

premiereBIRMINGHAM

The Southeastern Beauty Event

2019 EMAIL MARKETING BANNER SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to distribution date.

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
- JPEG, PNG, or GIF ONLY
- Static design ONLY no animations

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

gretchen@premiereshows.com

GUIDELINES

AD NAME	DIMENSION	SIZE
Banner Email	144px x 198px	40KB

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 Birmingham Logo is available for download here.

PLEASE NOTE

Your email will be distributed to 19,000 (data as of 10/24/2018). A copy of the email blast will be provided to your email address upon distribution.

SAMPLE


BANNER EMAIL

144px x 198px


premiere **BIRMINGHAM**
The Southeastern Beauty Event
October 20-21, 2019

SHOW INFO HOTEL & TRAVEL CONTACT US REGISTER TO ATTEND

Your
ONE STOP-SHOP
FOR EVERYTHING BEAUTY!



SPONSOR BANNER HERE



SPONSOR BANNER HERE

REDKEN MATRIX RUSK SATIN SAM VILLA
amika: sero hair pure ALFAPARF
SUFFOC PULPRIOT aqueage andis BaBylissPRO
HALOCOUTURE KEUNE plus many more...

VIEW FLOOR PLAN ▶

Exhibit Floor Located in
North & East Halls

SAVE \$10 BY OCTOBER 19

SHOW PREVIEW

WORKSHOPS

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Discover our other shows!
premiere ORLANDO premiere COLUMBUS premiere PHILADELPHIA

Premiere Birmingham, bringing you the education you need to succeed! Register by October 19 to save \$10 off the day of show price. Your registration includes entrance to the exhibit hall, show floor education and all FREE classes.

For more information contact us at 800-335-7459 or visit premierebirminghamshow.biz