

Your Event Planner

2018 Bead & BUTTON[®] Show

Reach a global market

BeadAndButtonShow.com



Welcome to the 2018 Bead&Button Show and to *Your Event Planner*, the place to find all the information you need to make the 2018 Bead&Button Show an amazing success! We want Milwaukee in June to be the best place for you to **CONNECT** with enthusiastic, dedicated jewelry makers who are passionate about your products and services. We can help you **CREATE** a highly visible presence to showcase your products and services ... and inspire beaders and jewelry makers before, during, and after the Bead&Button Show. And we will **CELEBRATE** your success with you as you turn your time and efforts into legitimate value for your business.

We invite you to review all the opportunities we have developed with your success at the heart of our motivation. We are committed to continually infusing the Bead&Button Show with new ideas, energy, and excitement, inspiring the jewelry industry, and continuously improving to best serve our creative customers.

We look forward to working with you!



Sara Dumford

Director of Events
Kalmbach Publishing Co.
Bead&Button Show
262-798-6591
sdumford@kalmbach.com

60%
of class participants
travel more than 150
miles to attend.

2018 Bead&Button Show Schedule

Bead&Button Show Classes: Sunday, June 3 - Sunday, June 10

Moonlight Madness: Tuesday, June 5, 9 - 11 p.m.

Bead&Jewelry Expo Preview Shopping: Thursday, June 7, 4 - 8 p.m.

Bead&Jewelry Expo:

- Friday, June 8, 10 a.m. - 7 p.m.
- Saturday, June 9, 10 a.m. - 6 p.m.
- Sunday, June 10, 10 a.m. - 4 p.m.

Meet the Teachers: Friday, June 8, 8 - 10:30 p.m.



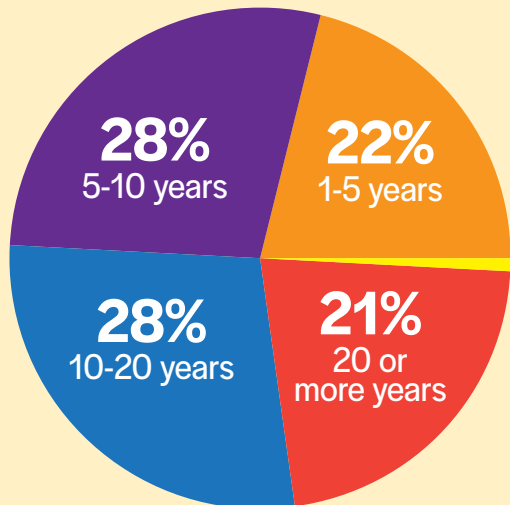
Meet the Bead&Button Show attendees – your customers

Bead&Button magazine readers and Bead&Button Show attendees are passionate about jewelry, and about spending time and money at the Show.

Our readers spend more than **\$60 million annually** on beading supplies!



EXPERIENCE MAKING JEWELRY



1% less than a year

45% of readers sell the jewelry they make so these makers continually need new supplies!

Show registrants take an average of 3 classes and stay 6 days at the Bead&Button Show!



Vendor Benefits

- Showcase your products and supplies in your custom-designed booth space.
- Enjoy a state-of-the-art facility in the Wisconsin Center – carpeted, well-lit, easy load-in and load-out.
- Partner with our Show staff, with over 75 years of combined experience dedicated to your success.
- Listing and link to your website on the Bead&Button Show website – total visits: 42,518; total page views: 265,226.
- Two listings in the Bead&Button Show program:
 - Alphabetical
 - By booth number; includes contact information, product description, and website URL.
- Listing and link to your website on the interactive Bead&Button Show app, with 2,100+ downloads and more than 27,500 sessions in the first year.
- Gain access to nearly 10,000 highly qualified shoppers.
- Place your products in the New Product Showcase at NO COST to you.
- Receive a table at Moonlight Madness, the preview shopping extravaganza.
- Take advantage of Shopper Incentives, including the Bead&Button Bucks.
- Chance to earn 4-day FREE hotel stay.
- Participate in Make 'N Takes.
- Free admission coupon available for you to distribute to your customers.



Print

***Bead&Button* magazine**

Reach over **55,000** dedicated readers of the world's best-selling beading magazine.

- December issue:
Bead&Button Show Winter Shopping Spree ad section
Deadline: 9/13/17
- June issue:
Bead&Button Show ad section
Deadline: 3/6/18

Class Catalog

Reach 7,000 dedicated students who have money to spend!
Deadline: 10/17/17

Show Program

Reach 10,000 show attendees looking to buy your products.
Deadline: 4/12/18

Digital

Website - BeadandButtonShow.com

Year-round exposure!
Total visits: 42,518
Total page views: 265,226

Email Newsletter

Reach 77,000 opt-ins with a variety of ad options.

Dedicated E-blast

Showcase your business with an individualized marketing message.
Total list size: 77,000

App Opportunities

Attract customers directly through their digital devices.



Support the Show and increase your visibility!

Bead&Jewelry Expo Areas

- Make 'N Takes
- Meeting place & resting space
- Frameworking demo area
- Photo station

Show App

- 2,100+ downloads in first year with new app
- 27,500 user sessions
- 61,000 sponsor banner ad impressions

Exhibits Showcase

- BeadDreams
- Team TOHO Challenge
- Button Collection
- Ukraine International Contest
- Russian Competition

Special Events

- Moonlight Madness
- Meet the Teachers

Branding

- Expo entryway
- Lanyards

Awards

- Excellence in Jewelry Artistry

PLUS:

- Instructor gifts
- New Product Showcase
- Master Class shuttle



Here are a few tips to help attract customers to your booth!

- Make your booth warm and inviting; invest in good lighting; create special signage and a banner; consider vertical displays to include more product and add interest.
- Offer a Show special and have signage to promote it.
- Introduce new products each year. It's important to keep your products fresh!
- Market yourself. Advertise, promote to your email list and on your social media. Begin at least a month ahead of time. **Hand out the free Bead&Button Show ticket.**
- Customers love Make 'N Takes and demonstrations!
- Engage every customer. Greet customers with a smile, introduce yourself, explain what your product is.
- Invite customers to sign up for a free drawing. It's a great way to capture names for your email list.
- Be available. If you are engrossed in a book or on your phone or tablet it sends a "stay away" message to potential customers.
- Try to get proper rest before the Show, eat well, and stay hydrated.
- Help people understand your products by showing finished pieces.

▪ And of course, HAVE FUN!



Partnering with the Show works!

Here's what your fellow exhibitors have to say:

"Bead&Button is the premiere bead show in the country and perhaps the world. Since 2004, we have participated with Kalmbach and enjoyed every minute. The Show is well run, staff is receptive, and venue top notch."

Douglas Ho • Unicorn Beads, Inc.

"I want to thank all of you at Bead&Button involved in putting together the best bead show I've ever attended! The high-end professionalism - in every aspect - of such a great show, made for better-than-expected sales, welcoming words (from attendees, exhibitors, and many that knew me from my previous attendance 10 or more years ago!), and more hope for next year and many years to come!"

Carl Clasmeyer • Clasmeyer Studios

"I have been doing the Bead&Button Show for the last 15 years. From the first year I did it with a single space and limited inventory it was one of my best shows. Now I have a much larger space and inventory and a solid reputation in large part built by my presence at the Show. It's fun, it's exciting, and a very well organized event that I look forward to doing for many years to come."

Gary Wilson

"I have finally returned home, and want to send a HUGE thanks to you and all of the staff and volunteers at the Bead&Button Show! I know these events take a great deal of coordination and hard work, and I deeply appreciated how helpful, friendly and organized everyone was. Please pass my thanks along to everyone if you get the chance. This was my first time at the show, and it was a wonderful experience - I can't wait to come back next year!"

Maria Barnet • Nana & Nina



Publicity efforts attract attendees from the local market – and all over the world!

Attendees come from all 50 states and 20 countries.



Online Marketing:

- Send 77,000 emails 2 times per week promoting the 2018 Show to newsletter subscribers.
- Boosted posts and targeted advertising on Facebook.
- Distribute discounted entry coupons through email and social media.
- Advertise on local news and travel websites including OnMilwaukee.com, VisitMilwaukee.com, and MilwaukeeMagazine.com.
- Run GroupOn and Daily Deal campaigns from March until June.
- Advertise on 1037kissfm.com and 991themix.com.

Radio & Television Advertising:

- Radio media buy for 7 days to reach women ages 25-59 on WMYK-FM and WXSS-FM - 351,000 average listeners daily.
- Bi-weekly PR and media alerts sent for local and regional distribution.
- Potential interview opportunities on local Fox6 or WISN12 news channels.

Local Advertising:

- Mail class catalogs to 7,000 jewelry enthusiasts across the country.
- Mail promotion campaign to retail bead shops.
- Provide free coupon for exhibitors, instructors, and retailers to distribute.
- Outreach to bead societies, groups, and organizations.
- Redevelop regional travel program to bring buses of attendees to Show.
- I-94 billboard advertising.
- *Milwaukee Magazine* advertising.

Contact Us!

For more information,
contact us today!

Lori Schneider

888-558-1544 ext. 546

lschneider@beadandbutton.com

Linda Kollatz

262-798-6540

lkollatz@kalmbach.com

Bead & **BUTTON**
Show

BeadAndButtonShow.com

Project credits: Megan Savors, Steven James, Donna Lewis, Miriam Shimon, Kieu Pham Gray, Annette Mackrel, Kim O'Neill, Carolyn Cave, Vanessa Waliiko, Gisela Kati Andara, Julie Picarello, Nikia Angel.

Expo/Class photo credits: Bill Zuback

