

OFFPRICE

fashion's favorite money-making show



OMNICHANNEL MARKETING TOOLS TO GET RETAILERS ATTENTION

We believe there is an off-price strategy for every retailer, big and small, and we are dedicated to sharing our expertise and insight with the entire industry.

WE USE DIRECT MARKETING TECHNIQUES

- » Weekly emails in English and Spanish
- » Social media marketing utilizing retail influencers and experts
- » Look for Less Catalog - promoted digitally before, during and after the show
- » New exhibitor spotlights
- » 365 promotion with digital omni-channel approach

WE EDUCATE OUR AUDIENCE

- » Recognized as the authority in the off-price retail sector
- » Education through blogs, webinars, strategic partnerships, and personalized buyer consultations
- » Highly ranked industry articles on Google recognized by media outlets
- » Influencer collabs

WE UTILIZE MEDIA INFLUENCE

- » Onsite media coverage with experts in the off-price/retail market
- » Daily onsite interviews with vendors, highlighting product
- » Earned media articles and opt-eds in leading fashion publications

WE OFFER MATCHMAKING

- » Our Buyer Team is constantly in contact with our retailer audience to make sure the right product gets in the hands of our attendees
- » We offer personalized buyer tours and host industry association events
- » Complimentary digital BID Program (Buyer Information Download) to manage retailer communications

ADVERTISING WITH US

- » Newsletter sent to over 50K retailers, bi-monthly
- » Website banners and ads
- » Digital show guide
- » Printed show floor map
- » Digital ad campaigns to our audience

Networking opportunities available. Ask us for details.

FEBRUARY & AUGUST | THE VENETIAN EXPO

MARKETING INQUIRIES

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