

# promote new product got it? flaunt it!

submit your new product for promotional consideration in any of the following:

- social networking sites
- [californiagiftshow.com](http://californiagiftshow.com)
- lookbook
- new product press release
- on-site during CGS
- e-blasts
- press room



california  
GIFT SHOW

# what to send?

high-resolution images of new products  
shot on a neutral [white] background



# what to send?

high-resolution images of new products  
shot in a beautifully styled, lifestyle setting



# very important info

## **deadline**

thursday, december 8

## **submissions**

all submissions are considered for inclusion

there is no guarantee your submission will be included in any promotions or materials

inclusion is based on editor's discretion

completed form (pg 5) must accompany images

## **images**

images must fall within style guidelines outlined on pages 2 & 3 for consideration

all images must be high-resolution and meet at minimum the following specifications:

size: 5"x 7" or larger; resolution: 300+ dpi; format: jpeg, or tiff

## **what is considered new product?**

new product/line never before seen at CGS

new collection of existing line never before seen at CGS

## **during january cgs**

products submitted must be on display during Market and available for order





# info we want

please complete this form and submit with product images to nicole rubino at [nrubino@lamart.com](mailto:nrubino@lamart.com) by dec 8

## manufacturer info

manufacturer name: \_\_\_\_\_

contact person: \_\_\_\_\_

direct telephone: \_\_\_\_\_

email: \_\_\_\_\_

website: \_\_\_\_\_

## exhibitor info

exhibitor name: \_\_\_\_\_

booth/space: \_\_\_\_\_

venue (l.a. mart or la convention center): \_\_\_\_\_

## product info

product name: \_\_\_\_\_

wholesale price: \_\_\_\_\_

suggested retail price: \_\_\_\_\_

In-showroom date: \_\_\_\_\_

is it made in the u.s.a.?: \_\_\_\_\_

is it made or designed in california (specify)?: \_\_\_\_\_

is it organic/eco/green (specify)?: \_\_\_\_\_

has product/line received celebrity attention?: \_\_\_\_\_

any extra product samples available?: \_\_\_\_\_

is this product/line new to this show (CGS)?: \_\_\_\_\_

is this a new product from an existing line?: \_\_\_\_\_

do you want to send press kits for display? \_\_\_\_\_

product description (25-50 words): \_\_\_\_\_

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