



THE REUNION

A SOUVENIR, GIFT AND RESORT SHOW

APRIL 14-16, 2026 | THE EXPO AT WORLD MARKET CENTER | LAS VEGAS, NV

SPONSORSHIP OPPORTUNITIES

Booth space is just the beginning.

At a show with this many final decision makers, you'll want to get their attention early and be in the places they're looking. The Reunion offers several options to help get eyes on your brand *before* the show and *outside* of your booth. From pre-show advertising to on-site branding opportunities, sponsorship puts you where serious buyers are looking.

Choose your level of visibility with our premium sponsorship tiers.

Premier Partner – \$1,250

- Company logo on The Reunion website
- Company logo and product image included in 2 dedicated pre-show emails sent to all pre-registered attendees
- Dedicated social media post
- Shown as a Featured Exhibitor on the website's exhibitor list
- Full page ad in the official Show Guide
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Core Partner – \$750

- Company logo on The Reunion website
- Company logo and product image in 1 shared pre-show email sent to all pre-registered attendees
- Shared social media post
- Half page ad in the official Show Guide
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Supporting Partner – \$250

- Logo in shared promotional emails sent out to pre-registered attendees
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Lanyards – \$500

Maximum visibility all show long. Every attendee wears your branded lanyard from registration to the last booth visit—that's four days of non-stop exposure to every buyer on the floor. Sponsor provides and ships branded lanyards (double-clip variety) to advance warehouse.

Bags – \$500

Portable brand exposure that travels home. Show bags are available on stations around the venue for buyers to grab when they're collecting samples and materials from exhibitors. Sponsor provides and ships branded bags to advance warehouse.

New Exhibitor – \$150

Stand out as a fresh face on the show floor. Buyers love discovering new vendors, and this package ensures they know exactly where to find you.

- "New Exhibitor" Floor Cling
- "New" callout next to listing in digital Preview Guide
- Included in pre-show email dedicated to highlighting new vendors
- Included in social media post highlighting new vendors
- Logo included in official Show Guide

Product Category Sponsor – \$100

Put a spotlight on your high demand product category. Choose from the following: *Made in the U.S.A, Sustainable, Handmade, Plastic Free*

- Floor cling for your category
- Inclusion on sign near registration
- Official Show Guide callout section

Preview Guide

Get seen before the show floor opens. Your ad in the Preview Guide reaches buyers while they're planning their trip and deciding which booths to prioritize—the perfect opportunity to tell them exactly why your booth needs to be on their must-visit list.

- Full page ad in official Preview Guide – \$300
- ½ page ad in official Preview Guide – \$175
- ¼ page ad in official Preview Guide – \$100

Show Guide

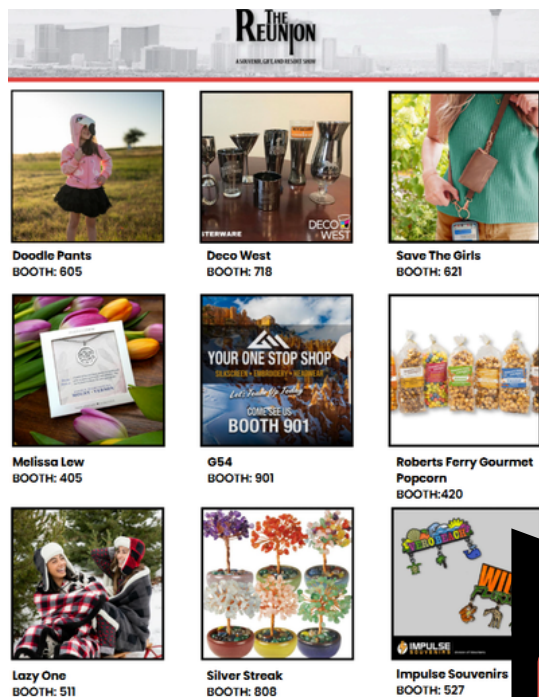
Stay visible all show long and beyond. Your ad in the Show Guide reaches buyers as they plan their days and navigate the show floor, and reference products when they're back at their shop.

- Full page ad in official Show Guide – \$500
- ½ page ad in official Show Guide – \$250

All exhibitors can take advantage of a free placement in the Preview Guide (shown top left). You are also listed in the on-site Show Guide under the products you select when updating your profile (bottom left).

To get more eyes on your brand, stand out with an ad in one or both of these guides.

From this...



and this...

FASHION ACCESSORIES

Doodle Pants	605
Elemental	423
Gallery Collection	510
Kent and Associates	921
Melissa Lew	405
Pennybandz Your Pressed Penny Company	308
Pinsource	117
R.S. Covenant, Inc	705
Ramatex International	326
RTSI	627
Smith Western Co	201

to this!

Contact us at 1-800-CHARLES (242-7537) or info@charlesproducts.com
CHARLESPRODUCTS.COM

Countdown to The Reunion Email Series Exhibitor Spotlight – \$150

Get in front of buyers before the show even begins! Our Exhibitor Spotlight appears in the official “Countdown to The Reunion” emails (four emails total) sent to all registered attendees in the weeks leading up to the show. It’s a great way to highlight your booth, introduce new products, and let buyers know why they should stop by.

Limited to four participants per email



Upgrade Your Exhibitor Listing

Make your listing work harder with options to help you stand out and give attendees more reason to visit your booth. Add more videos, showcase more products, or add your logo to the floor plan.

[View Profile Upgrade Options >>](#)

► Have a specific goal or something else in mind? Let's make it happen.

Whether you want to reach buyers in a particular way, highlight a special product launch, or create something completely custom, we're open to building a sponsorship that works for your needs.

What questions do you have for me?



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