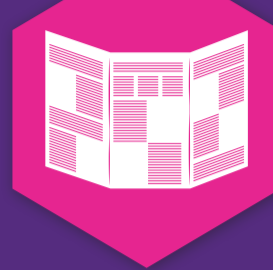
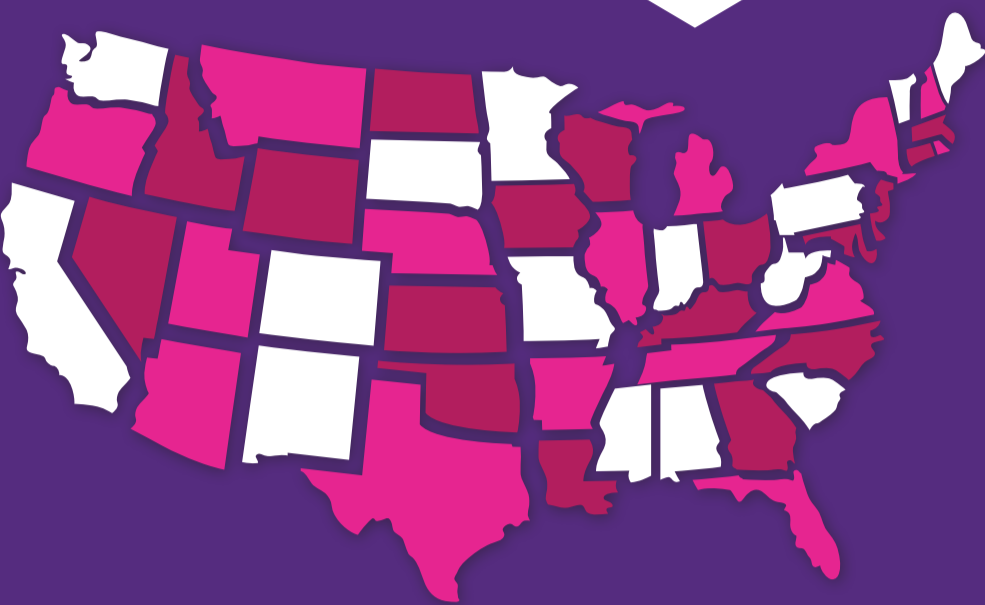


# BEAD FEST

Philadelphia

Targeting a nationwide audience of dedicated bead/jewelry enthusiasts for over 3 million impressions.

## Nationwide Campaign



### Tri-fold Mailers:

Sent to past attendees



### Nationwide Influencer:

- Paid promotional spots with key influencers in Bead and Jewelry Communities
- Promotional packet provided to all Bead Fest instructors



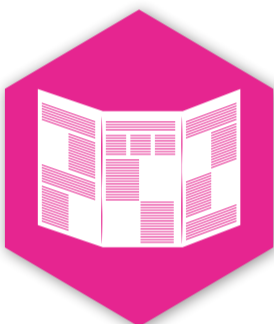
### Nationwide Email:

- Campaigns & targeted advertising with Bead and Jewelry Guilds nationwide
- Campaigns to Interweave lists of beading & jewelry enthusiasts



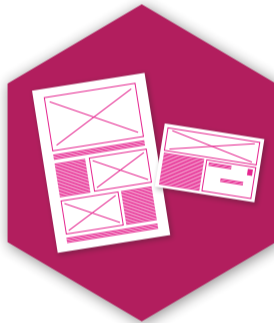
### Paid Social:

Promotions highlighting select course content



### Media Event Calendars/PR:

- Push to regional media and social influencers
- Partnership with VisitPhilly.com to promote regionally



### Posters & Postcards:

Placements in regional bead and jewelry supply stores with free marketplace tickets for their best customers



### Paid Social:

Promotions highlighting courses & marketplace highlights

## Regional Campaign

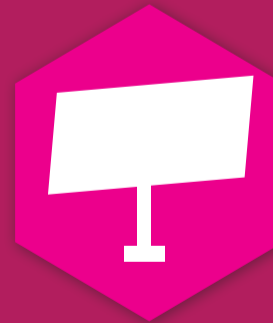


## Local Campaign



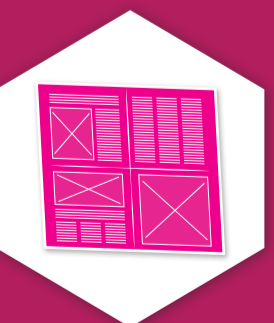
### Paid Social:

Promotions highlighting marketplace experience to attract last-minute attendees



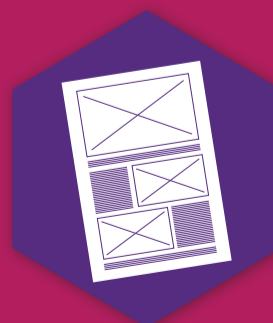
### Billboard Advertising:

In select locations near bead shops



### Local Papers:

PR push for editorial coverage



### Poster Advertising:

Locally to coffee, library, bookstore, theatre, and other 'creative' locations, focused on Marketplace experience

Become A Vendor

Become A Sponsor

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