Your Planner
Carla Martins
Miriam Shimon
Kaska Firor

CELEBRATE 20 YEARS WITH US!

REACH A GLOBAL MARKET

BeadandButtonShow.com
Welcome to the 20th Anniversary Edition of the Bead&Button Show. We sincerely thank you for your support of the Show over the years and we are looking forward to a very exciting year. This year our theme is “The Future is Bright.” We will look back at our history and look forward to creating an unforgettable event in Milwaukee, one that connects you to enthusiastic and dedicated customers, and helps you grow your business.

For the 20th Anniversary celebration, we will have special events throughout the Show especially during the Thursday evening preview shopping in the Bead&Jewelry Expo. We are planning increased direct marketing to highly qualified jewelry industry professionals and makers. And more investment in showcasing your brand, products and services both pre-show on our website, in social media and emails, and onsite with available specials and promotions. We want to make this year a great success for you.

Plan now to join us for the 20th Anniversary celebration of the Bead&Button Show. We look forward to warmly welcoming you Milwaukee in June.

Best,

Your Show Team

2020 Bead&Button Show Schedule

Bead&Button Show Classes: Sunday, May 31 - Sunday, June 7
Moonlight Madness: Tuesday, June 2, 9 - 11 p.m.
Meet the Teachers: Wednesday, June 3, 7 - 9:30 p.m.
Bead&Jewelry Marketplace Preview Shopping: Thursday, June 4, 4 - 8 p.m.
Bead&Jewelry Marketplace:
- Friday, June 5, 10 a.m. - 7 p.m.
- Saturday, June 6, 10 a.m. - 6 p.m.
- Sunday, June 7, 10 a.m. - 4 p.m.

Above left to right:
Back row: Megan Gould, Erica Barse, Becky James, Sarah Warren, Connie Whittaker, Lori Schneider
Front row: Diane Bacha, Dina Johnston, Lora Groskiewicz, Katie Salatto, Sara Dumford
Demographics » Meet the *Bead&Button* readers – Your Customers

*Bead&Button* magazine readers and Bead&Button Show attendees are passionate about jewelry, and about spending time and money at the Show.

**Experience Making Jewelry**

- **22%** 5-10 years
- **12%** 2-5 years
- **62%** 10 or more years

- **4%** less than a year

**Skill Level**

- **38%** Advanced
- **6%** Expert
- **48%** Intermediate

- **7%** Beginner

- **1%** less than a year

Source: Bead&Button Magazine 2015 Reader Survey

**Show registrants take an average of 3.5 classes and stay 6 days at the Bead&Button Show!**

Source: Bead&Button Show 2018 attendee survey

**Our readers spend more than $29 million annually on beading supplies!**

Source: Bead&Button Show 2018 attendee survey
Exhibitor Opportunities »
Benefits for Our Show Vendors

• Enjoy a state-of-the-art facility in the Wisconsin Center — carpeted, well-lit, easy load-in and load-out.
• Partner with our Show staff, with over 75 years of combined experience dedicated to your success.
• Listing and link to your website on the Bead&Button Show website — total visits: 30,205; total page views: 224,024.
• Regular mentions and links to exhibitor listings on Facebook and Instagram.
• Two listings in the Bead&Button Show Program:
  - Alphabetical; includes contact information, product description, and URL.
  - By booth number
• Gain access to nearly 10,000 highly qualified shoppers.
• Place your products in the New Product Showcase at NO COST to you.
• Receive a FREE table at Moonlight Madness, the preview shopping extravaganza.
• Take advantage of Shopper Incentives, including Bead&Button Show Bucks.
• Chance to win a 4-day FREE hotel stay.
• Participate in Make ‘N Takes.
• Free admission coupon available for you to distribute to your customers.
Print

*Bead&Button* magazine
Reach nearly 35,000 dedicated readers of the world’s best-selling beading magazine.
- December issue: *Bead&Button* Holiday Gift Guide section
  **Deadline:** 9/11/19
- June issue: *Bead&Button* Show ad section
  **Deadline:** 3/11/20

Class Catalog
Reach 8,000 dedicated students who have money to spend!
**Deadline:** 10/15/19

Show Program
Reach nearly 10,000 Show attendees looking to buy your products.
**Deadline:** 4/10/20

Digital

Website – BeadandButtonShow.com
Year-round exposure!
**Total Monthly Visits:** 30,205
**Total Monthly Page Views:** 224,024

Email newsletter
Reach 55,000 opt-ins with a variety of ad options, including an exhibitor spotlight ad

Dedicated and Templated E-blasts
- A Dedicated E-blast gives you control of your total ad message from the Subject line to the date it is sent out to our complete opt-in list
- Reserve a banner ad in our pre-show group e-blast sent out 2 weeks before the show
**Total List Size:** 55,000

Social Media
Engage our digital audience with a co-branded post to our 15,000+ Facebook followers.
Sponsors »
Get Noticed!

Sponsorships are the best way to increase visibility for your company at the Bead&Button Show.

Exclusive Expo Venues
- Bead&Button Café
- Complimentary photography booth
- Flameworking demo area
- Make ‘N Take classroom
- Meeting place and resting space

Showcase Your Company Products & Booth Location
- Expo entryway
- Graphics (banners, signage)
- Lanyards
- Live streaming with Bead&Button Show Facebook cover takeover
- Water bottle fill stations
- Instructor gifts
- Show tote stuffer

Special Event Opportunities
- Annual auction
- Meet the Teachers
- Moonlight Madness
- Red Carpet photo opp

Awards Programs
- BeadDreams Showcase
- International Metal Jewelry Artistry Showcase

Call to reserve a sponsorship today.
Testimonials » Partnering with the Show works!

Here’s what your fellow exhibitors have to say:

“We have exhibited at the Bead&Button Show since the beginning and absolutely love it! The show is not only a great opportunity to expand your recognition in the market place, but also offers international exposure. Over the years Robert & I have not only been vendors at the show, we’ve enjoyed teaching and participating in the many additional events that run during the show. We have formed life long friendships with both vendors and consumers, and consider the Bead&Button Show to be like ‘Old Home Week’, where we get to reconnect with folks we see at the show.”

Kim Rueth & Robert Jennik
Knot Just Beads

“We have exhibited at the Bead&Button Show since the beginning and perhaps the world. Since 2004, we have participated with Kalmbach and enjoyed every minute. The show is well run, staff is receptive, and venue top notch.”

Douglas Ho • Unicorne Beads, Inc.

“I want to thank all of you at Bead&Button involved in putting together the best bead show I’ve ever attended! The high-end professionalism — in every aspect — of such a great show made for better-than-expected sales, welcoming words (from attendees, exhibitors, and many that knew me from my previous attendance 10 or more years ago!), and more hope for next year and many years to come!”

Carl Clasmeyer • Clasmeyer Studios

“The Bead&Button Show represents an incredible opportunity for small businesses such as mine. I can show and sell my designs to people from all over the world in an environment buzzing with excitement! I’ve met many vendors whose products have enhanced my work, and they’ve become good friends during the Show and year-round. I wouldn’t be the artist I am today without B&B, and I’m grateful for all the work Kalmbach puts into the Show.”

Traci Otte • Creative Pursuits, LLC
Marketing Reach » The Best Expo for Jewelry Makers Just Got Better!

The Bead&Button Show is the best place to showcase your jewelry, jewelry-making products, services, and supplies. We are always looking to improve and bring more customers to your booth. We want you to know that we are 100% committed to making your booth a success!

Here’s what we are doing to make the Show even better:

Substantial Show Advertising

Online Marketing:
- Send 55,000 emails 2 times per week promoting the 2020 Show to newsletter subscribers.
- Increased social media advertising in Chicago, Minneapolis, and Milwaukee markets.
- Distribute discounted entry coupons through email and social media.
- Run Groupon and Daily Deal campaigns from March until June.
- Advertise on 1037kissfm.com and 991themix.com.

Radio & Television Advertising:
- Radio advertising: WUWM National Public Radio, WXSS-FM, and WMYX-FM.
- Bi-weekly PR and media alerts sent out to local and regional distribution.
- Interview opportunities on local Fox6 or WISN12 TV channels.

Local & National Advertising:
- Increased local and regional print and web ads including Milwaukee Magazine and Milwaukee Journal Sentinel.
- National advertising: American Craft magazine.
- National and local art guides and websites.
- Multiple billboards throughout Wisconsin.
- Partnership promotions: American Kumihimo Society, Tucson To Bead True Blue, and Art Glass & Bead Show.
- Mail class catalogs to 8,000 jewelry enthusiasts across the country.
- Mail promotion campaign to retail bead shops.
- Outreach to bead societies, groups, and organizations.
- Provide free coupon for exhibitors, instructors, and retailers to distribute.
- Expand regional travel program to bring buses of attendees to Show.

More activities to keep customers shopping

- Popular Silent Auction located in the Expo.
- Free professional jewelry photography booth.
- International Metal Jewelry Artistry Awards.
- BeadDreams Showcase and Awards.
- AND Bead&Button Show Bucks are back by popular demand.
For More Information »

Contact Us

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