

Ocean City

RESORT GIFT EXPO



Invitation to Exhibit

NOVEMBER 11-13, 2018
SUNDAY - TUESDAY

Going Coastal

ROLAND E. POWELL
CONVENTION CENTER,
OCEAN CITY, MD

Northeast's Largest Souvenir
& Resort Trade Event

oceancitygiftshow.com

Put your products in front of retailers from
Maine to Virginia Beach as an exhibitor at the
Northeast's largest, most important souvenir
and resort gift trade show!



WHO ATTENDS:

Coastal and inland buyers from throughout the Mid-Atlantic and New England regions come to buy last-minute holiday merchandise and plan their spring and summer resort seasons. Here's a sampling of stores that regularly shop the Ocean City Resort Gift Expo:

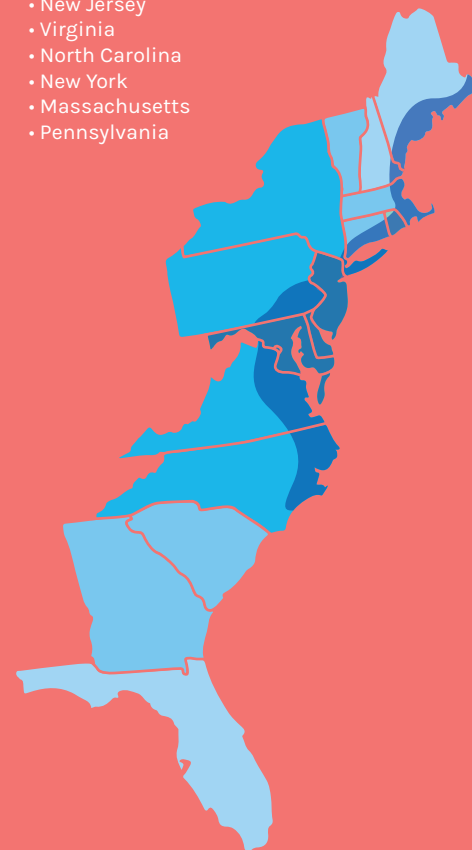
ALL ABOUT THE BEACH
ALLENS DOCK INC.
ANGLER'S MARINA
ASSATEAGUE STATE PARK
ASSATEAGUE OUTFITTERS
ATLANTIC GOLD
AVANLANCHE INDUSTRIES
BEACH DAZE, INC |
BEACH ESSENTIALS
BEACH MART INC
BEACH PIER GIFT SHOP
BEACH VARIETY
CHESAPEAKE BAY MARITIME MUSEUM
CHESAPEAKE BEACH WATER PARK
CHINCOTEAGUE ISLAND OUTFITTERS
CHINCOTEAGUE SEAFOOD CO INC
DELAWARE RIVER & BAY AUTHORITY
DELMARVA DISCOVERY CENTER
EASTERN SHORE HOSPITAL CENTER
FENWICK FLOATORS
FISH TALES
FUN CITY ARCADE

GREAT TSHIRT CO.
GREAT WHITE SHARK
GULF STREAM GIFTS
HOOTIES
ISLAND BEACH GEAR
ISLAND OUTFITTERS
ISLAND RETAIL
JOHNS HOPKINS HOSPITAL GIFT SHOP
MAKING WAVES
OCEAN WAVES
OCEANSIDE EXPRESSION
REHOBOTH BEACH VARIETY
REHOBOTH SUNSATIONS
SANDS DEPARTMENT STORE
SHELL CITY INC.
SIX FLAGS AMERICA
SOUVENIR CITY & INLET GIFTS
SUNSET BEACH GIFT SHOPS
UNCOMMON GOODS
US NAVAL ACADEMY VISITOR CENTER
WALGREENS
ZOO COMPANY

WHERE THEY ARE COMING FROM:

While the show attracts retailers from up and down the Eastern Seaboard, our heaviest concentration comes from along the coast and inland from states like:

- Delaware
- Maryland
- New Jersey
- Virginia
- North Carolina
- New York
- Massachusetts
- Pennsylvania



WHAT THEY'RE LOOKING FOR:

Custom-tailored to meet the specialized needs of Northeastern retailers, every product category will be represented, including:

- Resort
- Destination
- Decorative Accessories
- Gourmet
- Gifts
- Beach Items
- Aromatherapy
- Garden Gifts
- Souvenirs
- T-Shirts
- Greeting Cards
- Beachwear
- Novelties
- Logo Products
- Paper Goods
- General Gift
- Nautical/Coastal Items
- Fashion Accessories
- Social Stationery
- Licensed Products
- Toys and Games
- Tabletop
- Much More

TYPES OF BUSINESSES REPRESENTED:

The majority of our buyers are Resort/Souvenir Stores and Specialty Stores, but you'll also see these types of businesses:

- Antique/Vintage
- Apparel/Fashion Accessories
- Bookseller
- Card/Stationery Retailer
- Catalog/Mail Order
- Children's/Toy
- Christmas/Seasonal
- Department Store
- Drug Store/Pharmacy
- Florist
- Gallery/Craft/ Handcrafted Retailer
- Garden Center
- Grocery/Gourmet Food
- Hardware Store
- Home Furnishing/ Accessories
- Hospital Gift Shop
- Jewelry Retailer
- Lifestyle Retailer
- Museum Gift Shop
- On-line Retailer
- Spa
- Warehouse Stores

HOW WE REACH THEM:

Advertising

- Print, digital ads in leading trade publications including *Gifts & Decorative Accessories*, *Souvenirs, Gifts & Novelties*, *Museums & More*
- Wide range of advance and on-site exhibitor show sponsorships

Online | Digital

- Targeting and remarketing banner ads delivered to visitors of show website and thousands of prospective attendees
- Free custom branded landing pages for exhibitors to use in their own show promotions.

Direct Mail | Print

- Free exhibitor invites and stickers
- Multi-level buyer direct mail campaign

Public Relations

- Press Releases issued to leading trade publications and industry coverage in trade publications

Email Marketing

- Regularly scheduled buyer eblasts in weeks and months leading up to the show.

Events & Services

- Product Preview Areas
- Show Party For Buyers & Exhibitors

Buyer Relations & Key Accounts Focus

- Targeted personal call outreach to key accounts
- Securing partnerships with associations, buying groups, catalog accounts
- Travel incentives, including complimentary hotel rooms and roundtrip Ferry Fare

BOOTH PACKAGE

8' side and back drapes

- One undraped table, chairs and one wastebasket
- One outlet per booth with 500 watts of electricity
- Free invitations and stickers
- Booth identification sign
- Pocket Directory Listing

COST

Hall A & B:

\$1175 per 10 x 10 booth

Ballroom:

\$995 per 8 x 10 booth

\$175 corner fee

CONTACT

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