

Partnership Opportunities



MADE IN HAWAII

December 19-21, 2008

Neal Blaisdell Center

Exhibition Hall

www.HonoluluGiftFair.com

Fifth Annual



Welcome to the 5th Annual Honolulu Gift Fair...one of the biggest and best Christmas marketing events ever!

The Honolulu Gift Fair is in it's 5th year with hundreds of vendors offering a array of handmade, unique and exciting gifts for thousands of shoppers to buy right before Christmas. A wide variety of goods include Apparel, Arts & Crafts, Books & Music, Children's items, Christmas items, Collectibles, Food & Beverage, Gadgets & Toys, Health & Beauty, Home & Garden, Jewelry, Made in Hawaii, Personal Services and Pet Gifts.

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**Honolulu
GiftFair**

Honolulu Gift Fair 2007

Highlights last year:

- 🐼 260 booths sold (sold out)
- 🐼 Friday - Sunday
- 🐼 More than 14,000 shoppers
- 🐼 More than one ton of food donated to Hawaii Food Bank
- 🐼 Multi-media advertising campaign: tv, radio and print
- 🐼 Free admission
- 🐼 Three entrance to Neal Blaisdell Center Exhibition Hall
- 🐼 Collectible coin giveaways
Grand Prize Massage Therapy Chair

Honolulu Gift Fair 2008:

Highlights this year:

- 🐼 Free Admission
- 🐼 260 booths (many vendors returning)
- 🐼 New Floor Plan
- 🐼 Friday - Sunday
- 🐼 Estimated shoppers attending: 20,000
- 🐼 Estimated donated food to Hawaii Food Bank: 2 tons
- 🐼 Multi-media advertising campaign: radio, print, television and an enhanced website (www.HonoluluGiftFair.com)
- 🐼 More Free Prizes, including encased Hawaii State Quarter Collectible Coin

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Partnership Opportunities: Overview

(details on following pages)

<u>Presenting:</u>	<u>Platinum:</u>	<u>Gold:</u>	<u>Silver:</u>
<ul style="list-style-type: none"> • Exclusive Presenting Partner Recognition • Dominant presence to over 20,000 attendees • Include Company name in event title • Category Exclusivity • First right of refusal for same partnership in future years. • Official use of HGF logo • Promotional benefits • Guaranteed Media Benefits • Additional Benefits: Premium booth space (2), access to vendor database, food & beverage credit, hotel room two (2) nights • Logo on a number of encased Hawaii State Quarter Collectible 	<ul style="list-style-type: none"> • Platinum partner recognition • Dominant presence to over 20,000 attendees • Category Exclusivity • First right of refusal for same partnership in future years. • Official use of HGF logo • Promotional Benefits • Guaranteed Media Benefits • Additional Benefits: Corner booth space (2), access to vendor database, food & beverage credit, hotel room two (2) nights • Logo on a number of encased Hawaii State Quarter Collectible 	<ul style="list-style-type: none"> • Gold partner recognition • Dominant presence to over 20,000 attendees • Official use of HGF logo • Promotional Benefits • Guaranteed Media Benefits • Additional Benefits: Corner booth space (1), access to vendor database, food & beverage credit • Logo on a number of encased Hawaii State Quarter Collectible 	<ul style="list-style-type: none"> • Silver partner recognition • Promoted presence to over 20,000 attendees • Official use of HGF logo • Promotional Benefits • Guaranteed Media Benefits • Additional Benefits: Middle booth space (1), food & beverage credit • Logo on a number of encased Hawaii State Quarter Collectible

Fifth Annual



Media Plan 2008

Value: Over \$50,000

Print:

- 🌀 Midweek/Star Bulletin -- featuring a 4-page pull out Directory in Midweek December 15-17, 2008
- 🌀 The Honolulu Advertiser
- 🌀 More newspaper ads, vendor blitz, press releases, human interest stories
- 🌀 Thousands of Flyers and hundreds of posters

Radio:

- 🌀 KSSK 92.3 FM
- 🌀 HAWAIIAN 105 KINE
- 🌀 KUMU 94.5 FM
- 🌀 The FISH 95.5 FM
- 🌀 Oldies 107.9
- 🌀 940 AM

Television:

- 🌀 Major Network Coverage
- 🌀 Time Warner Oceanic Cable
- 🌀 KWHE - 14

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Gift Fair

Presenting Partner: \$15,000

Package is negotiable and can be taken in trade

Promotional Benefits

- ☞ Dominant presence in MidWeek 4-page tab mailed to 400,000 homes on Oahu distributed at event
- ☞ Partner's promotional material included in all registration and booth packets (partner to provide inserts)
- ☞ Partner's promotional material distributed to all customers attending the event (partner to provide material and manpower for distribution)
- ☞ Company banners displayed at key locations throughout the fair, up to 5 banners (company to provide banners)
- ☞ Logo prominently displayed at the Honolulu Gift Fair website

Guaranteed Media Benefits

- ☞ Company logo will be the primary logo in all paid and promotional advertising
- ☞ Company name and logo on cover and all pages of all news print
- ☞ Company name logo included in all other print advertising
- ☞ Company name and logo included in all television advertising
- ☞ Company name mentioned in all radio advertising and radio interviews
- ☞ Company name featured in all news releases and calendar listings
- ☞ 1st right to purchase block ads in Vendor Directory

Additional Benefits

- ☞ Two (2) premium booths at the Honolulu Gift Fair
- ☞ Access to enter-to-win database for future promotion
- ☞ Access to vendor database for future promotion
- ☞ \$50 per day, for 3 days (\$150 total) food and beverage credit. To be used at HGF
- ☞ 1 hotel room, for 2 nights stay at Ohana Hotel. To be used during the HGF weekend or anytime
- ☞ Logo prominently displayed on a minimum of 200 encased Hawaii State Quarter collectible encased coins

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Platinum Partner: \$10,000

Package is negotiable and can be taken in trade

Promotional Benefits

- ☞ Dominant presence in MidWeek 4-page tab distributed at event
- ☞ Company promotional material included in all registration and booth packets (company to provide inserts)
- ☞ Company banners displayed at key locations throughout the fair, up to 3 banners (company to provide banners)
- ☞ Logo prominently displayed at the Honolulu Gift Fair website

Guaranteed Media Benefits

- ☞ Company logo will be in all paid and promotional advertising
- ☞ Company name logo included in all print advertising
- ☞ Company name and logo included in all television advertising
- ☞ Company name mentioned in all radio advertising and radio interviews
- ☞ Company name featured in all news releases and calendar listings
- ☞ 2nd right to purchase block ads in Vendor Directory

Additional Benefits

- ☞ Two (2) corner booths at the Honolulu Gift Fair
- ☞ Access to 'enter-to-win' database for future promotion
- ☞ Access to vendor database for future promotion
- ☞ \$35 per day, for 3 days (\$105.00 total) food and beverage credit. To be used at HGF
- ☞ Logo prominently displayed on a minimum of 100 encased Hawaii State Quarter collectible encased coins

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Gold Partner: \$5,000

Package is negotiable and can be taken in trade

Promotional Benefits

- 🌀 Company logo in MidWeek 4-page tab distributed at event
- 🌀 Company promotional material included in all registration and booth packets (company to provide inserts)
- 🌀 Company banners displayed at key locations throughout the fair, up to 2 banners (company to provide banners)
- 🌀 Logo prominently displayed at the Honolulu Gift Fair website

Guaranteed Media Benefits

- 🌀 Company logo will be in all paid and promotional advertising
- 🌀 Company name logo included in all print advertising
- 🌀 Company name mentioned in all radio advertising and radio interviews
- 🌀 Company name featured in all news releases and calendar listings opportunity

Additional Benefits

- 🌀 One (1) corner booth at the Honolulu Gift Fair
- 🌀 Access to 'enter-to-win' database for future promotion
- 🌀 Access to vendor database for future promotion
- 🌀 \$25 per day, for 3 days (\$75.00 total) food and beverage credit. To be used at HGF
- 🌀 Logo prominently displayed on a minimum of 50 encased Hawaii State Quarter collectible encased coins

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Silver Partner: \$2,500

Package is negotiable and can be taken in trade

Promotional Benefits

- ☞ Company logo in official color brochures distributed at event
- ☞ Company banners displayed at key locations throughout the fair, up to 1 banner (company to provide banner)
- ☞ Logo prominently displayed at the Honolulu Gift Fair website

Guaranteed Media Benefits

- ☞ Company name logo included in all print advertising
- ☞ Company name mentioned in radio advertising
- ☞ Company name featured in all news releases and calendar listings opportunity

Additional Benefits

- ☞ One (1) middle booth at the Honolulu Gift Fair
- ☞ \$50 total food and beverage
- ☞ Logo prominently displayed on a minimum of 25 encased Hawaii State Quarter collectible coins

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Mahalo for your interest in the 5th Annual Honolulu Gift Fair...

To become a partner

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