

THE BOSTON GIFT SHOW PRODUCT PREVIEW GUIDE

As your marketing partner, we want to invite you to take advantage of a FREE PUBLICITY Opportunity in our Product Preview Brochure for the upcoming Boston Gift Show, March 21-24, 2010

Boston Gift Show exhibitors are invited to participate in this 4-color brochure, which will be mailed out to **thousands of retailers**, and features complete details about the show; including travel discounts, educational seminars and events along with **product shots submitted by exhibitors**. **Each 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 criteria 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 can accept transparencies, slides or digital image (preferred). Digital images must be high resolution (300 dpi at 4 x 5 image size) in either a tiff, eps or jpeg format.
- 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: **Amy Dufour, Boston Gift Show, 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 photos@urbanexpositions.com. **In the email subject, please include the words "Boston Preview Guide" followed by your company name. Images sent via email should not exceed 4 MB.**

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 4, 2009**

Questions? Call Amy Dufour 678.370.0323

BOSTON GIFT SHOW
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 4, 2009

Please print clearly the information below as you would like it to appear in the brochure and on your postcards.

COMPANY NAME: _____

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

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

WEBSITE: _____

PROVIDE 25 WORDS OF DESCRIPTIVE COPY WITH YOUR PHOTO SHOT:

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