

2022 SHOW PASS CONFIRMATION

DEADLINE

Materials are due 1 week prior to active date.

Do you have a show special or discount you'd like to promote? Want to connect direct to attendees? Look no further then to advertise your show special on attendees Show Pass confirmation email.

GUIDELINES

Maximum text 70 characters with spaces.

In addition to your special/discount promotion provided - Premiere will add your company name and booth number. The company name and booth number do not need to be included in the character count noted above.

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

SAMPLE

SHOW PASS CONFIRMATION

The sample email is titled "Welcome to EventsPass!" and features the EventsPass logo. It includes a "Here is your Premiere Birmingham 2022 Show Pass" section with a promotional image for the event (Oct 23-24, 2022) and a woman's portrait. Below this, it states "We are looking forward to seeing you in Birmingham!" and "YOUR PHONE IS YOUR SHOW PASS! Event entry requires the QR code below. Keep this email on your mobile device for access to the show." A blue link reads "HOLD ON TO YOUR SHOW PASS! - Keep your show pass handy and scan at any of the following booths for exclusive show specials and discounts." This is followed by four bullet points, each containing a placeholder: "Exhibitor Name & Booth Number - <Show special and/or discount>". An orange button says "View all items in browser". The main pass area is a white box with a QR code placeholder labeled "SHOW PASS QR CODE" and "EVENTSPASS", and text on the right: "LICENSED PROFESSIONAL" and "TICKET ID: 85DE C-3F7". At the bottom, there are "Download" and "Add to Apple Wallet" buttons.