

2022 EMAIL MARKETING BANNER SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to distribution date.
For questions contact gretchen@premiereshows.com.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Banner Email (Image):

- Ad
- Website Link

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

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

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

gretchen@premiereshows.com

407-232-2052

GUIDELINES

AD NAME	DIMENSION	SIZE
Banner Email	144x198	40K

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](#).


SAMPLE

BANNER EMAIL

144x198

Check out our Day of Show Program Now! [View in Web-browser](#)

premiereORLANDO
International • Beauty • Event
OCTOBER 17-18, 2021



CHECK OUT ALL THE NEW ADDITIONS TO PREMIERE ORLANDO!

All the biggest influencers and beauty brands are all under one roof. **PLUS** we have some **NEW Additions** like K18, Candela Medical, Fibroblast USA, Cosmedix Skincare, Rezenerate NanoFacial and **MORE!**

SPONSOR BANNER

VIEW THE DAY OF SHOW PROGRAM

WORKSHOPS

COMPETITIONS

SAFETY GUIDELINES

[f](#) [@](#) [t](#) [v](#)

DISCOVER OUR OTHER SHOWS!
premiere **premiere**
COLUMBUS BIRMINGHAM

Check out our Day of Show Program and start planning your class at Premier Orlando. You can't wait to see you there - October 17-18, 2021! For more information, please contact 800-225-PMO or visit [www.premiereorlando.com](#).