

SAAGNY PRESENTS:

Promotions EASTSM

EDUCATE ● CONNECT ● EXPLORE

► **OCTOBER 17-19, 2022**

Harrah's Resort

Atlantic City, New Jersey

www.promotionseast.com

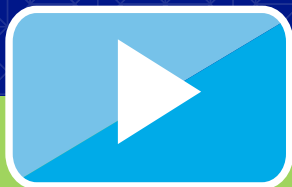
SPACE IS LIMITED

Book Now

New Dates – Q4 & Holidays

New Location

New Experience & Networking



Click here to see what all the buzz is about!





THE **LARGEST** PROMOTIONAL PRODUCTS EVENT ON THE EASTERN SEABOARD

Business is being done differently now. Not only did the pandemic change how we connect with each other, there is now an entirely new generation of buyers entering the industry. This puts before us a massive opportunity to move forward in new and unique ways. We're excited to offer you a Promotions East experience unlike anything before.

What to expect from the NEW Promotions East:

- 1** Engage face-to-face with distributors who have purchasing influence and are ready to buy.
- 2** Maximize your time and reach connecting with many of your clients all at one event.
- 3** Have a presence at the largest industry show in the Northeast U.S. region.
- 4** Showcase the latest products and services to a large audience.
- 5** Build your network while having fun!

3

interactive days of
education, networking,
and fun!

40,000^{SQ} FT

for exhibitors to showcase their products

THOUSANDS

of expected attendees who are poised to buy!

- 1** amazing location on the map and the calendar!
NEW dates in the Fall help you capitalize on holiday sales while the **NEW** Harrah's resort allows you to mix business and pleasure all in one place!



LET'S BREAK IT DOWN

when

PERFECT TIMING!

With the holiday's right around the corner, our NEW October dates are the perfect time to showcase your products and services as attendees seek out festive items for the season.

where

NEW VENUE! GREAT ACCESSIBILITY!

Promotions East will be held at the recently renovated Harrah's Resort in Atlantic City which is centrally located for more than 5,000 distributors to be able to drive, bus or take the train to this event. You want to be where the people are and this venue is designed as an all inclusive spot for attendees to come, stay, work, and of course - play!

what

NEW CONCEPT! NEW OPPORTUNITY!

We're creating an experiential event with an innovative itinerary of networking opportunities that combine business and fun for every attendee and exhibitor
(Can you say pool party, golf outing, dine arounds and more?)



WANT TO BE SEEN? OF COURSE YOU DO!

Your products and services are amazing. You know that. We know that. Now let's make sure they know that! Maximize your visibility and enhance your Promotions East experience with branding opportunities throughout these major traffic areas.

NEW PRODUCT INTERACTIVE

Have a hot new product? Show it off in our launch zone. Yes, we'll display your product, but we'll also drop some QR codes in your display so that people can download sales materials, watch product demo videos, and more. Distributors are always asking what's new. This is your opportunity to show and tell 'em!

EXPERIENTIAL ENDCAPS

Endcaps are premium positions located at the end of the show aisles. You too can be a part of experimental themed booths where your buyers get to see your products in action. This premium opportunity will be positioned for maximum exposure to distributors shopping the aisles of Promotions East.

CAPTIVATION STATION

Provide attendees with actionable takeaways on the hottest topics, tough questions, and latest trends presented in 15-minute segments, right in the middle of the show floor



▶ 5,000

Promotional Products
Distributors Within
Driving Distance!



WANT TO GET IN ON THIS? HERE'S THE DETAILS



Schedule

SUNDAY, OCTOBER 16

- Exhibitor Move In 2:00pm-6:00pm
- Fishing Charter

MONDAY, OCTOBER 17

- Exhibitor Move-In 8:00am - 6:00pm
- Education – Distributors
- Education – Suppliers
- Golf Outing
- Awards Reception
- Dine Arouds (*Ask us what this is!*)

TUESDAY, OCTOBER 18

- Exhibits Open 9:30am-4:00pm
- Promo Pitch
- Dine Arouds
- Pool Party

WEDNESDAY, OCTOBER 19

- Exhibits Open 9:30am-3:00pm
- Exhibitor Move Out 3:00pm-11:45pm

**Schedule subject to change*

Promotions East 2022 marks a refreshed and reinvented event to meet pent-up demand and get back to business.

EXHIBIT SPACE “Lead Generation Stations”

Early Bird Rate

Through February 28, 2022

	MEMBER	NON-MEMBER
Initial 10' x 10'	\$2,250	\$2,750
Each Additional 10' x 10'	\$1,750	\$2,250

Standard Rate

Beginning March 1, 2022

	MEMBER	NON-MEMBER
Initial 10' x 10'	\$2,450	\$2,950
Each Additional 10' x 10'	\$1,950	\$2,450

RATE INCLUDES:

- Exhibit space
- Booth drape: 8-foot-high back drape 10 feet wide 32" side rail drape on both sides from the back drape to the aisle
- Exhibitor ID sign 7" x 44"
- 4 exhibitor badges
- 24-hour show hall security
- Basic hall internet for browsing and email (not for presentations and consistent bandwidth)
- Access to all show attendees during show hours

Secure Your Promotions East Booth Space Today!

COMPANY NAMES STARTING A–L

▶ Kathy Maguire
770.432.8410 ext. 153
kmaguire@promotionseast.com

COMPANY NAMES STARTING M–Z

▶ Anthony O'Shea
770.432.8410 ext. 109
aoshea@promotionseast.com

Due to hotel gaming laws the display of any items printed with marijuana symbols or the display of marijuana-related products on the show floor is strictly prohibited.

**WE LIKE TO
MOVE IT,
*move it!***



***Click here to see
Harrah's virtual tour!***

Promotions East Load-in / Load-out Options

1

Driving in? Reserve early and get a FREE parking spot! (A \$75 Value!)

- The first 150 exhibitors driving into the show will receive one complimentary vehicle parking spot adjacent to the first floor Ballroom space for the run of the show.
- Must utilize your personally owned vehicle (POV) (no rental or company vehicles) for this option and carry in – No drop off.
- ONLY 1-2 loads (maximum) of items from your vehicle, through the door to your booth.
- No hand trucks or dollies, however “airline type” two wheeled baggage carriers are permissible.
- A vehicle parking pass must be in the windshield at all times while at Harrah's.
- If exhibit booth is on the second level Ballroom, exhibitors will have to utilize the freight elevator (which is located across the show floor) to ascend to the second level.

2

Utilize cart service from the loading dock

- Offered for Personally Operated Vehicles (POVs) only.
- Available only during published move-in and move-out times.
- If you arrive with a truck, van, trailer or any commercial vehicle with exhibit material, you will not qualify for this service and will be required to utilize the material handling services option.
- Cartload service is for small items, weighing less than 200 lbs. total, that will fit on a flatbed cart and can be transported in one trip.

3

Material handling

Goods may be shipped, via the carrier of your choice, to either the advance warehouse or direct to show site for arrival during the published receiving dates. Material Handling (drayage: unload at the dock, deliver, remove, and reload freight) is within the Decorator's Union jurisdiction. Material Handling may be ordered using the “Material Handling Order Form” provided in the exhibitor kit and is entirely distinct from shipping.



REDISCOVER
— WHAT —
YOU'VE BEEN
missing

**See you at
the show!**

www.promotionseast.com

#SAAGNY

#PromotionsEast



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PRESENTS:

PromotionsSM
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HARRAH'S RESORT
ATLANTIC CITY,
NEW JERSEY