

FREE OPPORTUNITIES Return completed form to: valerie@denvermart.com or fax 720.468.4116

Company Name _____ Room/Booth # _____

Phone _____ Email _____ Website _____

Contact Name _____ Contact Email _____

BUYERS CHOICE AWARD Deadline: January 18, 2019

YES! I will send new product photos to vendorphotos@denvermart.com **Subject: Buyers Choice Award - Company Name**
FREE - Enter your new product for the "Buyers Choice Award". To qualify, the product must be: New to the Rocky Mountain Gift Show. Participating products and Award Winners will be promoted to over 9,000 registered buyers and announced on social media, the Gift Show website and in a press release to multiple trade magazines. See page 5 for product image uploading instructions.

New product Name & Description: _____

SHOW SPECIALS Deadline: January 11, 2019 (To be included in Show Supplement and Email Blasts) Deadline: January 31, 2019 (To be included in Show Supplement)

YES! We are offering Show Specials
FREE - In surveys, buyers rate exhibitor show specials as a key factor in their show attendance and placing orders at the show. Remember to provide company information on top of this form.

SWAG BAG GIVEAWAYS Deadline: February 1, 2019

YES! We will participate in Swag Bag Giveaways
FREE - We will be displaying swag bag items in a clear case near the Main Mart Lobby and the Expo Lobby to entice the buyers to enter the swag bag giveaway. This is an excellent opportunity to get your product in front of buyers! Two winners will be chosen each day to receive a "Swag Bag". **If you would like to be a part of this opportunity, email the information below and deliver 8 ITEMS for the swag bags by February 1 to Suite 2490.**



Denver Mart
Attn: GIFT SHOW SWAG BAG
451 E. 58th Ave. Suite 2490
Denver, CO 80216

Please include:

- Swag Bag Participant
- Company Name
- Booth/Showroom number
- Contact Email address
- Brief description of merchandise

REPS LOOKING FOR LINES

YES! I am looking for lines to represent.

Contact Name _____

Phone _____

Email _____

(if different than above)

Product Categories: _____

(apparel, gift, home, jewelry ...)

MANUFACTURERS LOOKING FOR A REP

YES! Our company is looking for a rep.

Contact Name _____

Phone _____

Email _____

(if different than above)

Product Categories: _____

(apparel, gift, home, jewelry ...)

Return completed forms to: eFAX: 720.468.4116 TEL: 303.292.6278 ext. 5215, Valerie Lukach EMAIL: giftshow@denvermart.com



ROCKY MOUNTAIN
GIFT SHOW
— AT THE DENVER MART —

February 2019

EXHIBITOR MARKETING PACKET

DO YOU HAVE NEW PRODUCT PHOTOS FOR YOUR BUYERS TO SEE?

The Events Team is working on the February 2019 campaign and would like to feature your lines and products!

SEND PHOTOS HERE

1 - EXHIBITOR PHOTO GALLERY

Send your product(s) images for the Apparel & Gift *Online Exhibitor Gallery*, emails and online marketing. Images for the Online Exhibitor Gallery must be at least 650 x 400 pixels. Images will be used or not, at our discretion.

2 - PRINT CAMPAIGNS

We are looking for **FEATURED EXHIBITOR** photos. If you have manufacturers' digital photos or can obtain them from your manufacturers—email them today!

Photos should be 300 dpi for a 4x6 photo size or larger. The original digital photo from your camera works best. A good file size we can work with is 900 x 1200 pixels or a file size from 2mb to 10mb. **Web photos cannot be accepted.**

HOW TO SEND PHOTOS

Photo files UNDER 6mb may be emailed to: vendorphotos@denvermart.com

Instructions for sending Product Photo files OVER 6MB to the Denver Mart FTP:

1. Website: <https://www.hightail.com/u/DenverMartFTP> (No Login, User name or Password is required.)
2. Enter your email.
3. Browse and attach your image file or a Zipped file. To send multiple files, place image files in one folder, Zip or Compress the folder and upload the folder.
4. Send.
5. Send an email to vendorphotos@denvermart.com letting us know that the files have been sent via Hightail. Subject Line: **VENDOR PHOTOS.**

PLEASE make sure to tell us the Showroom/Booth number and line name

QUESTIONS? Contact Kathy at 800.289.6278 ext. 5228 or vendorphotos@denvermart.com

Please note: By sending your photos, you are stating that you own the images and all rights and by doing so are granting full rights and permission to the Denver Mart to use these photos for promotional purposes; including but not limited to: event venue printed or digital signage, website, email and online promotions and other promotional usage.

Thank You!



Show Directory cover,

Print campaign postcard mailed to buyers.



ROCKY MOUNTAIN
GIFT SHOW
— AT THE DENVER MART —

February 2019

EXHIBITOR MARKETING PACKET

MAILING TOOLS **DEADLINE: January 8, 2019 (6 weeks before the show for best results!)**

FREE - Pre-show marketing is an important key to exhibiting at the Rocky Mountain Gift Show. Exhibitors who cultivate their audience through exhibit space promotion are more effective in meeting their show objectives. Pre-show mailing increases exposure and creates more encounters with prospective buyers.



COLOR POSTCARD INVITES

Invite your buyers to the show with these full color postcards!

- Blank backs for you to add your personal message.
- Remind buyers of your company name, booth space number and dates of the show.
- Mailing these postcards with First Class postage allows for the post office to notify the sender (you) of address changes.
- **Mail your personalized Postcard Invites no later than three weeks before the show (although earlier is ideal) with First Class postage.**

Also consider Bulk Mail when mailing 200 cards at a time.

Your bulk mailings should be mailed no later than **five weeks before the show.**

FREE: Quantities are limited. Given on a first come, first serve basis.

PROMOTIONAL STICKERS

Promotional Stickers can be placed on correspondence such as letters, invoices, brochures, catalogs and order forms to inform buyers of your space location in the show.

FREE: 30 Promotional Stickers per 8.5 x 11 sheet



MAILING TOOLS ORDER FORM

Please fill out and fax or email to: **Fax: 303.297.8473** giftshow@denvermart.com

Company Name: _____

Address: _____

QTY	OPPORTUNITY / DESCRIPTION	PRICE
_____	Sheets - 30 Promotional Stickers per sheet	FREE
_____	Color Postcards (Quantities are limited. Given on a first come, first serve basis.)	FREE



February 2019

EXHIBITOR MARKETING PACKET

MAILING LIST - ORDER FORM *Please fax or email requests by: January 15, 2019*

FREE - Denver is one of the few shows that offer this service free of charge. Generally, bulk mailings should be mailed five weeks before the show and First Class mailings three weeks before the show. Please contact your local post office for more information on this.

Mailing List - Guidelines/Regulations

- The list can only be used **one time** and cannot be duplicated in any manner either in whole or in part. The list or any portions thereof may **not be given to a third party**. Certain names are added to the list for monitoring purposes.
- A \$500 fine will be imposed for unauthorized use of this list.

I have read the above and agree to abide by the guidelines/regulations for using this mailing list.

Company _____

Email _____

Check Merchandise Codes: Choose from any number of the following categories/merchandise codes:

- | | | |
|---|---|---|
| <input type="checkbox"/> Apparel - Children/Infant -740 | <input type="checkbox"/> Glassware -351 | <input type="checkbox"/> Potpourri/Home |
| <input type="checkbox"/> Apparel - Junior -730 | <input type="checkbox"/> Gourmet Foods -354 | Scent/Incense - 507 |
| <input type="checkbox"/> Apparel - Ladies -701 | <input type="checkbox"/> Green Products/Environmentally | <input type="checkbox"/> Pottery - 510 |
| <input type="checkbox"/> Apparel - Men -770 | Friendly - 357 | <input type="checkbox"/> Rugs - 522 |
| <input type="checkbox"/> Accessories - Ladies - 801 | <input type="checkbox"/> Greeting Cards/Announcements/ | <input type="checkbox"/> Rustic Gifts/Furniture/Decorative |
| <input type="checkbox"/> Activewear - Women -708 | Invitations - 360 | Accessories -525 |
| <input type="checkbox"/> Baskets/Containers -144 | <input type="checkbox"/> Handbags/Totes/Wallets/ | <input type="checkbox"/> Southwest Gifts/Furniture/ |
| <input type="checkbox"/> Baby Gifts -129 | Leather Accessories - 841 | Decorative Accessories - 540 |
| <input type="checkbox"/> Bath & Body -147 | <input type="checkbox"/> Handcrafted -366 | <input type="checkbox"/> Souvenirs/Resort - 543 |
| <input type="checkbox"/> Bedding -156 | <input type="checkbox"/> Hats, Caps, Etc. - 842 | <input type="checkbox"/> Sports Souvenirs/Novelties - 552 |
| <input type="checkbox"/> Books -168 | <input type="checkbox"/> Holiday/Seasonal -372 | <input type="checkbox"/> Stationery Items -558 |
| <input type="checkbox"/> Candles -186 | <input type="checkbox"/> Jewelry-Fashion - 384 | <input type="checkbox"/> Stickers - 560 |
| <input type="checkbox"/> Candy & Confections -189 | <input type="checkbox"/> Jewelry-Fine - 387 | <input type="checkbox"/> Tabletop/Serving Accessories - 564 |
| <input type="checkbox"/> Christmas -210 | <input type="checkbox"/> Jewelry-Native American -390 | <input type="checkbox"/> Toys/Games/Puzzles -567 |
| <input type="checkbox"/> Coats/Outerwear - Ladies -715 | <input type="checkbox"/> Jewelry-Sterling Silver - 393 | <input type="checkbox"/> T-shirts/Imprinted |
| <input type="checkbox"/> Coats/Outerwear - Mens -771 | <input type="checkbox"/> Kitchen Accessories - 405 | Resort Wear - 573 |
| <input type="checkbox"/> Collectibles -225 | <input type="checkbox"/> Lamps/Light Fixtures - 408 | <input type="checkbox"/> Wedding/Anniversary -111 |
| <input type="checkbox"/> Country Gifts/Furniture/ | <input type="checkbox"/> Lodge Gifts/Furniture/Decorative | <input type="checkbox"/> Western Gifts/Furniture/ |
| Decorative Accessories -237 | Accessories - 417 | Decorative Accessories - 620 |
| <input type="checkbox"/> Custom Merchandise -246 | <input type="checkbox"/> Made in Colorado - 423 | <input type="checkbox"/> Western Apparel - 610 |
| <input type="checkbox"/> Decorative Accessories -249 | <input type="checkbox"/> Made in USA - 426 | <input type="checkbox"/> Wildlife - 630 |
| <input type="checkbox"/> Electronics - 276 | <input type="checkbox"/> Museum Store - 443 | <input type="checkbox"/> Wood Products - 642 |
| <input type="checkbox"/> Floral & Floral Supplies - 297 | <input type="checkbox"/> Native American Gifts/Furniture/ | |
| <input type="checkbox"/> Footwear - 790 | Decorative Accessories - 456 | |
| <input type="checkbox"/> Furniture -303 | <input type="checkbox"/> New Age Products - 465 | |
| <input type="checkbox"/> Gardening Supplies/ | <input type="checkbox"/> Pet Products - 486 | |
| Accessories -336 | <input type="checkbox"/> Pictures/Art/Frames - 492 | |
| <input type="checkbox"/> Gift Wrap/Bags/ | <input type="checkbox"/> Plush - 498 | |
| Boxes/Ribbons -348 | | |

HOME-BASED BUSINESS

- Home-Based Apparel -70
- Home-Based Gift -10
- Home-Based Jewelry -30
- Home-Based Interior Designer -50



February 2019

TEMPORARY EXHIBITOR PACKET ONE

3 REASONS TO ADVERTISE IN THE SHOW DIRECTORY!

Deadline: December 7, 2018

#1 THE SHOW DIRECTORY WILL BE "ONLINE"

The *Show Directory* will be an interactive online PDF Flipbook with Gift & Apparel Advertising, Show Events and Exhibitor and Manufacturer listings. The Book will be posted on the Denver Mart Website with links to Advertiser's websites. Buyers use the online resource to plan their trip before they arrive in Denver. Retailers use the advertising section to discover new resources at the show. The Online Flipbook will stay on the Denver Mart website until the next show.

#2 THE SHOW DIRECTORY WILL BE "BLASTED BY E-MAIL"

The interactive online PDF Flipbook will be launched with a National Buyers Email Campaign—sending your advertising into the inbox of new & current buyers.

#3 THE SHOW DIRECTORY WILL BE "AT THE SHOW"

The printed *Show Directory* will be available at the Show for Buyers. Take advantage of these new advertising opportunities to grow your show. The Gift and Apparel Show Directory is published with up-to-date information twice per year. Buyers use this guide as a handy resource to locate the exhibitors they want to visit, find new products and information about events.



REACH MORE BUYERS! BEFORE, DURING AND AFTER THE DENVER SHOWS

DEADLINE FOR ARTWORK IS *December 7, 2018*

See attached advertising contract for specifications.

- Inside front/back cover (four-color) . . . \$600
- Two facing pages (four-color) \$750 (*a \$50 savings!*)
- Full page ad (four-color) \$400
- Half page ad (four-color) \$300

**ADS DUE
FRIDAY, DECEMBER 7TH**



February 2019

TEMPORARY EXHIBITOR PACKET ONE

ADVERTISING CONTRACT *Ads due December 7, 2018*

ADVERTISING RATES

- Inside front or back cover ad (four-color) \$600
- Double Truck (Two Facing pages, four color) . . \$750
- Full page four-color ad \$400
- Half page four-color ad \$300

Call for availability of Covers before sending contract.
Multiple ad discounts may apply: call for information and rates.

RESERVE YOUR AD SPACE by December 7, 2018

Verbal requests for ads are not accepted. We cannot run your Ad without a contract.

ADVERTISEMENT SIZE SPECIFICATIONS (next page)

See the following ad specifications with information about creating your ad to the proper page size, creating bleeds in your artwork, safe zone for logos and contact information and the final page trim size.

AD FILE INFORMATION:

- I want to run my ad exactly as it appeared in the August 2018 Gift Show Directory.
- I want to run my ad from August 2018 with the changes indicated. (I understand production charges may apply.)
- I am sending you NEW ARTWORK,
NO LATER THAN December 7, 2018

SAVING YOUR FILES

Artwork for ads must meet the following specifications to avoid additional production charges:
A. Please save art as CMYK. Ads sent in RGB or PMS colors will be subject to a \$50.00 fee to convert to CMYK.
B. Preferred File Formats: CMYK PDF's Saved for Press with Fonts embedded or JPGS saved at High-Resolution (288-300 DPI)

SENDING YOUR FILES

- A. Files up to 6 MB may be emailed directly to:
ads@denvermart.com
- B. Sending Files to the Mart FTP via hightail:
 1. Website: <https://www.hightail.com/u/DenverMartFTP>
(No Login, User name or Password is required.)
 2. Enter your email
 3. Browse and attach your image file or a Zipped/Compressed File. To send multiple files, place image files in one folder, Zip/Compress the folder and upload the entire folder.
 4. Send

PRODUCTION CHARGES - \$50/hour

Ad materials that do not meet our specifications may incur production charges. We can create an Ad for you, and production charges will vary according to the complexity of your ad. Production charges will be quoted once materials are received. We will only run your ad upon your approval and payment of any incurred fees.

FOR MANUFACTURERS PLACING ADS

After filling out this contract, please send a copy to your Denver Mart Representative so they may sign below and forward their copy to us. **Your ad(s) MUST have your Denver Mart Representative's showroom name, contact and showroom/booth number in order to be included in the Show Directory. (If missing, we will add this information to your ad.)**

PAYMENT

- I have included a check for \$_____ made payable to the Denver Mart.
- Credit Card: TEMPS ONLY, use credit card form on page 5.

THIS CONTRACT MUST BE SIGNED TO BE VALID

Exhibitor Name: _____

Room Number: _____ Date: _____

Phone Number: _____

Manufacturer (if applicable) _____

Contact Name: _____

Email Address: _____

Signature: _____

Send completed forms to:

EMAIL: ads@denvermart.com

FAX: 303.297.8473

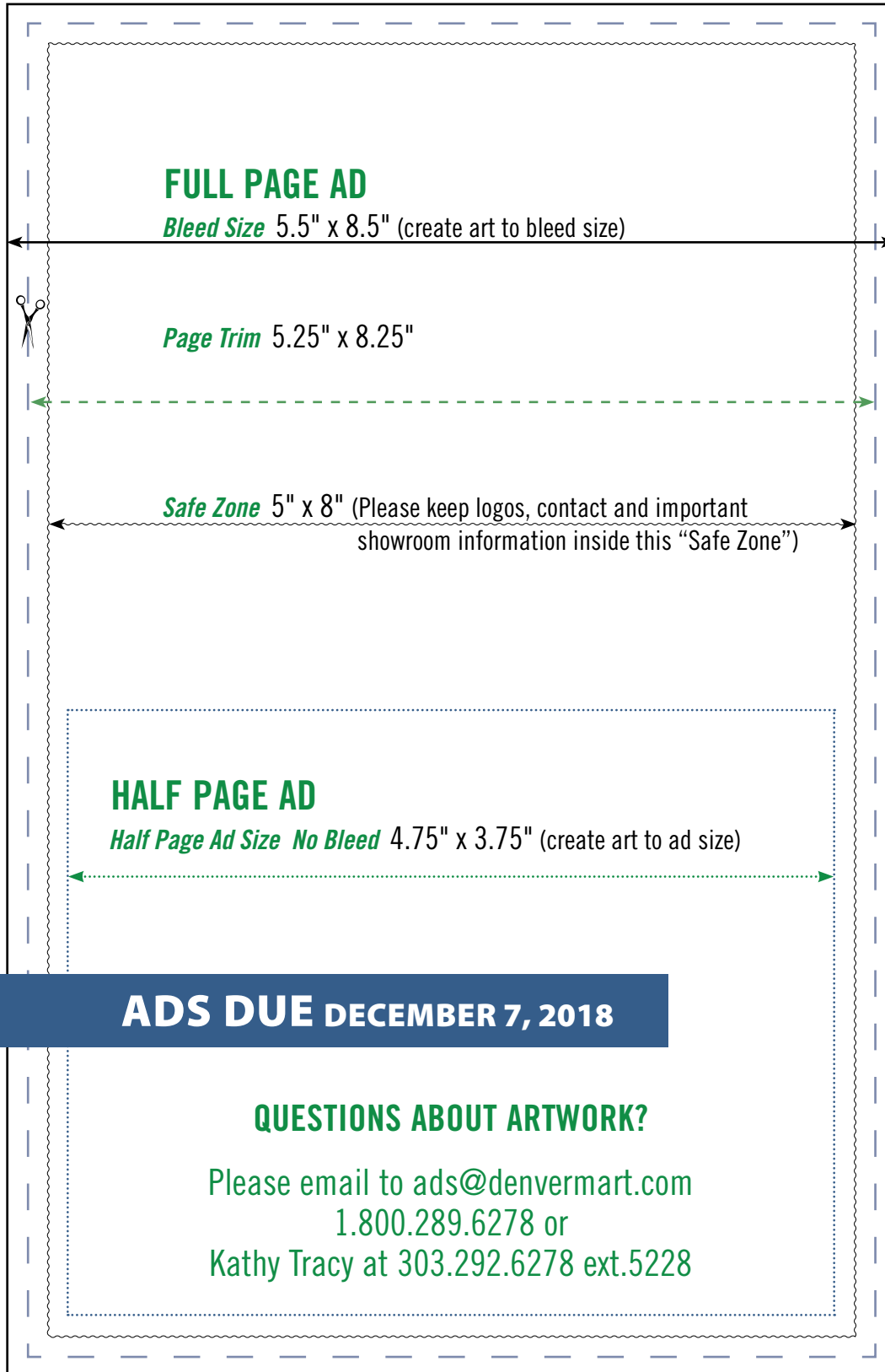
MAIL: Denver Mart / Gift Show and Apparel Market
451 East 58th Ave. Suite #2490
Denver, Colorado 80216-8470

ADS DUE DECEMBER 7, 2018

Questions about your Ad Contract and Billing? ads@denvermart.com



SHOW DIRECTORY AD SPECIFICATIONS



COLOR AD RESERVATIONS

Due to printing restrictions, there is a limited number of spaces available for color advertising. To ensure placement, please send your reservation by fax or mail, as soon as possible. All reservations will be taken on a first-paid first-serve basis.

PAYMENT POLICY/CONTRACT

When signed and submitted with requisite payment by the exhibitor, and received and accepted by the Denver Mart, this is the contract between the parties. Payment for the full amount of advertising must accompany the ad(s). We also accept VISA, MC and American Express.

GENERAL INFORMATION

- All ad changes made after the return of this form must be presented in writing.
- Ads will be placed in alphabetical order within the ad sections.
- Should ads print in what the Denver Mart agrees to be unsatisfactory manner, even though the advertiser has met all mechanical requirements, all or part of the cost of the ad space will be credited to the exhibitors account for use in future show directories. The Denver Mart shall have no further responsibility or liability.

COPYRIGHT RELEASE

PLEASE NOTE: You represent to us that you own and have the exclusive right to use all artwork and other materials you submit to us, and that any advertisement incorporating such artwork and materials is true and is not misleading, and that you have a reasonable basis to believe all representations contained within. We have no duty to investigate the foregoing representations. We are entitled to rely, and will rely, on such representations in printing your advertisement. You retain, and WE DO NOT ASSUME, any and all liability for the content of your printed advertisements (including text, artwork, representations, illustrations, opinions and facts). YOU INDEMNIFY AND HOLD US HARMLESS against all claims, demands, actions, lawsuits, damages, settlements, costs, expenses and other liabilities (including, but not limited to, reasonable attorneys' fees and expenses) incurred by us arising out of or related to any misrepresentation made by you in this contract, any false or misleading advertisement, or any violation or infringement of the copyright, trademark, service mark, intellectual property, or other rights of any person or entity.