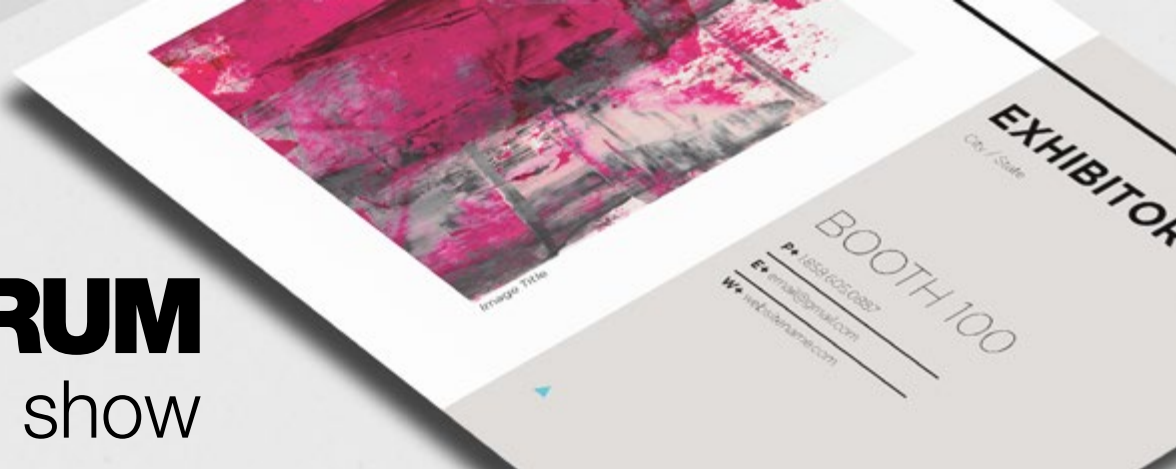


# SPECTRUM

## miami art show



## EXHIBITOR MARKETING PACKAGES

Have you thought about what you want to achieve at Spectrum Miami? Whether you want to make new contacts and sales, network with current contacts and build on existing relationships, or position yourself at the forefront of the art world and increase brand awareness, we have a marketing package that's right for you.

### PREREQUISITE PACKAGE

Included with your booth registration.

Designed for exhibitors looking to get started with marketing, our prerequisite package provides the essentials.

- ✓ Exhibitor Directory Listing
- ✓ Unlimited Collector Passes
- ✓ Website Exhibitor Preview & Listing
- ✓ Promotional Image Inclusion
- ✓ Half-page Exhibitor Preview in the show catalog

## CHOOSE AN UPGRADE PACKAGE

Choose an upgraded package to boost your show marketing and increase brand awareness.

### PREMIUM PACKAGE

# \$995

Designed for exhibitors ready to ramp up their marketing efforts, our premium package offers excellent industry exposure and drives long-term growth.

- ✓ Exhibitor Directory Listing
- ✓ Unlimited Collector Passes
- ✓ Website Exhibitor Preview & Listing
- ✓ Promotional Image Inclusion
- ✓ Full-page Exhibitor Preview in the show catalog
- + 250 Business Cards
- + 100 Postcard-size Preview Reprints

### PLATINUM PACKAGE

# \$1,295

Designed for exhibitors with aggressive marketing goals, our platinum package increases brand awareness and maximizes return on investment.

- ✓ Exhibitor Directory Listing
- ✓ Unlimited Collector Passes
- ✓ Website Exhibitor Preview & Listing
- ✓ Promotional Image Inclusion
- ✓ Full-page Exhibitor Preview in the show catalog
- + 250 Business Cards
- + 100 Postcard-size Preview Reprints
- + Booth Vinyl Signage &

# MARKETING PACKAGE COMPONENTS

Comes with all packages.



CATALOG PREVIEW EXAMPLE

A half-page or upgraded full-page exhibitor preview in our beautifully designed bound Show Catalog will capture attendees' attention.

**Spectrum Miami Catalog: 8.5" x 11"**

Comes with Premium & Platinum Packages.



POSTCARD EXAMPLE

A glossy reprint of your exhibitor preview you can send to your mailing list to help promote your exhibition before the show.

**Postcards: 5.5" x 8.5"**

Comes with Premium & Platinum Packages.



BUSINESS CARD EXAMPLE

An art show is about more than selling art. It's about making connections that last a lifetime.

**Business Cards: 2" x 3.5"**

Comes with Platinum Package only.



VINYL SIGN EXAMPLE

Booth signage that marks you out from the crowd is likely to attract more visitors, increase brand awareness, generate leads, and grow sales.

**Approx. 40" x 15"**

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## IT'S EASY

### STEP 1

Pick your upgrade **package.**

We know you already have a lot on your plate, so we've made it easy. Simply send us contact information, an image of your artwork, and a caption, and we'll design a splashy, upscale gallery-style exhibitor preview and accompanying components.

### STEP 2

Send us your **info.**

### STEP 1

Pick an upgrade package if desired by choosing it at this link.

[www.spectrum-miami.com/exhibitor-marketing-package](http://www.spectrum-miami.com/exhibitor-marketing-package)

### STEP 2

Upload your info and images here.

[www.spectrum-miami.com/show-catalog-image-upload-form](http://www.spectrum-miami.com/show-catalog-image-upload-form)

### STEP 3

We **design** it!

### STEP 3

We send you your designed components for approval.

**The deadline to upgrade is Oct. 30. Take advantage of this critical marketing tool today.**

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**Questions?** Contact Ashley Tedesco at 831-970-5611.