

2021 EMAIL MARKETING EXCLUSIVE SPECIFICATIONS

DEADLINE

Materials are due 3 weeks prior to distribution date.
For questions contact gretchen@premiereshows.com.

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
- JPG, 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

Gretchen Nielsen

Director of Marketing
407-265-3131 x115 or 800-335-7469 x115
gretchen@premiereshows.com

GUIDELINES

TYPE	WIDTH	HEIGHT
IMAGE	500px	800px
HTML	600px	1200px max

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

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?
- It's 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 Orlando show logo is available for download [here](#).

HTML BEST PRACTICES

- Use basic, cross-platform fonts such as Arial, Verdana, Georgia and Times New Roman.
- Assume images will be initially blocked by email clients, or that certain images-background images, for example-will completely fail to load.

SAMPLES

EXCLUSIVE EMAIL

500px x 800px



donna bella hair®

BLEND LIKE A BOSS

FREE CLASS

Instructor: Shea White @swanthings



Sunday, June 2 at 1:00 PM
Room W232A
MARK YOUR CALENDARS

FREE INSTALLATION

When you buy your Donna Bella Hair Extensions at booth 5543.

SIGN UP NOW

EXCLUSIVE EMAIL

500px x 800px



WIN

SKINCARE HAPPINESS

Mil's **RE-Green-CE™** **BOOTH #1909**

DAILY RAFFLES • DOORBUSTERS LIVE DEMOS • SPA SPECIALS

HELLO SKINCARE - REINVENTED. RE-Green-CE™ is a unisex skincare line with universal appeal! Women and men with all skin types see AND feel a difference - Softer skin. Smoother complexion. Reduced appearance of wrinkles or acne. RE-Green-CE™ is packed with natural, powerful antioxidants, antibacterial properties, and hydrators. With Green Tea & Grape Seed Extracts, Coconut Oil and Vitamin E Oil, RE-Green-CE™ One-Step Cleanser and Everyday Moisturizer products are gentle enough to use every day. Plus, they are totally free of animal testing and from the use of toxic chemicals.

**SKIN HAPPINESS IS 1-STEP AWAY AT BOOTH #1909.
Try RE-Green-CE™. Receive samples. Register to WIN gifts!**



SKINCARE.RENEWED™

VISIT REGREENE.NET NOW

