# Advertising Opportunities

Start your sales process weeks before the Expo...carry on selling for weeks afterwards, too. The Expo has the tools you need to make the most of your participation at the event. Choose one or both, depending on your current marketing situation.

## Web Link Button:  $199

This puts you into the email in-boxes of Expo customers four weeks before the Expo, and on the Shopping Page of sewingexpo.com! Weeks before the Expo opens its doors, attendees are planning their days and thinking about shopping.

- The Shopping Page is one of sewingexpo.com's most visited pages.
- The magazine style email (sent four weeks before the Expo) is the most-read message of the email marketing program. This is the email  in which your Web Link Button will appear.
- Shopping and Classes top surveys as the top two reasons to attend the Expo.

**Send us your logo or custom graphic to use as your Web Button (see specs on next page). Enthusiasts will click on it to go to the web page of your choice:**

- Your homepage
- A special 'what's happening at our booth at the Expo' web page
- A web page with a coupon or special offer good at the Expo
- Any other web page on your site you'd like visitors to see

## Expo Program Ad:  ¼ Page $150;  ½ Page $249;  Full Page $399

The Expo Program is the attendee take-away. It's the item everyone picks up, looks through multiple times during the Expo and carries home for future reference. Containing Stage Schedules, Gallery Exhibit information, a vendor list, floor plan and much, much more, it is the 'memory-jogging take-away' from the Expo. An ad in the Expo Program will draw attention to your booth and make you memorable.

- Do you have a shop in the area? Tell your story, give an impression and bring  customers to your store. Reach 6,000-9,000 enthusiasts in just three days!
- Do you have an event coming up after the Expo?  Advertise it and invite your customers!
- Are you offering an "Expo special" in your booth?

**How to construct an effective Expo Program Ad:**

- Headline:  Most important! Have some emotional appeal!
- Text:  Specific short sales message.  Write as you would speak—promise a benefit to your customer. *(Effective words to use: you, free, save, sale, value, easy, new, discover, only at the Expo, now)*
- Graphic:  One or two products that best show what you are selling in your booth
- Price Examples: "30% off", "Save $75", "Buy one get one free", "Buy two get one free", "Special purchase for the Expo", "Free Shipping", "Free gift with purchase", "Only available at the Expo", "15% off purchases over $99", "Expo discounts up to 40%"
- Action Step:  Get the reader to take action in the booth at the Expo.

## Save $100!
## Combo Web Link Button & ½ Page Expo Program Ad for $348

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**Step 1:** **Call or email to make your Advertising Reservation.**
888-699-6309  (Liz at ext. 23211)  •  info@sewingexpo.com

**Step 2:** **Submit artwork and payment by deadline.**
Submit files to info@sewingexpo.com
Artwork Questions?   Call Monica at 888-699-6309 ext. 23204

# Artwork Specifications & Deadlines

## Web Link Button

**Size:** 100 x 100 pixels / Resolution: 72dpi / Color: RGB color mode
**File type to submit:** JPEG
**Website link:** When submitting your email button, please also provide a full web address for one linkable URL.

### Deadlines for Web Button Art and URL

| | | | |
|---|---|---|---|
| ❑ Raleigh | 6/8/17 | ❑ Atlanta | 1/25/18 |
| ❑ Arlington | 7/13/17 | ❑ Lakeland | 2/1/18 |
| ❑ Schaumburg | 8/16/17 | ❑ Cleveland | 2/22/18 |
| ❑ Fredericksburg | 8/25/17 | | |
| ❑ Minneapolis | 10/5/17 | | |

## Expo Program Ad

**Size:** ¼ Page: 2.25"x3.75" / ½ Page: 4.75"x3.75" (horizontal) / Full Page: 4.75"x7.75"
**Resolution:** 300dpi
**Color:** 4-color CMYK
**File type to submit:** High Resolution PDF

### Deadlines for Expo Program Ad Artwork

| | | | |
|---|---|---|---|
| ❑ Raleigh | 6/5/17 | ❑ Atlanta | 1/23/18 |
| ❑ Arlington | 7/7/17 | ❑ Lakeland | 1/29/18 |
| ❑ Schaumburg | 8/16/17 | ❑ Cleveland | 2/27/18 |
| ❑ Fredericksburg | 8/28/17 | | |
| ❑ Minneapolis | 9/26/17 | | |