



MEDIA KIT

Media Kit | vdta.com | 888-698-7382 | andrea@vdta.com | 888-MYVSDTA

**VDTA
SDTA**

VACUUM & SEWING DEALERS
TRADE ASSOCIATION

ADVERTISING OPPORTUNITIES

The Vacuum and Sewing Dealers Trade Association can put your brand in front of independent retailer decision makers in the floorcare, homecare, sewing, quilting and related industries.



3 WAYS TO ADVERTISE

Check the following pages...

- 1** INSIGHTS E-NEWSLETTER
- 2** VDTA.COM WEBSITE
- 3** SHOW GUIDE



1 VDTA ADVERTISING OPPORTUNITIES THE INSIGHTS E-NEWSLETTER

A. BANNER AD NON-MEMBER \$600 / MEMBER \$450

This can be either all text (up to 70 words) or image with text (up to 40 words). There are two spots available for sale each week. The ad includes a link to the advertiser's website or social media.

- **IMAGE SIZE:** Submit artwork at 400px wide X 400px tall
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 40–70 words

B. ASSOCIATE MEMBER SPOTLIGHT MEMBER \$450

This is not an ad spot, but an opportunity to share your expertise with members on a subject that would be useful and informative for them. Should be 250 to 700 words, delivered in a Word or Google doc, which staff will help polish and edit. Can include a photo and link to website or blog.

- **IMAGE SIZE:** Submit artwork at 560px wide X 400px tall
- **HEADLINE COPY:** 30 characters MAX
- **MAIN COPY:** 250–700 words

C. SQUARE AD NON-MEMBER \$300 / MEMBER \$200

This is an image promoting a brand or event, with a single sentence tagline below. There are two spots available for sale each week. Ad includes a link to advertiser's website or event page.

- **IMAGE SIZE:** Submit artwork at 400px wide X 400px tall
- **HEADLINE COPY:** 30 characters MAX
- **MAIN COPY:** 30 words MAX

SUBMISSION DEADLINE

All ad or sponsored post materials should be submitted 30 days before the scheduled run date for the content.

ARTWORK + FILE SPECS

Specs sent from your sales executive with order confirmation.



A

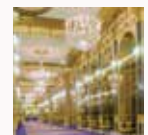
Banner Ad

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cunaeque nihil imperdit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officio debitis.

VDTA-SDTA CALENDAR



Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est



Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est

B

ASSOCIATE MEMBER SPOTLIGHT

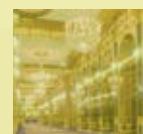
HEADLINE

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est

C



mpore, cum soluta nobis est et



mpore, cum soluta nobis est et



2 VDTA ADVERTISING OPPORTUNITIES VDTA.COM

A. SPONSORED POST - INSIGHTS

- Associate Member Benefit.
- Includes post and Link. Included in INSIGHTS E-Newsletter

Size: 940 x 726 px

Cost: \$750 for Associate members.

B. SPONSOR COMPANY LOGO - HOME PAGE

- Associate Member Benefit.
- Your logo with link to your website

Size: 700 x 210 px

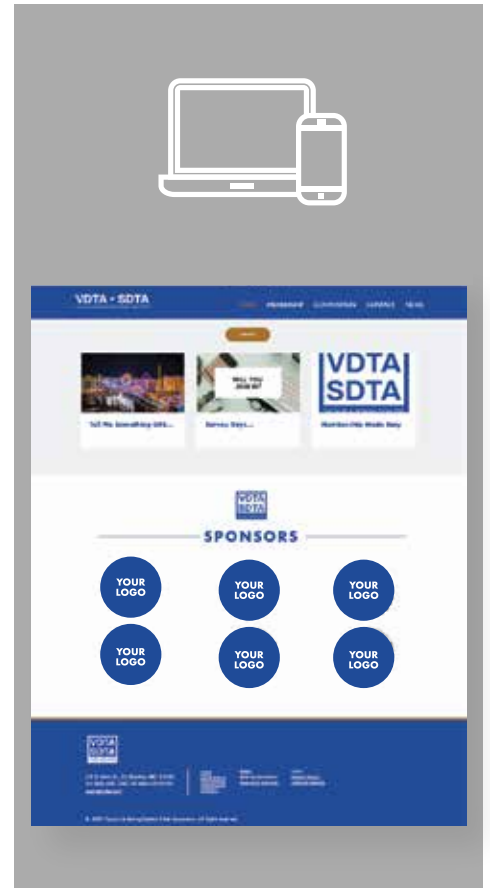
Cost: \$500 Annually for Associate members.

SUBMISSION DEADLINE

All ad or sponsored post materials should be submitted 14 days before the scheduled run date for the content.

ARTWORK + FILE SPECS

Specs sent from your sales executive with order confirmation.





3 VDTA ADVERTISING OPPORTUNITIES VDTA-SDTA SHOW GUIDE

A. SHOW GUIDE

4 Color Ad Rates:

- 1 Page (8.125" x 10.5") \$2,000
- 1/2 Page (7.125" x 4.625") \$1,000
- 1/2 Page (4.625" x 7") \$1,000
- 1/4 Page (4.625" x 3") \$500
- 1/4 Page (3.5" x 4.625") \$500

B. TRADE SHOW

VDTA-SDTA Annual Trade Show and Convention is THE event that our members and industry look to each year for the latest products and education. The Opening Keynote Session, Industry specific Roundtable sessions, and the Awards and Cocktail Party are highlights. Several Sponsor opportunities are available.

 **EXHIBIT, PROMOTE, TRAIN, NETWORK**

C. Additional Promo Opportunities

- Supplier discount program for dealer members
- April Clean Home promo (Floorcare Month)
- September Creative Home promo (Sewing Month)
- Associate Member-Only access to our NEW Membership Site

Every business is different. We can customize a marketing package to fit your brand specific needs. We will work with you to engage the VDTA-SDTA audience via different verticals, to reach your target audience.

 **Andrea Abrahamson**, VDTA-SDTA Sales Executive.
Connect with Andrea at 888-698-7382 or andrea@vdta.com.

The guide to the VDTA-SDTA Trade Show and Convention. In print at the show, and online for members. Includes detailed listings of exhibitors and serves as their guide to product, services and suppliers all year long.

Advertising and sponsored content opportunities available.



2021 SHOW GUIDE

Show Program ADVERTISING CONTRACT 2021



VDTA • SDTA International Trade Show & Convention Las Vegas NV • June 12-14, 2021 • DEADLINE: April 1, 2021

Advertising in the Show Program provides a cost effective way to improve **BRAND** awareness for attendees, directs them to your booth and reinforces business and reinforces business contacts before, during and after the convention. Show Program advertising serves as a silent salesperson to generate interest in your products and services. Among the items well suited for advertising in the Show Program are:

- **SHOW SPECIALS**
- **NEW SERVICES**
- **NEW PRODUCT INTRODUCTIONS**
- **SPECIFIC TERRITORY RECRUITING**
- **NEW DEALER PROGRAMS**
- **SPECIAL SHOW EVENTS**

PLEASE RETURN THIS FORM BY APRIL 1, 2021

COMPANY NAME: _____

AUTHORIZED SIGNATURE: _____ ADDRESS: _____

CITY, STATE, ZIP: _____ FAX: _____

CELL PHONE: _____ EMAIL: _____

_____ **YES**, Please add our exhibit booth number to the bottom of our advertisement. **Booth #** _____

4 Color Ad Rates:	1 Page (8.125" x 10.5")	\$2,000	1/4 Page (4.625" x 3")	\$500
	1/2 Page (7.125" x 4.625")	\$1,000	1/4 Page (3.5" x 4.625")	\$500
	1/2 Page (4.625" x 7")	\$1,000		

Dimensions indicated for full page ads are "finished trim size". Full page "bleed size" is 8.526 x 11". If you are uncertain about these dimensions, email show@vdt.com

ADVERTISING INSERTIONS AND MATERIAL - SHOW PROGRAM DEADLINE : APRIL 1, 2021

Accepted files: Adobe Acrobat (PDF) preferred. Acrobat files should be created using the "High Quality" setting. At the advertisers discretion, ads may be submitted as 300 dpi (or greater) TIF files. **All colors must be CMYK.**

NON-accepted files: We do not accept Microsoft Word or Pubilsher for advertising. When preparing ads for print, do not use RGB color.

Proofs: Proof should accompany all digital materials. **The publisher takes no responsibility for files sent without a color proof.**

Photos: Digital photos must be as follows: 300 dpi at 100%, CMYK color and .TIF format. If JPG format is used, please be certain that the file was created using the highest quality setting (least amount of compression).

Insertion Orders: Mandatory from all agencies and advertisers. Must include authorized signature.

Pick-up materials and other publications: Publisher does not have the authority to obtain advertising materials from other publications. These materials should come from the advertiser or agency.

Submit advertising files to show@vdt.com

PAYMENT

Ad size requested: _____ Space cost: _____ Amount due: \$ _____

PAYMENT METHOD: _____ Visa _____ Mastercard _____ Check (Payable to VDTA • SDTA)

Name: _____ Phone: _____

Address: _____ City, State, Zip: _____

Email: _____

SPONSORSHIP OPPORTUNITIES



VDTA • SDTA International Trade Show & Convention Las Vegas NV • June 12-14, 2021

	Amount Each	Availability	Check Here
SIGNATURE SHOW SPONSOR Company logo appears on convention registration desk, on a banner inside the exhibit hall, floor carpet, general information signs and on marketing materials that promote the convention. Back cover and one full page in show guide.	\$25,000	1	<input type="checkbox"/>
PLATINUM SHOW SPONSOR Company logo appears on convention registration desk, on a banner inside the exhibit hall, on general information signs and on marketing materials that promote the convention. One full page in show guide.	\$20,000	1	<input type="checkbox"/>
40TH ANNIVERSARY COCKTAIL RECEPTION & AWARDS Company logo on welcome signs & half page in show guide	\$5,000	5	<input type="checkbox"/>
SHOW TOTE BAGS	\$3,500	3	<input type="checkbox"/>
FRONT ENTRANCE BANNER (inside)	\$1,500	20	<input type="checkbox"/>
DEALER APPRECIATION SOCIAL EVENT Held in the exhibit hall from 3:30 to PM June 13. Exhibit hall will be open during this time.	\$1,000	20	<input type="checkbox"/>
KEYNOTE ADDRESS Company logo in the show guide and signs.	\$5,000	2	<input type="checkbox"/>
POWERHOUSE ROUND TABLE	\$1,200	10	<input type="checkbox"/>
FLOOR CARE PANEL	\$1,200	10	<input type="checkbox"/>
MILLENNIAL MINDSET	\$1,200	10	<input type="checkbox"/>

This sponsorship included with Powerhouse or Floorcare.

*Sponsor's logos or names will be printed in the show Guide and on all relevant signs. All sponsorship include logo on VDTA.com
Please give us your commitment early, so we can recognize your sponsorship on our advertising materials*

PLEASE RETURN THIS FORM BY MARCH 1, 2021

NAME: _____

COMPANY NAME: _____ ADDRESS: _____

CITY, STATE, ZIP: _____ FAX: _____

CELL PHONE: _____ EMAIL: _____