

# premiereCOLUMBUS

Your • Artistry & Education • Event

## 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 image shows a sample of a Show Pass Confirmation email. At the top, it features the EventsPass logo. Below that, it says "Welcome to EventsPass!". The main content is titled "Here is your Premiere Columbus 2022 Show Pass!". It includes a graphic for the event, "premiereCOLUMBUS Your • Artistry & Education • Event OCT. 2-3, 2022". Below the graphic, it says "We are looking forward to seeing you in Columbus!". The email then states "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." It follows with a section titled "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 section lists four exhibitor names and booth numbers, each followed by "<Show special and/or discount>". Below this list is a button that says "View all items in browser". At the bottom, there is a graphic for the "SHOW PASS QR CODE" and "EVENTSPASS" logo, along with the text "LICENSED PROFESSIONAL" and "TICKET ID: 85DE C-3F7". At the very bottom, there are two buttons: "Download" and "Add to Apple Wallet".