

EXHIBITOR STRATEGIES

VTMAds.com

Fashion & Style

NFR & LAS VEGAS
ECONOMICS

Ample Space for
Immersive Exhibitor
Experiences

Interactive Print
Technology

Exclusive Exhibitor
Advertising
Opportunities



RUSTIC ELEGANCE MAGAZINE

Publication
J. Lucero

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RusticEleganceMagazine.com



0 35545 62336 78 1

ENSURING YOUR BRAND TRAVELS WELL TO VEGAS

Dear Valued Partners and Clients,

As the editor of Rustic Elegance Magazine, I am proud to introduce our innovative approach to marketing that ensures your brand travels well to Las Vegas and beyond. Our mission is to empower small businesses like yours to market smarter, not harder, by leveraging our data-driven strategies and cutting-edge technologies.

At Rustic Elegance, we understand the unique challenges faced by small businesses in today's competitive landscape. That's why we have developed a comprehensive print and digital marketing platform that seamlessly integrates various channels, including print, direct mail, digital, social, and video, to create fully customized advertising campaigns tailored to your specific goals.

One of our standout features is our augmented reality technology, which allows you to differentiate yourself from the competition and captivate your target audience. By bringing your print ads and direct mail pieces to life with immersive 3D product models, animations, and interactive content, you can engage potential customers in a way that leaves a lasting impression.



PHOTOGRAPHY BY LO HUNTER



As someone with deep roots in the heartland of America, with my wife, a fifth generation, from Livingston, Montana, and my own upbringing just outside of Clint, Texas, I understand the value of hard work and dedication. Having spent the past 22 years in Las Vegas, I have gained extensive experience in banking, financial services, legal services, title insurance, and real estate and mortgage industries. This unique combination of skills and knowledge has allowed me to create a powerful set of tools that we use at Rustic Elegance to bring unparalleled exposure to your brand and help you succeed.

Our commitment to your success is unwavering, and we believe that our data-driven approach and innovative technologies will help you reach your target audience effectively and efficiently. We invite you to join us at the Exhibitors Business Showcase, where you can learn more about how Rustic Elegance can help your brand travel well to Las Vegas and beyond.

Together, let's embrace the future of marketing and unlock the full potential of your small business.

Sincerely,
Jesse B. Lucero

Jesse B. Lucero
Editor-in-Chief, CMO
Rustic Elegance Magazine

ADVERTISING & PROMOTION STRATEGY



**RUSTIC ELEGANCE
MAGAZINE**

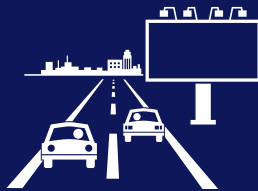
Market smarter, not harder, with Rustic Elegance Magazine's data-driven approach and innovative marketing solutions. Let us help you maximize your brand's exposure and drive results during the NFR events and beyond.



DIGITAL MEDIA



**LOCATION
MARKETING**



OUT OF HOME



NICHE MARKETS



**AUGMENTED
REALITY**



We aim to elevate your brand above the ordinary and illuminate your presence within the vibrant tapestry of the Las Vegas Community and beyond!



Kelly Bonnell Bishop
CEO | Co-Founder



WHAT TO EXPECT



SEAMLESS CUSTOMER SERVICE



TRACKABLE CAMPAIGNS



THE RIGHT AUDIENCE



CLARITY IN BRAND RECOGNITION



INTERACTIVE TECHNOLOGY



RUSTIC ELEGANCE
MAGAZINE



ADVERTISING PRINT & DIGITAL



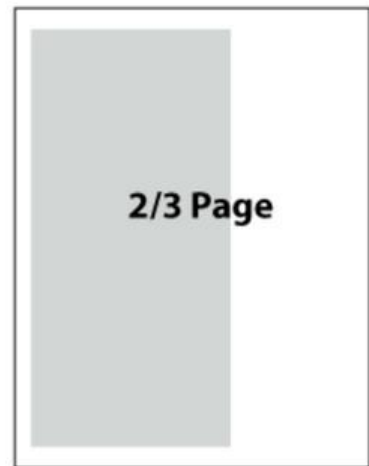
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(with bleed)

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8.75" x 11.25" (bleed)



Full Page
(without bleed)

7.5" x 10"



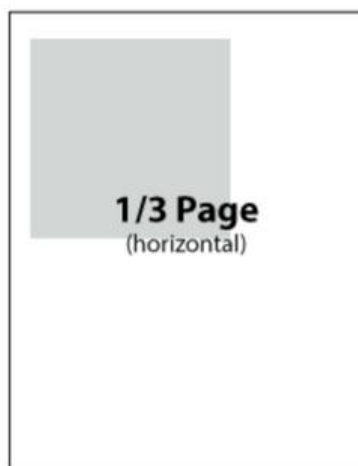
2/3 Page

4.78" x 10"



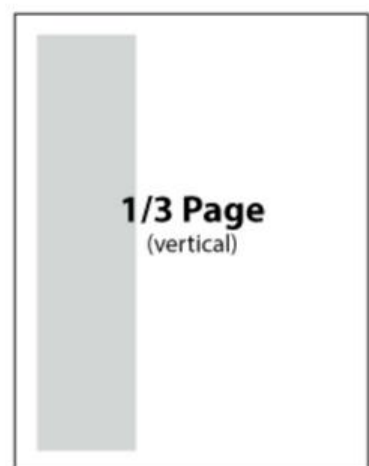
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(horizontal)

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1/3 Page
(horizontal)

4.78" x 4.78"



1/3 Page
(vertical)

2.38" x 10"

ADVERTISING PACKAGES

PACKAGE BENEFITS	Grand Master Exhibitor	PREMIUM PACKAGE
Rustic Elegance Magazine Promo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rustic Elegance Feature Article	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
QR Code w/ AR Promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video Promotion (Exhibitor)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
300,000 (+) Google Networks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Augmented Reality Design (E)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner Ads Landing Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Billboards  	<input checked="" type="checkbox"/>	
Magazine Copies	<input checked="" type="checkbox"/>	
Email Marketing to Database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Re-Targeting Campaigns	<input checked="" type="checkbox"/>	
Post Card Campaign 500 (+)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hulu & Gaming Apps	<input checked="" type="checkbox"/>	
Print Magazine Article w/ AR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rustic Elegance Blog Article	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 LinkedIn Advertising	<input checked="" type="checkbox"/>	

ADVERTISING PACKAGES



PRO Package	Basic Package	Customized package
✓		
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DIGITAL BILLBOARD ADS



Digital Advertising Available

Capture your customers from the airport to the convention center

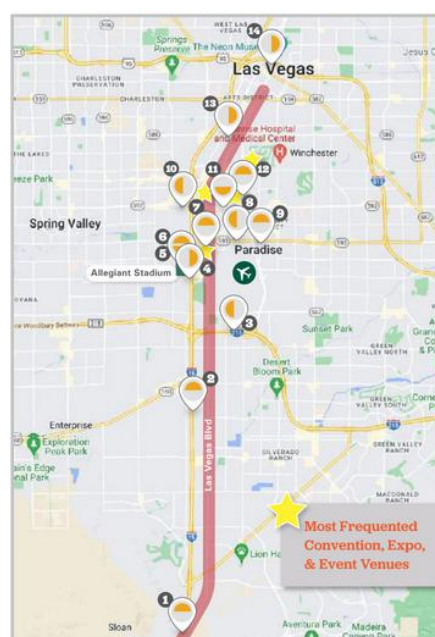


Digital Advertising Available

Allegiant Stadium Package



Tourist Digital Package



The Exhibitor Advertising Package

WHY RUSTIC ELEGANCE MAGAZINE CONTINUES TO BET BIG ON LAS VEGAS AND THE NATIONAL FINALS RODEO

Las Vegas, known as the Entertainment Capital of the World, attracts millions of visitors each year with its dazzling shows, luxurious hotels, and endless dining and shopping options. However, the city is also a powerhouse when it comes to hosting major events, particularly the National Finals Rodeo (NFR). At Rustic Elegance Magazine, we firmly believe that Las Vegas, and specifically the Thomas & Mack Center, presents an unparalleled opportunity for exhibitors looking to expand their reach and grow their businesses during the NFR.

“The rodeo has had a significant economic impact on the city, generating around \$180 million each year.”

The NFR, which has been held at the Thomas & Mack Center since 1985, is the biggest client for the arena, bringing in more than 170,000 fans during the 10-day event. The rodeo has had a significant economic impact on the city, generating around \$180 million each year. In 2022, the event had a total attendance of 173,350, showcasing its immense popularity and drawing power.

One of the most impressive aspects of the NFR is the sheer number of exhibitors it attracts. With more than 375 exhibitors showcasing their products and services, the NFR presents a golden opportunity for businesses to reach a large, engaged audience. The event, which has been operating since 1986, is the only official gift show of the Wrangler NFR, adding to its prestige and attractiveness for exhibitors.

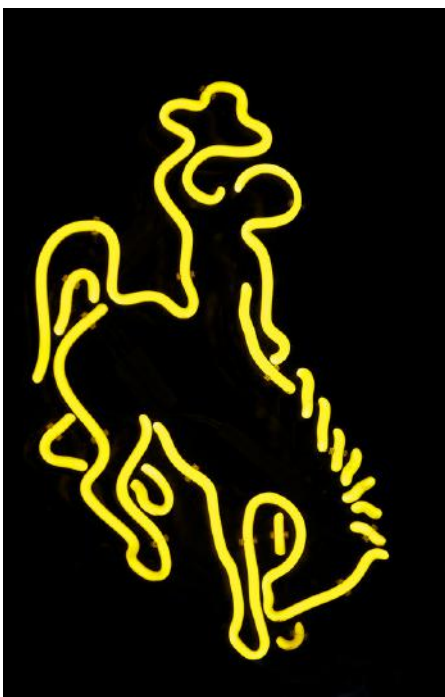


POSITIONING YOUR BUSINESS FOR SUCCESS AT THE NFR

Over the last four years, the NFR has averaged an attendance of 293,236, demonstrating its consistent ability to draw large crowds. The event also features the Junior World Finals, which consists of 10 straight days of competition, providing even more opportunities for exhibitors to connect with potential customers.

The NFR takes place across more than 500,000 square feet of space, offering ample room for exhibitors to showcase their products and create immersive experiences for attendees. By leveraging Rustic Elegance Magazine's cutting-edge augmented reality technology, exhibitors can create memorable and engaging displays that will leave a lasting impression on potential clients.

In addition to the exposure provided by the NFR itself, Las Vegas offers countless networking and relationship-building opportunities outside of the event. From world-class restaurants and entertainment venues to golf courses and spas, there are plenty of ways to connect with key decision-makers and influencers in a more relaxed and informal setting. Rustic Elegance Magazine can help exhibitors navigate this vibrant ecosystem and make the most of their time in Las Vegas during the NFR.



DYNAMIC OPPORTUNITIES



Positioning Your Business for Success at the NFR

The commitment to host the NFR in Las Vegas through 2035, announced by the Las Vegas Events Board of Trustees and the Professional Rodeo Cowboys Association Board of Directors, further solidifies the city's position as the long-term home of this iconic event. This extension will benefit all aspects of the PRCA, including contestants, stock contractors, committees, contract personnel, and fans, while also providing stability and growth opportunities for exhibitors.

Partnering with Rustic Elegance Magazine for a Data-Driven Approach

As Las Vegas continues to cement its status as the ultimate destination for the NFR, the opportunities for exhibitors at the Thomas & Mack Center will only continue to expand. By partnering with Rustic Elegance Magazine and tapping into our data-driven, multi-channel approach, exhibitors can position their businesses for success in this dynamic and lucrative market.



KELLY BISHOP
CEO & Broker

Don't miss out on the chance to be part of the NFR's exciting future in Las Vegas - contact Rustic Elegance Magazine today to learn how we can help you achieve your goals and thrive at the Thomas & Mack Center during this unparalleled event. We also offer exclusive Exhibitor Event packages, as well as advertising opportunities at the Allegiant Stadium and the Spagetti Bowl, ensuring that your brand travels well to Las Vegas and reaches your target audience effectively.

Market Smarter, Not Harder, with Rustic Elegance Magazine

Market smarter, not harder, with Rustic Elegance Magazine's data-driven approach and innovative marketing solutions. Let us help you maximize your brand's exposure and drive results during the NFR and beyond.

“BY PARTNERING WITH RUSTIC ELEGANCE MAGAZINE AND TAPPING INTO OUR DATA-DRIVEN, MULTI-CHANNEL APPROACH, EXHIBITORS CAN POSITION THEIR BUSINESSES FOR SUCCESS IN THIS DYNAMIC AND LUCRATIVE MARKET.”

Other Companies we work with

Sports-related brands:

Companies that sell sports equipment, apparel, or merchandise can capitalize on the strong association with the Raiders and the NFL to promote their products.

Food and beverage companies:

Businesses in the food and beverage industry, such as restaurants, bars, or packaged food brands, can benefit from the exposure to a large audience attending games and events at the stadium.

Automotive industry:

Car manufacturers, dealerships, and auto service providers can showcase their latest models, special offers, or services to a diverse and affluent audience.

Technology companies:

Brands in the technology sector can highlight their innovative products or services to a tech-savvy crowd and potentially gain new customers.

Financial services:

Banks, insurance companies, and investment firms can target a wide range of potential clients and promote their financial products and services.

Travel and hospitality:

Hotels, airlines, and tourism boards can attract visitors to their destinations or services by advertising to a audience that is likely to travel for games and events.

Entertainment industry:

Movie studios, music labels, and streaming platforms can promote upcoming releases, concerts, or subscriptions to a diverse and engaged audience.

Health and wellness brands: Companies offering fitness equipment, nutritional supplements, or wellness services can reach health-conscious individuals who are interested in sports and an active lifestyle.



RUSTIC ELEGANCE MAGAZINE

VTM
ADVERTISING

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