



PRODUCT PREVIEW GUIDE

Take advantage of this **FREE PUBLICITY** opportunity to be included in the Product Preview Guide for the upcoming Boston Gift Show, March 24-27, 2012

Boston Gift Show exhibitors are invited to participate in this 4-color brochure, which features complete details about the show including travel discounts, educational seminars and events along with **product shots submitted by exhibitors**. This guide is **mailed to thousands of prospects as well as pre-registrants** before the show. **Each company product photo will be accompanied by 25 words of descriptive copy, as well as the phone, fax, website and booth number of the company.**

To ensure that this piece truly communicates the breadth of quality lines and new resources the Boston Gift Show offers, **all photography will be reviewed by a jury and those pictures that best meet this criterion will be chosen and featured.**

Submission Guidelines

Please be sure to read the directions closely and follow them exactly to ensure that your product information is listed correctly and your artwork is in the correct format. Urban Expositions cannot be responsible for information and materials that are submitted incorrectly or incompletely.

- To be considered you must provide us with high quality images of your product(s). **We are looking for plain product photos -there should be NO TEXT or TYPE on the image.** Digital images must be high resolution (300 dpi) in a TIFF, EPS or JPEG format.
- Please note, **no product images will be considered from company unless the 50% deposit is paid before Product Preview Guide deadline.** If your image is chosen for the guide, **company booth fee must be paid in full to be included.**
- So that we can accurately identify and describe your product, **we require that a completed Product Preview Guide submission form (attached) be included with EVERY image you submit.** *Note: if you send a disk with several images, you must provide a completed form for each image and clearly identify which image corresponds to which form/product description.*

Sending Images:

If sending by mail or express delivery service,

Fill out a submission form completely for each image you are sending.

Package form and image together and send to: **Boston Gift Show, Attn: Amy Dufour, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144**

If sending via email,

In the body of the email or in a separate attachment include the information requested on the Product Preview Submission Form (attached). Attach images and send to bostongiftshowppg@gmail.com. **In the email subject, please include YOUR COMPANY NAME** so we can identify your submission.

****Product photography will only be accepted in the formats listed above. PLEASE NOTE: We cannot accept catalog pages, printed postcards or low resolution digital images (below 300 dpi).** Due to the volume of responses, we will not be able to notify you if your image is unacceptable or in the incorrect format. Photography will not be returned to you.

**DEADLINE for submitting photography and form:
December 5, 2011**

Questions? Call Amy Dufour at 678.285.0597

BOSTON GIFT SHOW – MARCH 2012
PRODUCT PREVIEW GUIDE SUBMISSION FORM

So that we can accurately identify and describe your product, we required that a completed Product Preview Guide submission form be included with EVERY image you submit.

SUBMIT BY December 5, 2011

Please print clearly the information below as you would like your company listing to appear in the brochure.

COMPANY NAME: _____ BOOTH: _____

REP ORGANIZATION for BOSTON GIFT SHOW: (if applicable):

CONTACT: _____

PHONE: _____ FAX: _____

WEBSITE: _____

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

To be considered you must provide high quality images of your product(s). Digital images must be high resolution (300 dpi) in either a TIFF, EPS or JPEG format.

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Deadline: DECEMBER 5, 2011