



**\*Noted: The Greeting Card Expo**  
**+**  
**Gifted: The Creative Gift and Home Expo**

April 17-18, 2024  
Fort Mason Center for Arts & Culture  
San Francisco, CA

# Webinar Agenda

- Introductions
- Hours, Move-in/Move-Out, Shipping
- Exhibitor Space Specifics/FAQs
  - What you can and cannot bring
  - Furniture/shelving
  - Dimensions
  - Renderings
- Exhibitor Badges
- Marketing Campaign and how you can help
- Hotel Information
- Additional Exhibitor Benefits
  - Pitch programs
  - Show Awards



# Introductions

- **Greeting Card Association**
- **GCA Staff:**
  - Nora Weiser, Executive Director
  - Kori Sulewski, Membership and Program Manager
  - Mary Fitzgerald, Conference Planner
  - Endsley Eggert, Marketing Manager
  - Jasmine Romero, Membership Assistant
- **Committee Chairs and Volunteers:**
  - Kate Murray, Quick Brown Fox Letterpress
  - Dave Phipps, Avanti Press



# The Show – Who, Why, Where

- \*Noted is the largest gathering of greeting card makers in the country
- Adding Gifted will continue to expand the community
- By bringing management of \*Noted and Gifted all under GCA, we are able to listen to needs to exhibitors and buyers and be flexible with the planning process
- Fort Mason Center for Arts & Culture - a hub for creativity, imagination and innovation, the perfect spot for \*Noted and Gifted!



# \*Noted or Gifted?



**One cohesive show, one floorplan, one venue.**

## **\*Noted**

- Exhibiting 60% greeting cards
- Included shelving: 1" deep shelves
- Bar-height table and stool

## **Gifted:**

- Not limited in exhibiting products
- Ladder shelving
- Lower table and chair

# Show Hours



## Shipping Dates (tentative)

- Advanced Warehouse – March 1 – April 10

## Exhibitor Move-in Hours:

- Tuesday, April 16: 12:00 pm – 11:59 pm
- Wednesday, April 17: 7:00 am – 10:00 am

## Show Hours:

- Wednesday, April 17: 10:00am – 6:00pm
- Thursday, April 18: 10:00am – 6:00pm

## Move-out Hours:

- Thursday, April 18: 6:00 pm – 10:00 pm
- Friday, April 19: 8:00 am – 12:00 pm

# Turn-Key Exhibit Package

## Move-In Ready Spaces

- 8' high white walls
- fascia-mounted halogen light fixture (with electrical)
- \*Noted: 45" high table(s) & adjustable 24.8"-29.5" stool(s)
  - \*Noted: uninstalled shelves, 1" deep
- Gifted: 29" high rectangular table(s) & chair(s)
  - Gifted: Ladder shelving unit with four shelves
- 11.75×11.75 street-style aisle sign
- Street style aisle sign on header bar
- Waste basket by request
- On-site printed map listing



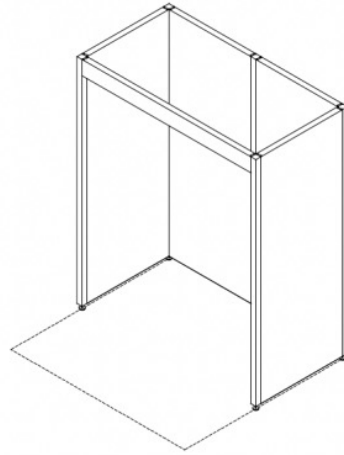
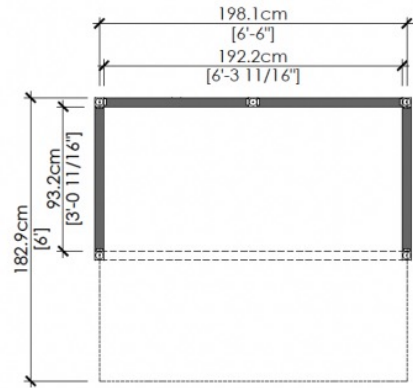
# Exhibit Wall Details

- 6x6, 6x12, 6x18, and 6x24 displays are 8 ft high Veloce Architectural Wall hard panel structures with 3ft deep side walls and wooden header in white.
  - Corner displays will have a full-length return wall at 3ft long.
- 10x10, 10x20, 10x30 displays are 8 ft high Veloce Architectural Wall hard panel structures with 8ft deep side walls and wooden header in white.
  - Corner displays will have a full-length return wall at 8ft long.
  - Corners only: submit inquires/requests for a 3ft return wall instead of an 8ft return wall by emailing [mary.fitzgerald@civicmanagement.com](mailto:mary.fitzgerald@civicmanagement.com)





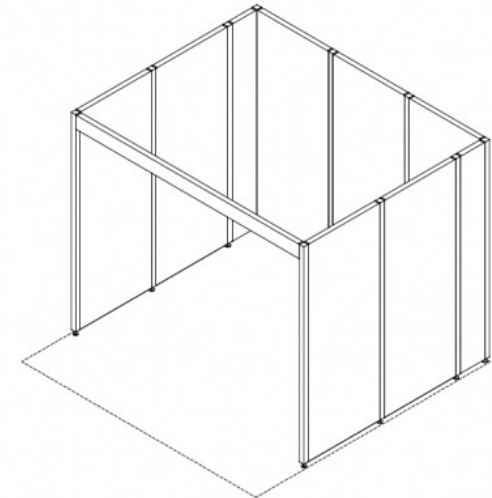
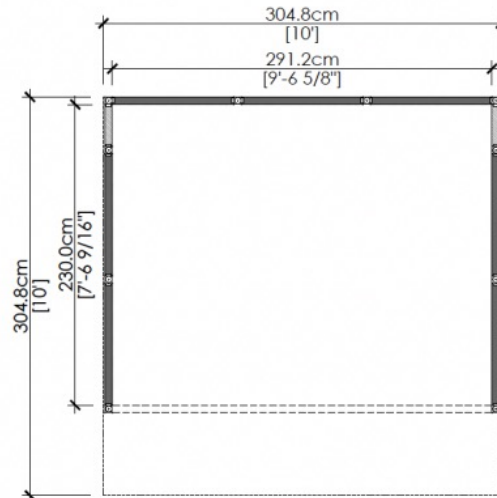
## 6x6 Specifications



\*VELOCE WOOD PANEL H : 244cm [8'-0 1/16"]

# 6x6 and 10x10 Renderings

## 10x10 Specifications



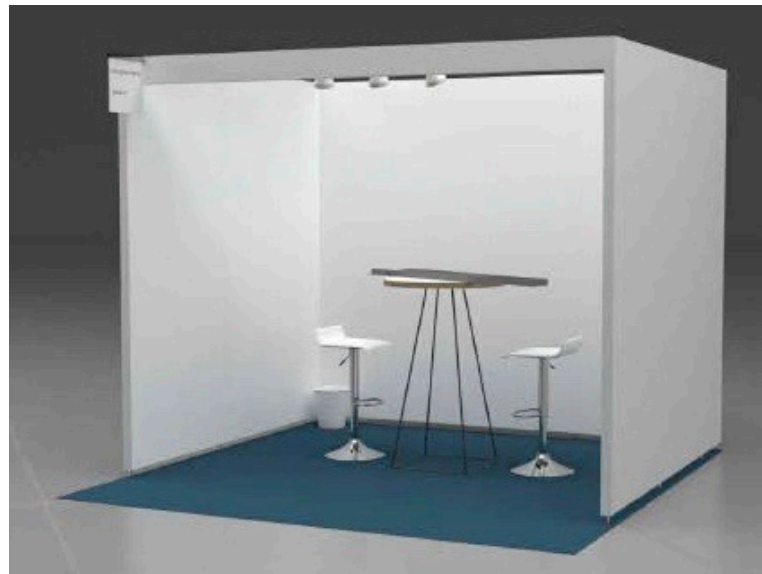
\*VELOCE WOOD PANEL H : 244cm [8'-0 1/16"]

## \*Noted Renderings



6x6 spaces

## Gifted Renderings



10x10  
spaces



# Renderings

## 6x12

	<p>*VELOCE WOOD PANEL H : 244cm [8'-0 1/16"]</p>
<p>1 TOP VIEW</p>	<p>3 STRUCTURE 3D VIEW</p>
<p>*SHELVES UNINSTALLED - INSTALL YOURSELF</p>	
<p>2 FURNITURE &amp; LIGHT FIXTURE LAYOUT</p>	<p>4 RENDERING</p>

## 6x18

	<p>*VELOCE WOOD PANEL H : 244cm [8'-0 1/16"]</p>
<p>1 TOP VIEW</p>	<p>3 STRUCTURE 3D VIEW</p>
<p>*SHELVES UNINSTALLED - INSTALL YOURSELF</p>	
<p>2 FURNITURE &amp; LIGHT FIXTURE LAYOUT</p>	<p>4 RENDERING</p>

# What You Can and Can't Bring

## YES

- Fabrics must be flameproofed and foam board must be flam- retardant
- Small storage boxes are allowed. A coat/storage check will also be available.
- Can bring floor spinners and display racks under 8 feet tall
- Can bring in your own shelving to mount on your own
- Corner displays can decorate the outside wall (return wall).
- Can mount product directly on walls (Will incur additional charges for holes drilled larger than ¼")
- Can use approved adhesives including Velcro, command strips, glue dots (no wallpaper)
- Can apply vinyl wall graphics - great for branding
- Can bring a fatigue mat
- Plants/flowers are allowed, but please be mindful of neighbors with allergies

## NO

- Outside furniture is not permitted unless the display is 6x18, or 10x20 or larger.
- Décor cannot extend outside or above the display space
- Cannot paint your own exhibit space - Painting, and ordering of paint, is handled through the show decorator labor. Paint is allowed on the back wall only.
- Cannot apply graphics to the floors
- Cannot bring area/decorative rugs
- Cannot use drywall anchors, toggle anchors, lag bolts
- Cannot bring balloons
- Cannot bring paper/flammable décor/displays that cover an entire wall (retail items/greeting cards are allowed).

# Exhibitor Badges

- 6x6 Display = 1
  - 6x12 Display = 2
  - 6x18 Display = 3
  - 10x10 Display = 2
  - 10x20 Display = 4
  - 10x30 Display = 5
  - Additional are \$35/each
- 
- Register them in your Exhibitor Portal



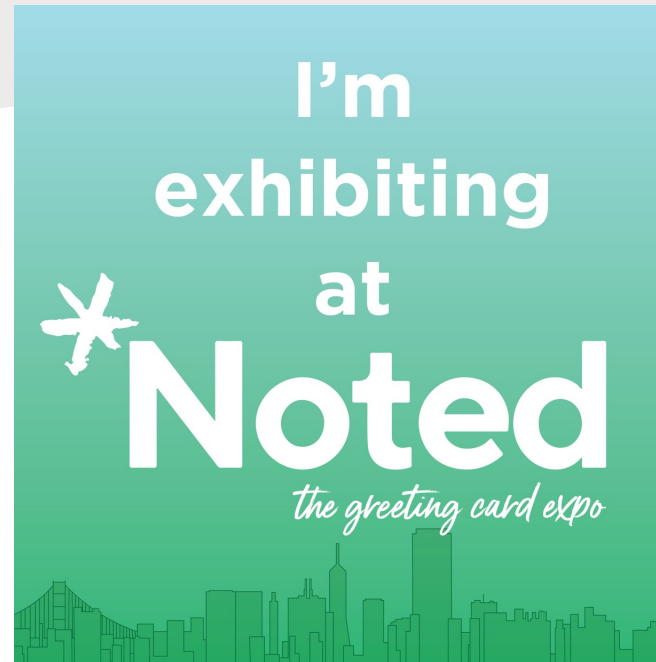
# \*Noted+Gifted Marketing Campaign

- Advertising, E-Blasts, and Media Partnerships with industry publications
  - Stationery Trends, Gifts & Dec, and Gifts Plus
- Outreach to over 20,000 buyers nationwide
- Targeted outreach to over 5,000 buyers within a 3-hour drive from the Bay Area
- Connecting with other associations to invite their members and buyers
- Programming for retailers to add value to their attendance experience
- Connecting exhibitors with buyers through our Shark-Tank-Style “Pitch Program”
- On-site mobile app in addition to printed Event Guide
- Activations and low-cost sponsorships to make connecting with buyers more meaningful
- VIP buyer program to make sure the right buyers from the right accounts shop the show
- \*Noted Village areas at industry shows to raise visibility with buyers including NY NOW and Atlanta Market
- Personal outreach from brands using marketing tools supplied by \*Noted+Gifted



\*Noted+Gifted is an event by the community, for the community. We need YOUR help to invite retailers and get them to attend!

- Share your retailer list with GCA
- Let your reps know to invite their retailers
- Send out physical mailers
- Post on social media
  - Exhibitor Images Drive
- Consider sponsorship to expand your presence beyond your space: Art of the Card (\$250)



# Select List of 2023 Buyers

12 SMALL THINGS
ABSOLUTE GALLERY
ANNIE S HALLMARK SHOP
Arch Supplies
Art of Play
Artful Home
ASIAN ART MUSEUM STORE
AZUCA JEWELRY
Barque Gifts
Be Home
Bella Vita
BIANCO
BLACK BIRD AND DESIGN
Books Inc.
BROWNIES ACE HARDWARE
Burro
Cactus Jungle
CAKEBREAD CELLARS
CALIFORNIA ART SUPPLY
California Museum
Calliope
Casa Azteca
Center of the World Inc.
Chicago Architecture Center
Cliff's Variety Store
Cole Hardware
COLORADO CRAFT COMPANY
Copperfield's Books
Daisy's
Daniel Richards
Denver Art Museum

Draegers
East Bay Booksellers
Ecru Modern Stationer
El Camino Health Gift Shops
elements retail group inc.
Evite
Exit 9 Gift Emporium
Fair Oaks Blvd Nursery
FERNS GARDEN
FINE ARTS MUSEUMS OF SAN FRANCISCO
FIVE ten
FLAX art and design
Flax Pen to Paper
Fleur De Lys
Fog City News
Folio
Friends of Santa Cruz State Parks
Gearhart Artful Home
GOLDEN GATE NATIONAL PARKS CONSERVANCY
hallojak
Heath Newsstand
HOME GOODS
HOUSTON MUSEUM OF NATURAL SCIENCE
HUNTINGTON MUSEUM
J. Paul Getty Trust
JEWELS WITHIN
Kensington Collection
Kolekto LLC

LOLA of North Beach
Los Altos History Museum
M.Lovewell
Maido Stationery
Meijer Inc
Menage Fine Stationery & Gifts
Mendocino Book Company
Milward Farrell Fine Art
MINISTRY OF SCENT
Mochi Kids
Mountain Hardware & Sports
Museum of Latin American Art
National Research & Development Creation
NEVADA CITY HOME AND GARDEN
Nevada City Home and Garden
OAKLAND MUSEUM OF CALIFORNIA
Paper Luxe
Papier Interiors
Perch
PERRYS PARCEL & GIFT
Port Book and News
Raley's Superstore
Red cap
RED STELLA
Retail Concepts
Rockin Rudy's
RUSSIAN HILL BOOKSTORE
Sausalito Chamber of Commerce Visitor Ce
Scout Bookstore
SERENDIPITY CARDS AND GIFTS

SFMOMA
Social Paper Plan
Space Needle/Chihuly Garden and Glass
Stampin' Up
STANFORD HEALTH CARE GIFT SHOP
Staples
TAGS
TARGET
THE GARDENER
The J. Paul Getty Trust
The Well Dressed Home
TJX
UC DAVIS MEDICAL CENTER GIFT SHOP
Urban Indigo
Urbanic Paper Boutique
WALMART
Williams Sonoma, Inc.
WINK SF
WOOF
Yosemite Conservancy



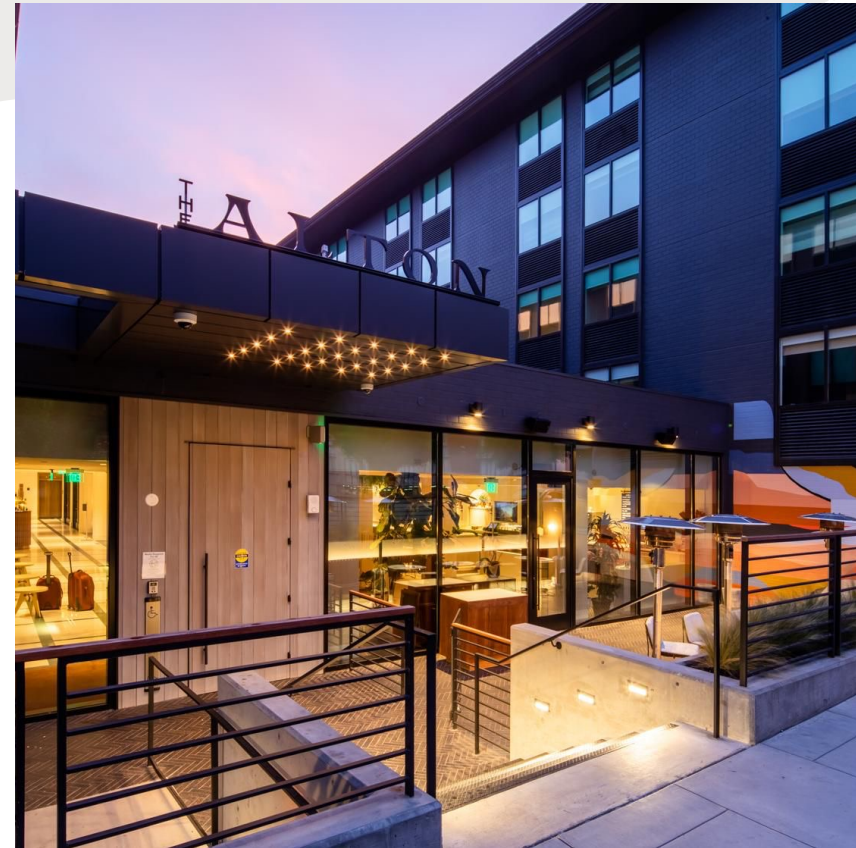
# Pitch Programs

- What are they
- Applications open until Feb 16<sup>th</sup>
- Cost: \$250
- Scholarships available
  - New Makers and Makers of Color
- Training sessions



# Hotel Information

- Kimpton Alton Hotel in Fisherman's Wharf
  - Room Rate: \$179/night
  - 10-minute walk from venue



# Additional Things

- Louie Celebration
- Show Awards
- Exhibitor Kit
- Exhibitor Portal



# Thank you!

Questions: [ksulewski@greetingcard.org](mailto:ksulewski@greetingcard.org) or  
[gca@greetingcard.org](mailto:gca@greetingcard.org)

