

## Exhibitor marketing tools & resources



### Gift Magazine

Published three times a year for each fair, Gift Magazine distributes 8,000 copies, including over 5,000 magazines mailed in the lead-up to each fair. As an exhibitor, your business, product categories and brands are listed free of charge.

Gift Magazine is both a comprehensive directory for the show and an industry publication with the latest trends, technology, advice, ideas and the hottest new products for retailers to purchase.

Stand out with additional advertising and new product showcases to increase your profile and promote your presence at the fairs.

Inside Front Cover	\$3185
Inside Back Cover	\$2285
Outside Back Cover	\$3185
Double Page Spread	\$3185
Gatefold or Insert	POA
Full Page	\$1675
Half Page	\$930
Quarter Page	\$505
New Product Showcase	\$399

**73%** of visitors say they keep their Gift Magazine for five months or longer after the fair.

### XPO Leads

Quickly capture leads with our custom-designed App. Use ready made questions or design your own multi-choice options to qualify leads for next-step actions. Build your database instantly, as you access visitors details both during and after the show; individually or as a spreadsheet.

### NZ Gift & Homeware Fairs marketing resources

Promote your involvement in the fair by using the provided free suite of Gift Fair branded signatures, banners and invites in the lead up to fair. When you promote your presence at the fair you improve lead generation and overall industry attendance.

Encourage your customers to come to you and meet them face-to face when you add the Gift Fair logo to your email signatures, advertising banners, social media, marketing communications and websites. It's the easiest way to make the show work harder for you and your business.

### Social media/marketing images

Our social media is all about you. We love promoting you and your beautiful products, giving our audience of 14,000 followers a reason to seek you out at the fair. If you have great hi-res lifestyle images of your products, please send them through to us. Images will be used in event marketing materials and on social media. When you tag us we actively engage with your posts and stories.

