



# 2026 TOTAL REACH PACKAGES

	\$879	\$1,295	\$1,595	\$1,995	\$2,995
WHAT'S INCLUDED	TOTAL REACH PACKAGE 1	TOTAL REACH PACKAGE 2	TOTAL REACH PACKAGE 3	TOTAL REACH PACKAGE 4	TOTAL REACH PACKAGE 5
Gold Package Listing	✓	✓	✓	✓	✓
Social Media - Show Spotlight		✓			
Social Media - Social Beacon		✓		✓	
(A) New Product Zone Display (B) Mannequin	New Product Zone Display Only (A)		A or B	A or B	A or B
Full Page Ad in Show Directory					✓
Product Showcase in Show Directory			✓		
Product Showcase in Vendor Preview			✓		✓
Double-Sided Meterboard					✓
VALUE	\$1,120	\$3,132	\$2,910	\$3,183	\$6,609
SAVINGS	22%	59%	45%	37%	55%

First Time Exhibitor Promo Package			
Item Name	Full Price	Package Discount %	Discounted Price \$
Gold Package Listing	\$325.00	56%	\$895.00
New Product Zone Display	\$795.00		
Product Showcase Ad in Show Directory	\$895.00		
Total Value	\$2,015.00		

Questions?  
Contact us



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## Show Social Beacon

Grab your top prospects' attention with a quick and easy way to reach them prior to the show with Show Social Beacon. Three weeks before the event, our team will build a custom social media ad campaign targeting your best prospects and promote your message to our proprietary audience with 30,000 Facebook/Instagram ad impressions.

## Show Spotlight

Show Spotlight is designed to help you close the deal on new business and build your brand. Each Show Spotlight page features up to 15 sponsors to promote their plans at the upcoming event, with a paid social media campaign that delivers 100,000 impressions to our proprietary audience for three weeks leading up to the live event.



## Mannequins

Show off your latest looks and drive traffic to your booth with mannequins decked out in your gear located along the center aisle. **On-site**



## New Product Zone Display

86% of our retail buyers are looking for new products. Show them what you've got and drive additional traffic to your booth. The NEW PRODUCT ZONE is the most cost effective way for you to highlight your latest products at the front of the show! Space is 40 inches wide, 24 inches deep and include an additional 17 inches of riser space. **On-site**



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## Double-Sided Meterboard

Drive traffic and extend your branding beyond your booth with a double-sided meterboard placed along the main aisle of the show floor. These large, visually stunning billboards are both informative and impactful. **Specs:** 38.125" W x 87" H. **On-site**



## Product Showcase in Show Directory

Advertising in the official show directory ensures that your message is seen by all attendees as they shop the show and even take home to use as a year-round resource. **On-site**



## Full Page Ad in Show Directory

Advertising in the official show directory ensures that your message is seen by all attendees as they shop the show and even take home to use as a year-round resource. **On-site**



## Product Showcase in Vendor Preview

The Show Preview will be mailed to 6,000 industry professionals in early December, including pre-registered attendees. Plus the digital edition will be emailed to the entire retail database. Content will spotlight new vendors and products, and show highlights. **Pre-show**