

EXHIBITOR MARKETING



JANUARY 30 – FEBRUARY 4 AT THE TUCSON CONVENTION CENTER

KIT

#AGTAGemFair18

FREE PROMOTIONAL TOOLS

THANK YOU FOR EXHIBITING AT THE 2018 AGTA GEMFAIR™ TUCSON. We are excited about our new pre-fair marketing program to help drive buyers to your booth. Read through all the other opportunities you have to promote your businesses. Exposure is key to attracting the right buyers to your booth. We look forward to an exciting and successful show!

VISIT US AT
BOOTH
XXXXX



Email Signature – Web Banner

BOOTH LOCATION COMPANY NAME

[COMPANY LOGO OPTION]

Member of Record
Your Address
Your Telephone Number
Your Fax Number
Your Email
Your Website

Description: limited to 150 characters

Printed Show Directory Listing



Official AGTA GemFair™ Logo



Trending Now
Social Media Example

Exhibitor Email Evite Template & Web Banners

Invite your customers to come see you in Tucson! AGTA is offering you a FREE email template to feature the products and services that you will have for the 2018 AGTA GemFair™ Tucson! With this service, you have the option to also make graphics that you can feature on your social media accounts, emails and website! What's the best part? It's all FREE! AGTA can even send the emails for you! Here's the link to get started:

<http://www.agtainvitations.com>

AGTA GemFair™ Tucson Buyer Company Mailing Lists

The AGTA mailing list allows you to target over 5,000 companies who attended 2017 AGTA GemFair™ Tucson and those who have registered for the 2018 GemFair. AGTA will provide the information electronically in a reusable Excel file for your outreach. **Free for AGTA GemFair™ Exhibitors.**

Printed Show Directory Company Listing

All exhibiting companies will be listed in the AGTA GemFair™ Tucson Official Show Directory. Send us a brief description (150 character max.) and let buyers know all about your products! Submit your description to shows@agta.org. **Deadline December 8, 2017**

Online Show Directory Web Listing with Logo

Get noticed by sending us your logo to be placed next to your listing on the AGTA website. Your logo will link directly to your company's website! Exhibitor must provide logo in a digital format via email to info@agta.org.

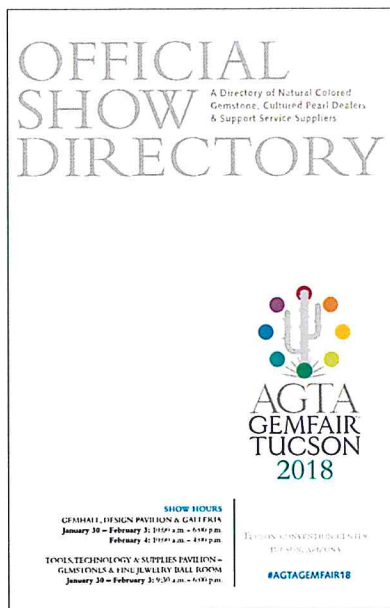
AGTA GemFair™ Tucson Logo

Promote your participation at AGTA GemFair™ Tucson by using the official AGTA GemFair™ Tucson Logo. Link the logo directly to www.agta.org for all the up to-date show details. AGTA encourages you to use the AGTA GemFair™ Tucson logo in advertising and direct mail to promote your booth prior to the show. The logo will be sent as a digital file via email. Please email info@agta.org to request your copy.

Social Media Outreach #AGTAGemFair18

Want free publicity?! Send us your content! AGTA wants to feature you as our Trending Now Daily Gem as we count down to AGTA GemFair™ Tucson! The post will include your submitted product photo, company name and booth number so buyers can get a preview of what is to come at #AGTAGemFair18! Stay connected throughout GemFair and follow AGTA (@agta_gems) and use #AGTAGemFair18 when talking about the show! To get started, send content to marketing@agta.org.





SHOW DIRECTORY ADVERTISING

Make an impact with every buyer by placing an ad in the AGTA GemFair™ Tucson Official Show Directory. This essential tool helps buyers navigate the show.

2018 AGTA GemFair™ Tucson Official Show Directory Ad Materials & Payment

Deadline: December 8, 2017

Advertising in the Show Directory makes it easier for buyers to find you! The Directory includes important show information such as, an exhibitor list, detailed seminar and event schedule, floor plans/maps, and special exhibit information. The Directory will be distributed to **all buyers** at the show.

Back Cover.....	\$7,500
Inside Front Cover.....	\$5,500
Inside Back Cover.....	\$3,750
2-Page Spread.....	\$2,750
Full Page (random position).....	\$1,550
1/2 Page (random position).....	\$900

Note: All signed agreements are final. Cancellations will not be accepted. Ads are full color and sold on a first-come, first-served basis.

Show Directory Exhibitor Listing Logos

Get your company noticed by enhancing your Show Directory list! Add your logo next to your company's information. *Exhibitor must provide logo in a digital format.*

Logos.....	\$150
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ONSITE EXPOSURE AND SPONSORSHIPS

Show your support for the show and gain great exposure by becoming a sponsor.

Spectrum Gala Sponsor.....	\$10,000
Spectrum Gala Wine & Cocktail Sponsor.....	\$7,500
Badge Lanyards.....	\$7,500
Coffee Sponsor.....	\$7,500
Shuttle Buses.....	\$7,500
Buyer Bags (7,500 bags).....	\$7,500 + bags
Pen (5,000 pens).....	\$5,000 + pens
Hotel Room Keys	

Place your company logo on buyer's hotel roomkeys.

- Headquarters Hotel (University Park Hotel)....\$5,000
- VIB Hotel (La Paloma).....\$5,000
- Both Hotels.....\$8,000

Water Coolers.....	\$4,500
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Gem Hall Banner

3' x 10' escalator banner.....	\$3,500
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Buyer Bag Inserts.....	\$2,000/each
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Education Program.....	SOLD
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Carpet Decals

Put your name right at the buyer's feet – literally!

3' x 5'.....	\$450
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Charging Stations.....	\$250
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Your electronic ad rotating on 4 chargers, running all day.

Scotty Woodward Classic 5k Benefiting Special Olympics Arizona

Saturday, February 3, 2018, 8:00AM

Join us for this fun event for runners and walkers to raise money for Special Olympics Arizona.

Ruby Sponsorship: *Your company name and logo on an event T-Shirt in primary location.....*

.....	\$1,000
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Sapphire Sponsorship: *Your company name and logo on an event T-Shirt in secondary location.....*

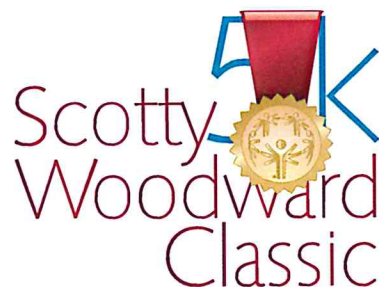
.....	\$750
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Emerald Sponsorship: *Your company logo on an event T-Shirt.....*

.....	\$500
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Pearl Sponsorship: *Your company logo on event signage.....*

.....	\$250
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EXHIBITOR MARKETING KIT ORDER FORM

	Quantity	Total
Show Directory		
Back Cover.....		\$7,500
Inside Front Cover.....		\$5,500
Inside Back Cover.....		\$3,750
2-Page Spread.....		\$2,750
Full Page (random position).....		\$1,550
1/2 Page (random position).....		\$900
Printed Logo Listing Upgrade.....		\$150
Web Listing Upgrade.....		\$150
Onsite Exposure		
Badge Lanyards.....		\$7,500
Buyer Bags (7,500 bags).....		\$7,500
Coffee Sponsor.....		\$7,500
Pens (5,000 pens).....		\$5,000
Water Coolers.....		\$4,500
GemHall Banners 3' x 10' escalator banners....		\$3,500
Buyer Bag Inserts (3 available).....		\$2,000/each
Carpet Decals.....		\$450
Charging Stations.....		\$250
Education Program.....		SOLD
Sponsorship Opportunities		
Spectrum Awards Gala Sponsor.....		\$10,000
Shuttle Buses.....		\$7,500
Spectrum Awards Gala Wine & Cocktail Sponsor.....		\$7,500
Hotel Room Keys		
• Headquarters Hotel (University Park).....		\$5,000
• VIB Hotel (La Paloma).....		\$5,000
• Both Hotels.....		\$8,000
Scotty Woodward Classic 5k		
Ruby Sponsorship.....		\$1,000
Sapphire Sponsorship.....		\$750
Emerald Sponsorship.....		\$500
Pearl Sponsorship.....		\$250
Mailing List		
Direct Mail List.....		FREE
<input type="checkbox"/> Pre-Show <input type="checkbox"/> Post-show		
Custom mailing list available—call for more information		

Credit Card Number.....		
Exp. Date..... Security Number.....		
Company Name..... Contact.....		
Address.....		
City..... State/Prov/Country..... Zip.....		
Phone..... Fax.....		
Email.....		

Credit card orders
are accepted by mail, email
phone or fax.
Phone: 800-972-1162 or
214-742-4367
Fax: 214-742-7334
Email: marketing@agta.org

If mailing payments, please
include your check for the
full amount and send to:
AGTA
3030 LBJ Freeway
Suite 840
Dallas, TX 75234

GemFair Information
Online hotel reservations:
www.AGTA.org/tradeshows/
hotels
AGTA Office:
800-972-1162
Website:
www.AGTA.org/tradeshows
Email:
shows@agta.org

Show Hours
GEMHALL,
DESIGN PAVILION
& GALLERIA
Jan. 30 – Feb. 3
10:00 am – 6:00 pm
Feb. 4
10:00 am - 4:00 pm

TOOLS, TECHNOLOGY &
SUPPLIES PAVILION/
BALLROOM
Jan. 30 – Feb. 2
9:30 am - 6:00 pm

PROMOTIONAL STICKER ORDER FORM



Jan. 30 – Feb. 4
TUCSON CONVENTION CENTER

#AGTAGemFair18

Bring customers directly to your booth with this

FREE sticker! Put the sticker on your marketing collateral, invoices and memos to lead customers directly to your booth at AGTA GemFair™ Tucson! To receive your stickers, return this form to the AGTA office by emailing it to shows@agta.org or fax (214) 742-7334.

Deadline: 11/10/17

Please indicate the number you wish to order in increments of 50:

Quantity

Please provide your contact information here:

Contact name: _____

Contact company: _____

Shipping address: _____

City & Zip: _____

Phone: _____

Email: _____

SAMPLE

