



## 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 Phone 770-444-3845 or [deborahgreen1@earthlink.net](mailto:deborahgreen1@earthlink.net)

FAX to Carolyn Rey at: 770-982-4683

- Registration Banner:** \$100 We take your retractable banner/advertisement and place it in registration area for buyers to see before entering exhibition hall. Call to see a picture.
- 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 4 weeks 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.
- Exhibitor Logo on Website:** \$250 for 4 months. Buyers click on logo and link back to exhibitor website.
- 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 us 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:** We send your Ad via HTML email to The Cobb buyer database. \$350 for 1 time email per show period; \$750 for 3 times per show period; \$3,000 for 3 times per show period for all 4 shows.
- Hall Banners:** 4' x 8' aisle banners - \$500 if exhibitor produces them and \$900 if we produce them. Both prices include hanging them in the hall.
- Footprints:** Approximately 20 footprints adhered to carpet at exhibit hall entrance leading to your booth. If exhibitor produces them, cost is \$400. If we produce them, cost is \$900.
- Reception/Party:** Call for pricing.

**If you have other ideas, please let me know and we will try to accommodate you.**

**On the below Credit Card form, please write in the actual promotion names and price and complete credit card form.**

**Credit Card Form for Promotional Items for The Cobb Show  
(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