

premiereORLANDO

THE ULTIMATE BEAUTY EXPERIENCE

2023 EXCLUSIVE EMAIL MARKETING

DEADLINE

Materials are due 2 weeks prior to distribution date.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

- Subject Line
- Preheader Text
- Headline: 20-30 Characters
- Body: Up to 400 Characters
- Call to Action Button: 10-15 Characters
- Optional: 2-Up Image Layout Title, Body and CTAs
- Image(s)
- Links

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPG or PNGs
- Static design ONLY no animations

TECHNICAL QUESTIONS

Elise Killebrew

Senior Graphic Designer
elise@premiereshows.com
407-312-2271

SEND MATERIAL TO

Sharon Cruz

Sponsorship Fulfillment & Special Events Coordinator
Sharon.cruz@informa.com
C: 689-203-6101

GUIDELINES

TYPE	WIDTH	HEIGHT
Hero Image	600px	500px
2-Up Image Layout <i>(optional)</i>	255px	180px

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".

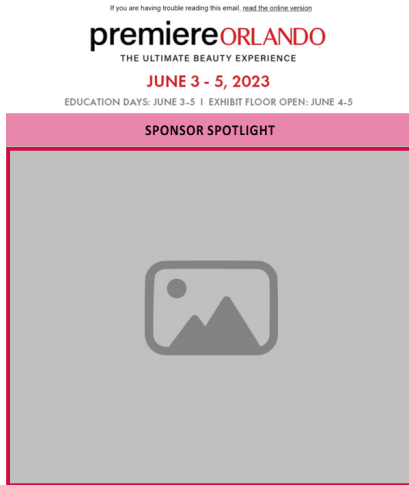
To avoid delays in load time be sure to follow the guideline sizes above.

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SAMPLES

DESKTOP



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Headline, Body & CTA

CTA BUTTON



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2-Up Image Layout:
255px x 180px

DISCOVER OUR OTHER SHOWS

premiere
ANAHEIM

premiere
SAN ANTONIO

premiere
COLUMBUS



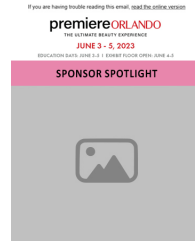
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Alternatively, to contact our data services team to have your details or preferences updated please email info@premiere.com.

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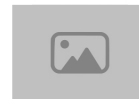
MOBILE



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CTA BUTTON



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