

# 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](mailto:elise@premiereshows.com)

### SEND MATERIAL TO

**Joan McKee**

Exhibitor Services Coordinator

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

[joan@premiereshows.com](mailto:joan@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

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