

2023 WINTER MARKET

Sponsorship Opportunities



Enhance Your Exposure

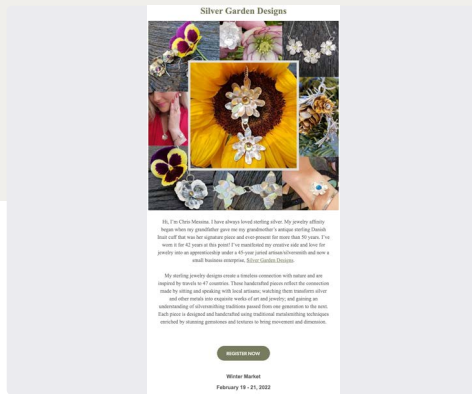
**Pre-show exhibitor marketing
enhances attendance significantly**

Get the exposure you need to stand out to buyers. There are affordable options to fit every budget. Buyers are influenced by the marketing they see from exhibitors, generating interest in your products in advance of the show and driving traffic to your booth.



68% of buyers say exhibitor pre-show marketing has a direct impact on their decision to attend tradeshows.

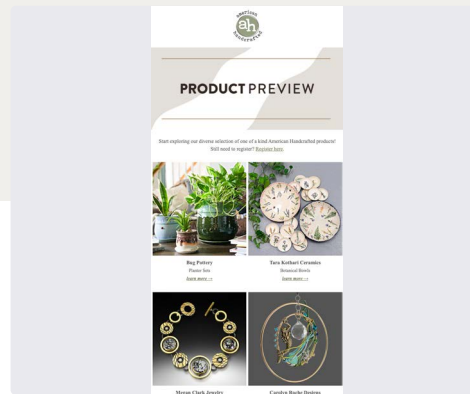
A La Carte - Digital Options



ARTIST SPOTLIGHT EMAIL

Sent pre-show, during the market week, and post-show, the Artist Spotlight highlights 3-4 artists with photo (product or process) and a brief bio

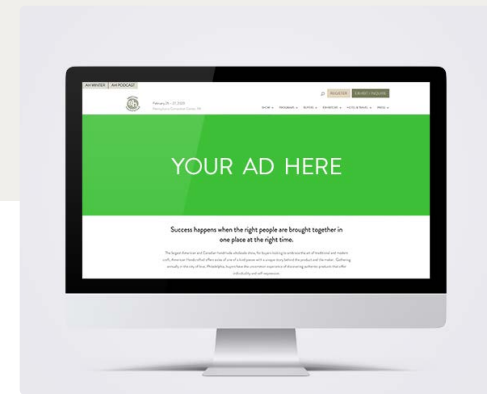
\$150 PER SPOT



PRODUCT PREVIEW EMAIL

Maximize your exposure to both registered and prospective attendees of American Handcrafted with your advertisement in an attendee product preview email. Delivered weekly.

\$150 PER SPOT



WEBSITE SLIDER

Position your brand and products in front of hundreds of visitors to the American Handcrafted website with a website slider positioned on the home page.

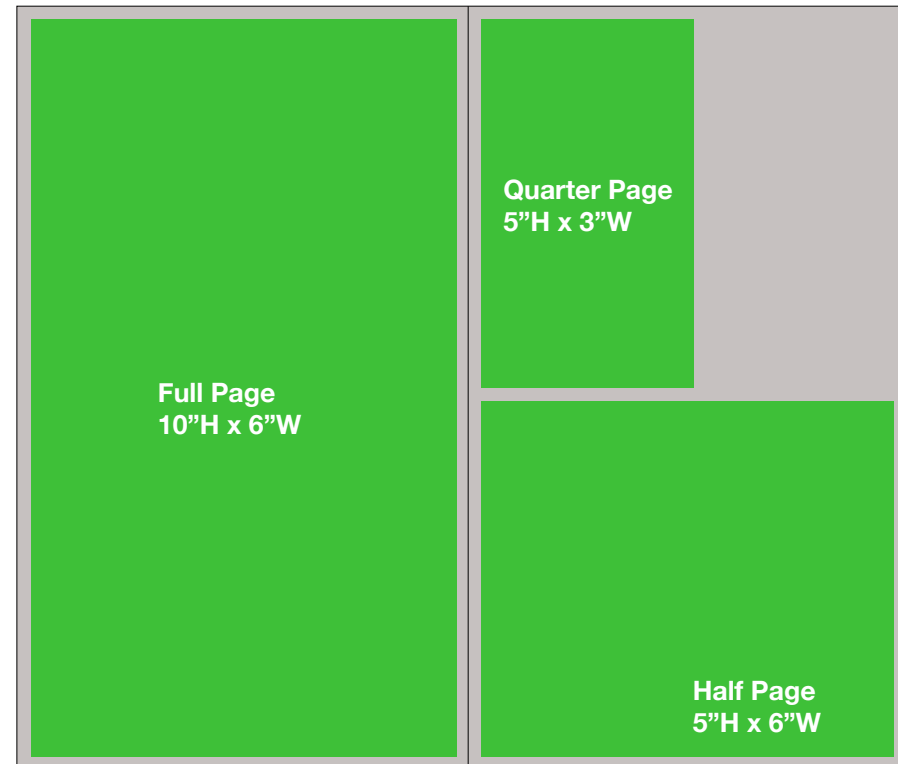
\$375 PER MONTH

Product Preview Print Guide

The American Handcrafted Product Preview Guide will be mailed to **15,000** qualified buyers in advance of the Winter 2023 market. Don't miss out on this great opportunity for pre-show exposure and increased sales.



PRINT SPECIFICATIONS



DESCRIPTION	RATES
Front inside cover	\$995
Back inside cover	\$995
Full page ad	\$699
Half page ad	\$599
Quarter page ad	\$349

*Materials must be submitted no later than **October 30, 2022**

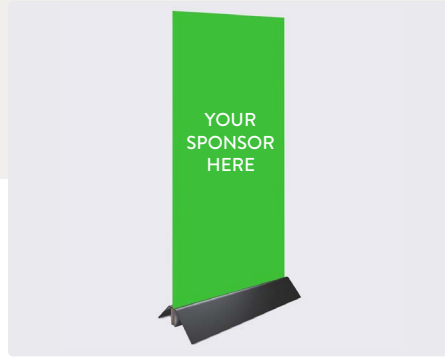
A La Carte - Onsite Options



COFFEE SPONSOR

Maximize your exposure onsite by sponsoring the morning coffee session.

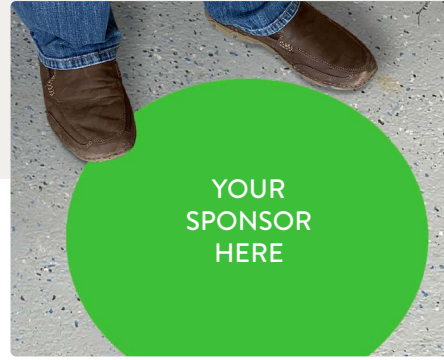
\$695 PER MORNING



METERBOARDS

Drive traffic and extend your branding beyond the booth with double-sided meterboards in the lobby or other high traffic areas on the show floor.

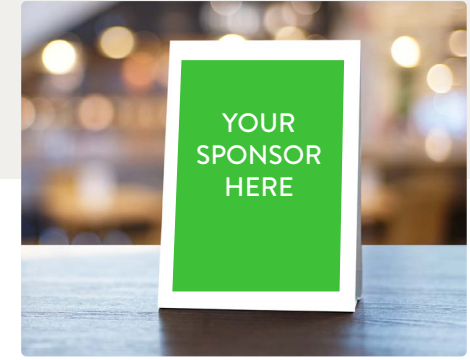
\$795 PER SIGN



FLOOR DECAL

Drive traffic to your booth with a floor decal sponsorship. Giving buyers your booth location and brand name.

\$295 PER DECAL



SEMINAR TABLE TENT CARDS

Centerpiece display on round tables seminar area with printed tent card signs.

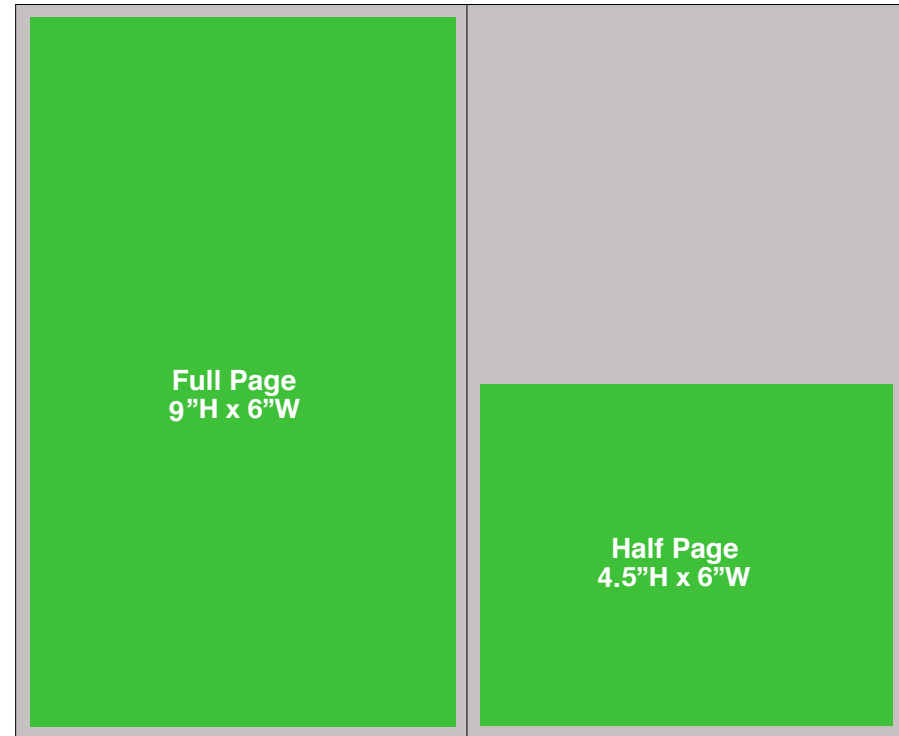
\$199 PER BRAND

Show Directory

The Show Directory helps buyers find you at the show and serves as a year-round resource for their product needs. **Secure your ad spot today!**



PRINT SPECIFICATIONS



DESCRIPTION	RATES
Full page ad	\$449
Half page ad	\$249

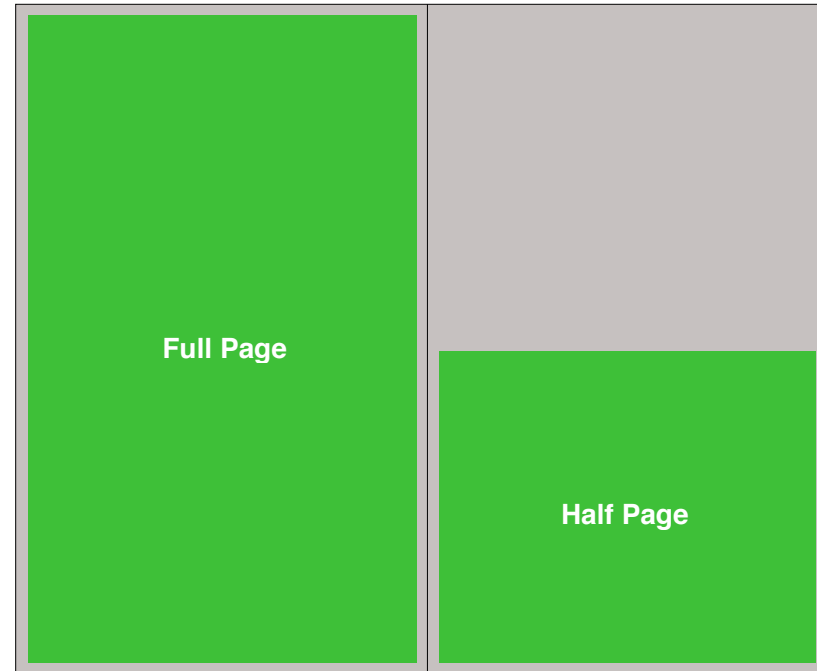
*Materials must be submitted no later than **January 13, 2023**

Bundle Pricing

DOUBLE YOUR EXPOSURE AND SAVE!

Take advantage of special discounted bundle pricing to have your Ad in both the Product Preview Guide and the Print Directory!

PRINT SPECIFICATIONS



DESCRIPTION	RATES
1/2 Page bundle (\$50 off)	\$798
1 Page Buyer Preview + 1/2 Page Directory (\$75 off)	\$873
1 Page Bundle (\$100 off)	\$1,048

*Product Preview Guide Materials must be submitted no later than **October 30, 2022**

*Print Directory Materials must be submitted no later than **January 13th, 2023**

Let's Connect!



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FOLLOW US!

