!

AT THE SHOW

BAG SPONSOR   **FROM $3,500**
Opportunities to distribute bags with company logo at front entrances of show. A great way to create awareness and be a "walking billboard" in front of our guests.

ENTRANCE & EXIT DISTRIBUTION   **FROM $3,000**
Want to get your product or information in the hands of everyone? Exit and entrance rights are available. *Limited number available.*

FLOOR DECALS   **FROM $85**
Bring awareness to your booth location and make your presence known. With your logo and booth number on our floor decals you will not be missed. You can choose to have decals in the section of floor leading to your booth or in other areas of the show approved by show management.

CELEBRITY ALL   **CELEBRITY CHARGES**
Bring in a celebrity or spokesperson to be sponsored by your company, (i.e., Cheryl Tiegs Presented by Cambria). The show will promote in show advertising and the official show website. Celebrity will have the opportunity to do media interviews, presentations and sign autographs in your booth location.

SHOW INFORMATION SIGNS   **$200**
Reinforce your brand with eye catching signage. Your company name will be added to the bottom of the sign. (i.e. info brought to you by your company name).

AISLE SPONSORSHIP   **$300**
Includes one, 22″x28″ double-sided sign (i.e. aisle 800 sponsored by your company) and 2 floor decals with your logo and Aisle # (i.e. aisle sponsored by your company).

ONLINE

WEB BANNERS
Medium Rectangle Ad   **$750**
Create a web banner to be posted on our site with a link back to your website to promote your company. Our advertising campaign directs consumers to the website to "buy tickets online and save," while the exhibitors utilize the site to obtain all their pre-show information. Through our research we know that at **least 50% of attendees visit our website prior to attending the show** to get informed, make an action plan and purchase tickets. Be a part of the exposure! Medium Rectangle Ad appears on all pages of the show site. All ads run in rotation. Maximum 15 ads per website.

PROMOTIONAL CONTESTS
No charge to list a contest with a prize value of $100 or more on show's official website.

For an additional charge of **$1,000**, this option allows you to ask two questions during the entry process to receive qualified leads and database.

EMAIL BLAST AD
Per Blast   **$500**
Advertiser to supply banner ad (or we can create for you for only $40) to be included in email blast (preshow, holidays, etc.). Participate in our year-round email blasts to advertise a show special, announce contests, launch a new product, promote your booth location, and keep your business top-of-mind. Our e-blasts will increase closer to the show, offering you more opportunities to market your products and services to a highly specialized group of shoppers. *(11,191* in our consumer database).* Maximum three ads per email.   **As of July 2019.*

YOUR COMPANY LOGO AND COUPON PRINTED ON ONLINE TICKETS   **$300**
Approximately 50% of all attendees purchase their tickets online. This equals a ton of exposure for your company at a terrific value. Add your booth number and special offer to drive traffic to you at the show! *Limited availability.*

📖 SHOW GUIDE

SHOW GUIDE ADVERTISING   **CALL FOR PRICING**
Purchase an ad in our event's official Show Guide to be handed out at the main entrance to all attendees. The show guide is used as a reference tool for the event and following the show. The guide contains the floor plan, exhibitor listing, schedules, advertisements and much, much more.

FLOOR PLAN LOGO IN SHOW GUIDE   **$400**
Be more than just a booth number on the official floor plan in the show guide. Drive visitors to your location by having your logo placed at your booth location on the floor plan.

◿ CREATIVE

WEB/EMAIL BLAST BANNER   **$40**
Don't have a creative department? Let us create the art for you. Our professional graphics department will custom create a banner for your company. Simply supply the messaging, offer and your logo and we'll do the rest!

CUSTOM LOGO FOR YOUR COMPANY   **$500**
Don't pay thousands of dollars for a logo when our professional team can create one for a fraction of that! Two rounds of revisions are included and it's yours to own and use as you see fit! Wow!

@ SOCIAL MEDIA

SPONSORED BLOG POST: **$500**
Spotlight: Sponsor/Exhibitor is given a list of questions to answer. Their answers are turned into a blog post which is then cross promoted on Facebook (1x) and on Twitter (4x) **OR** Sponsor/Exhibitor may contribute editorial content including tips, DIYs, tricks, advice or interesting product/service information. This will be cross-promoted on Facebook (1x) and Twitter (4x).

SPONSORED BLOG SERIES: **$1,500**
Exhibitor or sponsor may work with Marketplace Events to coordinate a series of blog posts (4x). Posts will be cross promoted on Facebook (1x/per post) and Twitter (4x/per post).

★ SPONSORSHIP

Sponsorship Packages are also available for additional exposure. Sponsorships work to elevate your presence at an event. Create the experience! Partnership opportunities involve participating in the creation of a complete, engaging and fulfilling visitor experience designed to maximize your exposure. Call now for details on tailoring a package to fit your marketing needs and budget.

ONLINE DISCOUNT   **CALL FOR PRICING**
TICKET SPONSOR
Promote your brand, build your database and use our online ticketing to conduct some valuable market research! Discount mention – Courtesy of "Company" will be promoted in all paid print, TV & radio where discount is mentioned. Ticket purchasers will answer two questions supplied by "Company" during ticket ordering process. Company to receive leads and database.

SPONSORSHIPS   **CALL FOR PRICING**
Apply to become one of the event's "Official Sponsors". Limit one per category.

SPONSORSHIPS STILL AVAILABLE...
     Title Sponsorship
     Presenting Sponsorship
     Feature Sponsorships
         Information Booths
         Ticket Booths

     Create a Feature
     Create your own

CALL US TODAY!
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