



## PROMOTIONAL FORM - THE COBB SHOW

**Stand out from the crowd by promoting your brand name to buyers before, during and after the show. Discounts given for more than one promotion per show or throughout the year !**

**Contact Deborah Green at 770-444-3845 or [deborahgreen1@earthlink.net](mailto:deborahgreen1@earthlink.net)**

**FAX to Carolyn Rey at: 770-982-4683**

- Ad in Show Book:** \$300 for Color Ad Inside Book; \$400 for Inside Front Cover; \$400 for Page 1; \$350 for Inside Back; \$400 for Back Cover; \$500 for Front Cover; \$150 for Half Page B/W. **Artwork due 1 month before show.**
- Display Grid for Lobby Registration Area:** \$135 for (1) suit or (2) tops, (1) bottom. Dimensions are 2' w x 8' h x 2'd.
- Window Display for Velocity Only:** \$100 for (2) articles or (2) tops and (1) bottom. Placed in entrance to Velocity.
- Exhibitor Logo on Website:** \$250 for 4 months. Buyers click on logo and link back to exhibitor website.
- Exhibitor Logo on Newsletter:** \$100 for one show cycle. Sent to entire buyer database during each show cycle with link back to company's website. Newsletter will be a minimum 4 times per year and changes every show period.
- Lanyards:** \$300 if supplied by exhibitor. TBD if AAE produces them.
- Breakfast and Lunch:** \$350 to sponsor table tent signs placed on food tables and a sign that includes your company name and booth number placed in front of food station for both days of the show.
- Giveaway Bag:** \$350 if supplied by exhibitor; given to buyers at registration; includes one giveaway from exhibitor.
- Pens, flyers, cups, other giveaways in Giveaway Bag given to buyers:** \$200 – limited space in each bag. Exhibitor must produce item and send to AAE for inclusion in bag.
- Large Stand Alone Lobby Sign (3'W x 7.5 H):** Cost is \$250 PER SIDE or \$500 BOTH SIDES for each show with company name/logo, booth number, graphics or photographs of product-displayed near buyer registration.
- HTML Email Campaigns:** AAE sends your Ad via HTML email to AAE buyer database. \$350
- Hall Banners:** 4' x 8' aisle banners - \$500 if exhibitor produces them and \$900 if AAE produces them. Both prices include hanging them in the hall.
- Footprints:** Approximately 20 footprints adhered to carpet at Hall entrance leading to your booth. If exhibitor produces them, cost is \$400. If AAE produces them, cost is \$900.
- Reception/Party:** Call for pricing.

**Credit Card Form for Promotional Items for Atlanta Apparel Exhibition at Cobb  
(Fax to Carolyn Rey at 770-982-4683)**

Name of Exhibitor \_\_\_\_\_

Name of Promotion (s) \_\_\_\_\_

Company Name \_\_\_\_\_

Person's Name on Credit Card \_\_\_\_\_

Address of above (required) \_\_\_\_\_

Credit Card Number: \_\_\_\_\_  
(M/C, VISA, AMEX)

Expiration Date: \_\_\_\_\_ C.I.D. or C.V.V. # on reverse of card \_\_\_\_\_

Amount \_\_\_\_\_

I, the cardholder, certify the information above is correct. I authorize The Atlanta Apparel Exhibition Group Inc. to charge the above credit card the indicated amount for this promotion or booth.

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Signature of Cardholder

PRINT NAME

Date