

2022 EMAIL MARKETING EXCLUSIVE SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to distribution date.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

Exclusive Email (Image or HTML):

- Email
- Subject Line
- Preheader Text
- Website Link (only applicable if providing a single image. If providing HTML links are included in code.)

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
elise@premiereshows.com
407-312-2271

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing
gretchen@premiereshows.com
407-232-2052

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 Birmingham 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



HAIRSKREEN
— STYLE YOUR HEAD —

THE SPECIALIST
OF HAIR REPLACEMENT
AWAITS YOU AT THE
PREMIERE ORLANDO,
TAKING MEN'S HAIR
AND STYLE TO
THE NEXT LEVEL!

BOOTH #5267

JOIN US AT OUR BOOTH TO DISCOVER OUR MODERN HAIR LOSS SOLUTION

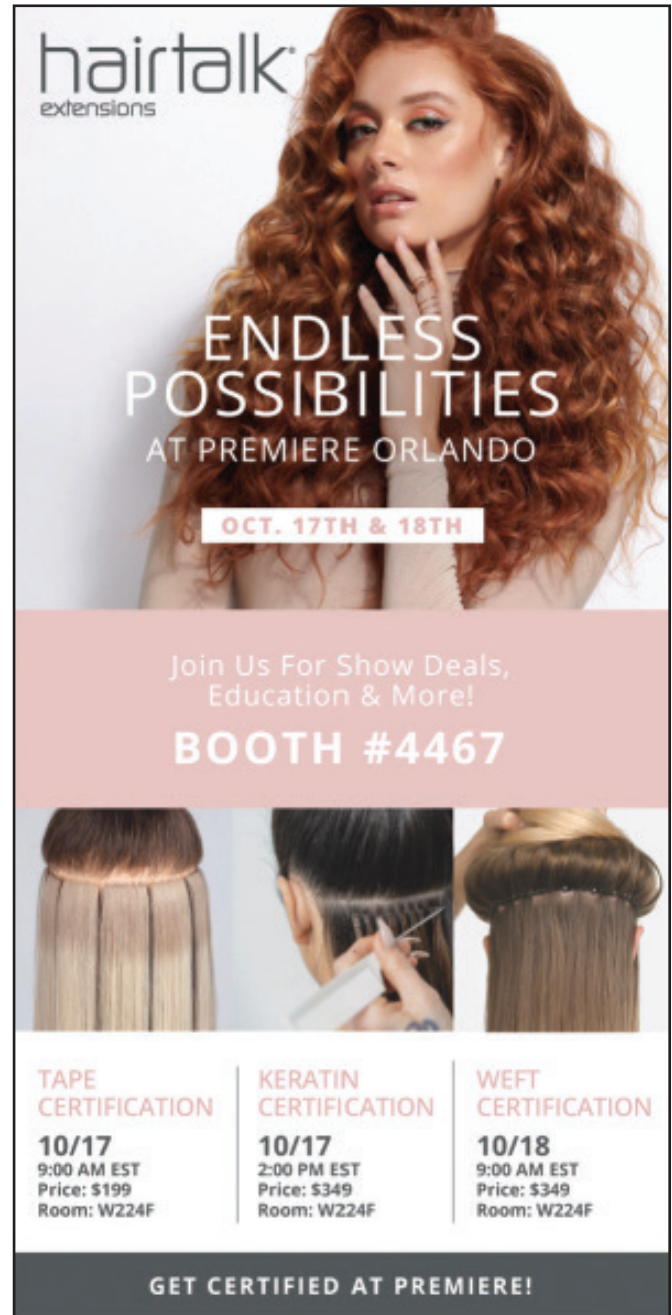
LIVE DEMONSTRATION - SUNDAY 17TH 11:30 TO 12:30 - CLASSROOM W414A
- Presented by our experts: Victor HUGO & Colson ENRIQUE -

READ MORE

DON'T SETTLE FOR LESS, BE TRENDY, CHOOSE HAIRSKREEN!

EXCLUSIVE EMAIL

HTML




hairtalk
extensions

ENDLESS
POSSIBILITIES
AT PREMIERE ORLANDO

OCT. 17TH & 18TH

Join Us For Show Deals,
Education & More!

BOOTH #4467



TAPE CERTIFICATION	KERATIN CERTIFICATION	WEFT CERTIFICATION
10/17 9:00 AM EST Price: \$199 Room: W224F	10/17 2:00 PM EST Price: \$349 Room: W224F	10/18 9:00 AM EST Price: \$349 Room: W224F

GET CERTIFIED AT PREMIERE!