

premiere PHILADELPHIA

2018 EMAIL EXCLUSIVE MARKETING SPECIFICATIONS

DEADLINE: FRIDAY, AUGUST 10

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Exclusive Email (Image or HTML):

- Ad
- Website Link
- Subject Line
- Preheader Text

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPEG, PNG, or GIF ONLY
- Static design ONLY no animations

HTML EXCLUSIVE EMAIL BLAST

Please send the following:

- HTML file including all HTML resources
- Images and URL(s) in the proper location
- Use inline style attributes
- Combine all materials into a Compressed (zipped) Folder .zip

TECHNICAL QUESTIONS

Elise Killebrew

Multimedia Designer

407-265-3131 x140 or 800-335-7469 x140

elise@premiereshows.com

SEND MATERIAL TO

Desiree Sanchez

Exhibitor Services Coordinator

407-265-3131 x135 or 800-335-7469 x135

desiree@premiereshows.com

GUIDELINES

AD NAME	DIMENSION	SIZE
Exclusive Email	500x800	120KB

HELPFUL HINTS

It is recommended email marketing creative and verbiage should connect and engage attendees to your presence at the show, showcasing what your company will be doing or offering at the show. Samples include:

- What discount will you offer at your booth?
- What exciting activities or education will you be conducting?
- What new products would they be able to try or buy?
- Its always a good idea to include a call to action such as “click here” or “click now”.

To avoid delays in load time be sure to follow the guideline sizes above. If needed the official Premiere Philadelphia Logo is available for download here.

PLEASE NOTE

A copy of the email blast will be provided to your email address upon distribution.

SAMPLE

EXCLUSIVE EMAIL

500x800



SKIN FITNESS
pure & simple

EXCLUSIVE SHOW SPECIALS
Free Gift with Purchase
Booth #1601

Join us at **Premiere Philadelphia**
September 23-24, 2018

Workout the Imperfections

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