

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

# 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 (optional)	255рх	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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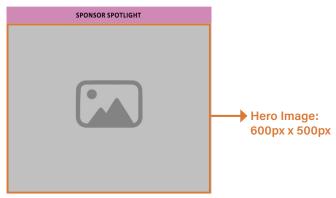
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# **SAMPLES**



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OCTOBER 1-2, 2023



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Headline, Body & CTA

2-Up Image

255px x 180px

Layout:

# CTA BUTTON



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# **MOBILE**

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### CTA BUTTON



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Discover Our Other Shows

premiere ANAHEIM premiere ORLANDO



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