

Advertising and Marketing Policy

This Advertising and Marketing Media Policy outlines the guidelines and expectations for vendors participating in the Southeast Plant Show. Adherence to these guidelines ensures a professional and cohesive promotional environment for all participants. This policy outlines the terms and conditions under which the Vendor provides media assets to the Event Organizer for promotional purposes related to the Southeast Plant Show.

1. Approved Media Channels
 - Vendors are encouraged to promote their presence at the Southeast Plant Show through various media channels, including social media, email marketing, websites, and print materials.
 - All advertising must clearly state the vendor's participation in the Southeast Plant Show, including event dates and location.
2. Brand Representation
 - Vendors must use only approved logos and branding materials provided by the Southeast Plant Show. Unauthorized use of logos or promotional materials from other sources is prohibited.
 - All sponsor logos must be in vector format.
 - Vendor logos may be vector or png/jpeg.
 - All promotional content should reflect the Southeast Plant Show's values and mission, fostering a positive and inclusive environment.
 - Materials must comply with the event's branding guidelines and not include offensive or inappropriate content.
3. Social Media Promotion
 - Each vendor is required to share promo posts on their social media.
 - Tag or collaborate with @southeastplantshow and use #southeastplantshow
 - All vendors are required to make one social media post and one story when provided their 2025 Southeast Plant Show vendor image.
 - All social media posts must be respectful and adhere to community guidelines. Vendors are discouraged from making negative or disparaging remarks about other vendors or the event.
4. Advertising Collaboration
 - Joint marketing opportunities with the Southeast Plant Show are encouraged. Vendors may collaborate with the event organizers to create co-branded promotional materials.
 - Any collaborative advertisements must be pre-approved by the event organizers.
5. Indemnification
 - The Vendor agrees to indemnify and hold harmless the Organizer from any claims, damages, or liabilities arising from the Vendor's advertising and marketing materials, including any infringement of intellectual property rights.
6. Policy Violations

- Violating this policy may result in removing promotional materials, losing vendor privileges, or other disciplinary actions deemed necessary by event organizers.

Required Media from Sponsors and Vendors

To ensure a seamless and successful promotion of your participation in the Southeast Plant Show, we request the following media assets from all sponsors and vendors:

- 1. Logo Files:**
 - A high-resolution company logo is in PNG and vector format (SVG preferred).
 - Logo variations (full color, black and white) if available.
- 2. Product/Service Images:**
 - High-resolution images of key products or services.
 - Minimum of 5 images showcasing different aspects or varieties of your offerings.
- 3. Company Description:**
 - A brief company overview (100-150 words) highlighting your mission, products, and services.
- 4. Contact Information:**
 - Primary contact person's name, email, and phone number.
 - Social media handles (Facebook, Instagram, Twitter, LinkedIn, etc.).

Vendors agree to adhere to this Advertising and Marketing Policy by participating in the Southeast Plant Show. We appreciate your cooperation in creating a positive experience for all attendees and participants. If you have any questions regarding this policy, please get in touch with the event organizers at info@southeastplantshow.com. I appreciate your commitment to making the Southeast Plant Show a success!