



# Noted

*the greeting card expo*  
SAN FRANCISCO 2024



# Gifted

*the creative gift and home expo*  
SAN FRANCISCO 2024



## **\*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

- Overview and Introductions
- \*Noted or Gifted?
- Pricing
- Exhibit Package Inclusions
- Renderings
- Floorplan
- Select Buyer List from 2023
- Marketing Campaign
- Additional Programs
- Hotel Information
- Questions



# Introductions

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





# The Show – Who, Why, Where

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- \*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.

- *However, if you are interested in exhibiting, you will first need to decide if you want to exhibit as a part of a \*Noted section or as a part of a Gifted section.*

## \*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

# Exhibit Space Pricing

Exhibit Space Size	*Noted - GCA Member	*Noted Non-Member / GIFTED
6x6	\$2,430	\$2,745
6x12	\$4,860	\$5,490
6x18	\$7,290	\$8,235
6x24	\$9,720	\$10,980
10x10	\$4,450	\$5,300
10x20	\$8,900	\$10,600
10x30	\$13,350	\$15,900
10x40	\$17,500	\$21,200
20x20	\$17,500	\$21,200

- **Corner Upgrade: \$275**
- **Payment Plan Option:**
  - 30% of total exhibit space package is due with contract. Non-refundable. Space selection will not be approved by GCA until the first deposit is paid.
  - 70% of total exhibit space package is due December 15, 2023. (Exhibitor is liable for 70% of total contract for cancellations or reductions after this date).
  - 100% of total exhibit space package is due March 1, 2024. (Exhibitor is liable for 100% of total contract for cancellations or reductions after this date).

# Exhibit Inclusions

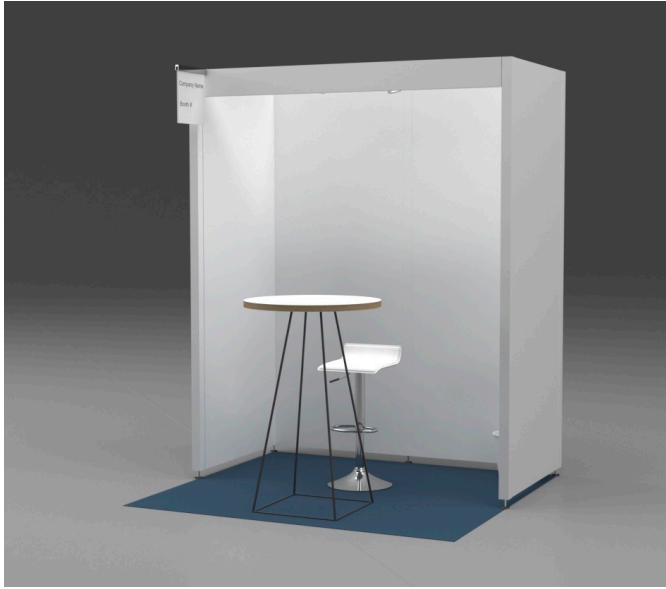
## Move-In Ready Spaces

- 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





## \*Noted Renderings



6x6 spaces

## Gifted Renderings



10x10  
spaces





# Floorplan

Exhibitor List



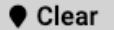
Available Space List



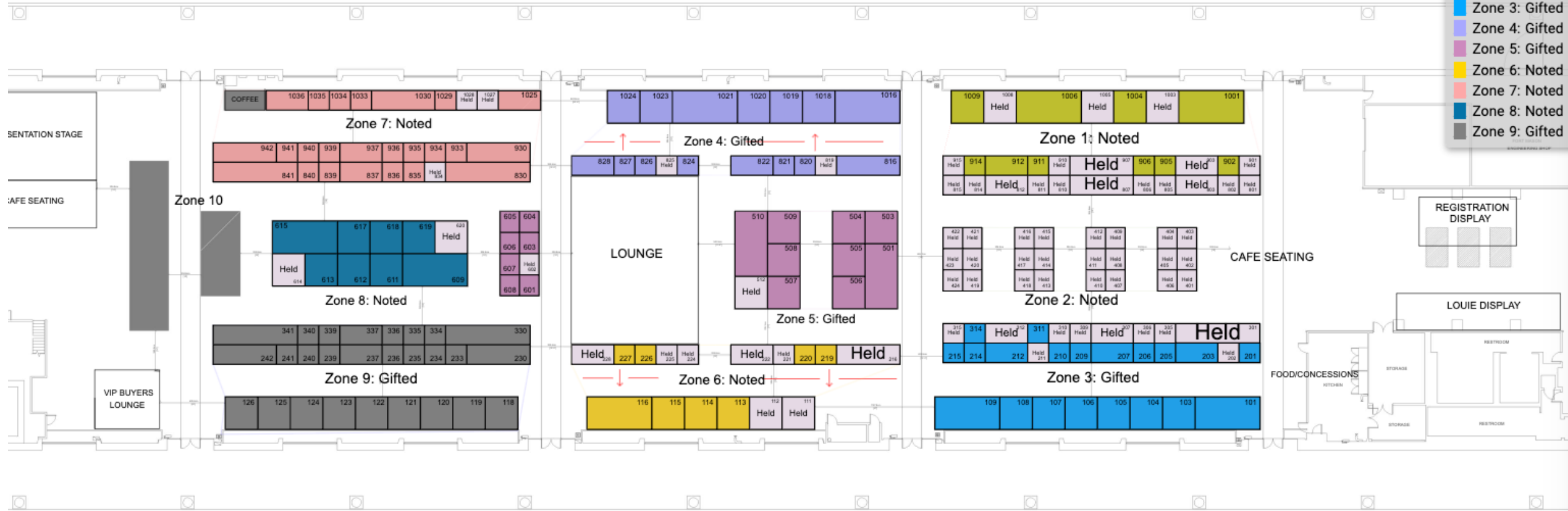
Zone List



3D



- Rented
- Zone 10: Gifted
- Zone 1: Noted
- Zone 2: Noted
- Zone 3: Gifted
- Zone 4: Gifted
- Zone 5: Gifted
- Zone 6: Noted
- Zone 7: Noted
- Zone 8: Noted
- Zone 9: Gifted



# 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

# \*Noted+Gifted Marketing Campaign

- Advertising, E-Blasts, and Media Partnerships with industry publications like Stationery Trends, Gifts & Dec, and Gifts Plus
- Outreach to over 16,000 buyers nationwide
- Targeted outreach to over 3,000 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

# Additional Programs

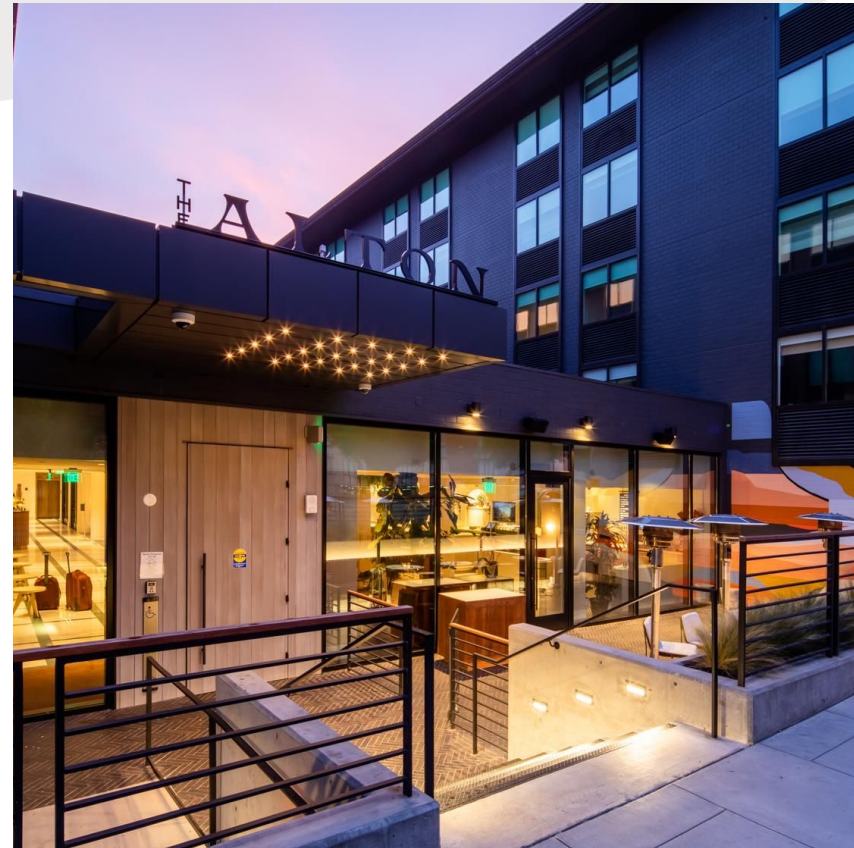
- Louie Celebration
- Pitch Programs
- Show Awards





# Hotel Information

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



# Thank you!

\*Noted Questions: [ksulewski@greetingcard.org](mailto:ksulewski@greetingcard.org)

Gifted Questions: [lisa@giftedexpo.org](mailto:lisa@giftedexpo.org)

