



Dear Original Miami Beach Antique Show Exhibitor:

It is my pleasure to share with you our 2009 marketing, media, advertising and public relations campaign we implemented for the upcoming show. After creating this plan, which included increased budgets across all categories, we are sure that our efforts will increase attendance at this year's show, much like the 2008 plan increased attendance by 25% over the 2007 show.

Marketing Partnerships

As we know that our attendees share an interest in the arts with many local organizations, we have reached out and negotiated cross promotional campaigns so that The Original Miami Beach Antique Show is well marketed and top-of-mind to those with interest in antiques. These organizations have substantial membership bases and have agreed to promote the show, via email and other outlets, to their members. Members will receive deeply discounted coupons to attend the show.

Art Center/ South Florida
The Wolfsonian Museum, FIU
The Jewish Museum of Florida
Miami Art Museum
Historical Museum of Southern Florida
Lowe Art Museum
Miami Design Preservation League
GableStage at the Biltmore
Broward Center for The Performing Arts
Adrienne Arscht Center for the Performing Arts
Miramar Cultural Arts Center

We are also working closely with the Greater Miami and Florida tourism officials to increase awareness of the show and utilize thier many promotional outlets such as email campaigns, website advertisements and business to business discounts.

Visit Florida
Miami Beach Chamber of Commerce
Greater Miami Convention and Visitors Bureau
Miami/Dade Gay/Lesbian Chamber of Commerce
Palm Beach Convention & Visitors Bureau

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- ✚ Again this year we have partnered with the Miami Herald and are sponsoring their yearly “Reader Contest”. This sponsorship allows The Original Miami Beach Antique Show to be included in any and all advertising for this contest. Essentially, this agreement doubles our visibility within The Miami Herald. The winner of the contest will receive a watch by Cartier provided by The Original Miami Beach Antique Show.
- ✚ We have also purchased 100,000 newspaper Post Its which will advertise the show on a bright yellow Post It for papers delivered in our targeted, demographic areas.
- ✚ Our sponsorship with Art & Antiques magazine provides a list of 10,000 subscribers who will receive an invitation to attend the show. Two complimentary passes are provided.
- ✚ In the spirit of cross promotion, we are working with CINOA (Confédération Internationale des Négociants en Oeuvres d'Art) to assist in promoting the show through their extensive international reach. CINOA representatives will also be attending the show and we have allowed them space in the front of the exhibit hall.
- ✚ All members of the south and west Florida chapters of the American Society for Interior Designers have received discounted offers to attend the show.
- ✚ All Florida chapters of the National Association of Watch & Clock Collectors have received discounted offers to attend the show.
- ✚ KidSanctuary provides temporary care for physically or developmentally challenged children who have been removed from abusive environments. One hundred tickets were donated to a fundraising dinner for this great cause.
- ✚ Forever Family provides ongoing assistance to foster children and their families to ensure these children have assistance before and after they reach 18 years of age. Twenty five complimentary passes were donated to assist with fundraising efforts at the Ft. Lauderdale Home & Garden Show
- ✚ One hundred complimentary tickets will be supplied to the board of directors and fund raising volunteers for the Diabetes Research Institute.



Calendar Listings

Calendar listings are an invaluable marketing tool. Consumers and collectors often review local publications to stay informed on local events. While we have always had a strong calendar presence, this year our reach broadened dramatically. Whenever possible, the show is listed in the print publication as well as the online version.

944

AAA Auto Club--Going Places

Absolutely Florida

AND Magazine/www.andpersandmag.com -Miami Bch

Anna Maria Island Sun Newspaper

Around Town

Art Newspaper

Art & Culture

Art & Living

Associated Press

Atlantic Ave Magazine (Delray Beach FL)

Aventura Magazine

Basta Pinoy News (Asian Community Boca Raton)

Beach Beacon (covers south Pinellas County beach towns), Belleair Bee, Largo Leader, Clearwater Citizen, Pinellas Park Beacon, and Seminole Beacon newspapers.

Beach Talk Magazine (Clearwater)

Beachside Resident (Port Canaveral To Sebastian)

Biscayne Times

Boca Beacon

Boca Raton Magazine (www.bocamag.com)

Miami, Boca and Palm Beach Design and Architectural Review (Gulf Stream Media)

Bonita Daily News

Bradenton Herald

Broward Informer

Business in Broward

Cape Coral Barometer (Arts and Culture News)

Cape Coral Daily Breeze

Charlotte Sun (Charlotte Harbor, FL)

City & Shore

Citysmart Magazine

Confabb--the conference community

Coral Gables Gazette

Coral Living (South FL Life & Leisure)

Cosmopolitan En Español

Deco Drive

Deland Beacon

Desoto Sun (Arcadia FL)

Diario Las Americas

DUO Magazine (South Florida)

East County Observer YourObserver.com (Sarasota)

eBella Magazine (Naples)

El Especial

El Heraldo de Broward



El Noticiero
El Nuevo Herald
El Popular
Englewood Sun
Entertainment News & Views
Eventful
Events Magazine (St. Augustine)
Fiere Nel Mondo
Fifth Avenue Magazine (Naples)
Florida Design
Florida Estates (Gulf Stream Media): Broward Luxury Homes, Boca Luxury Homes, Palm Beach-
Jupiter Luxury Homes, Stuart Luxury Homes and Vero Luxury Homes
Florida Horizons
Florida InsideOut
Florida International Magazine
Florida Keys Keynoter (Marathon)
Florida Monthly
Florida Weekly (Ft. Myers)
Florida Today (Central Florida)
Florida Travel & Life
Florida Trend
Floridays Magazine
Florida Sun Magazine (For German Speaking residents)
Ft. Lauderdale Magazine (Gulf Stream Media)
Ft. Myers News Press
Fort Pierce News
Free Press (Lower, Upper & Middle Keys)
Gazette (Gay & Lesbian Tampa)
Gaysofl.com (G&L online newspaper)
Glamour En Espanol
Go Gay Miami
Gold Coast Magazine (Gulf Stream Media)
Greater Miami CVB
Greentree Gazette (W. Palm Beach)
Gulf & Main
Gulfshore Life
Gulfcoastinglive.com
Hollywood Gazette
HOME Miami/HOME Ft. Lauderdale
Home & Design Magazine (Florida)
Instore
Indian River Magazine (Ft. Pierce)
Jacksonville Luxury Living
Jupiter Courier
Jupiter Magazine (Gulf Stream Media Inc.)
Key West Citizen
Key West, The Newspaper
L'Attitudes (Arts & Entertainment FL Keys)
La Campana (Spanish Only)
La Gaceta (Spanish, English, Italian Serving Tampa Area)
La Guia (Sarasota Hispanic Magazine)
Lake Mary Life Magazine

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Lakeland Magazine
Las Naciones News (Naples)
Ledger (Lakeland)
Luxe Magazine
Luxury Homes & Estates Magazine (Orlando)
Marco Island Eagle
Marco Island Sun Times
Miami Beach Chamber of Commerce
Miami Living Magazine
Miami Monthly
Miami New Times
MiamiProvocateur.com
Miami Today
Miami Hurricane Online (Univ. of Miami)
Miami's Community Newspapers
Miami Beach 411.com
Mature Lifestyles & Senior Connection (SE FL & SW FL Publications)
N, The Naples Magazine
Naples Daily News Online
Naples Illustrated, Neapolitan, Palm Beach Illustrated, Tampa Bay Illustrated, The Jewel of Palm Beach
New Times Broward/Palm Beach
North Port Sun (North Port FL)
Nuevos Ecos (SW FL-Spanish)
Ocean Drive Magazine
Ocean Reef Press (for the Ocean Reef Club)
Okeechobee Times
OnePaper (Juno Beach Online)
Osceola News Gazette
Our Town 50 (Sarasota, Bradenton, Venice)
Our Town News (Boca, Coconut Creek, Coral Springs)
Palatka Daily News
Palm Beach Daily News
Palm Beach Life
Palm Beach Society Magazine
Palm Beacher (Gulf Stream Media)
Palm West Press (Royal Palm, Wellington, Lox)
Paradise (Key West Art & Entertainment)
PBG Lifestyle Magazine (Palm Beach Gardens)
Port St. Lucie News & Stuart News
RSS-Jewelry.com
Romantic Homes
Sarasota Herald Tribune
Sarasota Magazine
Sebastian Sun
Sebring News Sun
SEE South Florida
She Magazine
Six Degrees
Social
SocialMiami.com
Solares Hill (Key West)
South Beach Magazine

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South Dade News Leader
South Florida Business Journal
South Florida Entertainment News & Views
Sun & Weekly Herald (Port Charlotte)
South Florida Sun Times
South Florida Sun-Sentinel
southflorida.metromix.com (City Link)
SRQ Magazine (Sarasota)
Simply the Best Magazine
St. Petersburg Times
Sun Community Calendar --Sun Dial
Tampa Bay Business Journal
Tampa Bay Magazine
Tampa Tribune
The Beacon (FIU Campus Paper)
The Broward Times
The Business Journal--South Florida
The Eagle (Florida Gulf Coast University)
The FAMUan (Florida A&M University)
The Florida Catholic (Venice)
The Islander News (Key Biscayne)
The Miami Herald
The Miami Herald Business Notes
The Miami Herald Calendar
The Miami Herald Neighbors-Beaches
The Miami Herald Tropical Life
The News Journal (Flagler & Volusia Counties)
The Miami Times
The Palm Beach Post
The Sunpost
The Villages Daily Sun
The Voyager (Univ. West FL)
Time Out Miami
Times of the Islands (Sanibel)
Town Crier (Wellington)
Travel Host (Broward)
Travel Host (Miami Dade)
Travel Host (Palm Beach)
Treasure Coast News
TSNN.com
USF Oracle (Univ. S. FL)
Venice Gondolier Sun
Vero Beach Press Journal
Visitflorida.com
VIVE Magazine
Water's Edge Reflections
West Orange Times (Winter Garden)
Westside Gazette
WHERE Miami
Winter Haven News Chief
Yelp.com

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We know that visibility in antiques, art and trade publications is essential for a successful show. Therefore, we have a vast and varied list of publications which will promote The Original Miami Beach Antique Show in the critical months prior to the show as well as in January.

Adornment, The Newsletter of Jewellery and Related Arts

AmericanStyle

Antique & Collecting Monthly Newsmagazine

Antique Review

Antiques & Auction News

Antiques & The Arts Weekly--Calendar Listings

Antique Shoppe, FL

Antique Trader

Antiques and the Arts Online

Art & Antiques

Art & Auction

ArtNexus

Association of Jewelry Historians

Canadian Jewellery

Collector Magazine & Price Guide

Collectors Journal

Collectors News

Colored Stone

Diamonds.net/ Rappaport Diamond Report

Europa Star

Info4collectors.com

InSync

International Watch

Horological Times

Hr: WatchesInSync

JCK

JCK Fair Guide

Jewellery Business--On Line Edition

Jewelry Historian Update

Jewelry News Asia

Journal of Antiques Calendar Booklet

Journal of Antiques & Collectibles

JQ International Jewelry Quorum

Lapidary Journal--Jewelry Artist

Lustre Magazine

Maine Antique Digest

Mid-America Jewelry News

Modern Jeweler

Modern Silver Magazine (on-line only)

National Jeweler

News-Antiques

Ornament

Polygon

Silver Magazine

Southeastern Antiquing

Southern Jewelry News & Mid America Jewelry News

The Diamond Registry Bulletin

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The Magazine Antiques
The New England Antiques Journal
The New York Antique Almanac
The New York-Pennsylvania Collector
Tuscon Show Guide
Watch & Jewelry Review
Watch Enthusiast

Advertising

We are proud of our extensive advertising campaign. Below is a listing of publications featuring ads in the months prior to the show.

Art & Antiques Magazine	Antiques Trade Gazette
The New England Journal Antiques	Art & Antiques Around Florida
Florida International Magazine	JCK
Florida International Spy—Special Issue	JCK Fair Guide
Naples Daily News	Boca Raton News
Travel Host	Maine Antique Digest
Clubhouse Living	Southeastern Antiquing
Oceanfront Magazine	Tuscon Show Guide
Journal of Antiques & Collectibles	Sun Sentinel
Miami Herald	Palm Beach Post
El Nuevo Herald	WHERE Miami
AroundTown Magazine	Palm Beach Life Magazine
Miami Herald Weekend Planner	Antique Week
Palm Beach Daily News	

NEW THIS YEAR!

Look up! Nearly 80 lamp posts in strategic areas of Miami Beach will have street banners advertising the show!

Internet Based Advertising

No advertising campaign would be complete without a strong presence on the World Wide Web.

MiamiHerald.com
OutTraveler.com
SocialMiami.com
ArtNet.com
Arts & Antiques around Florida (two email blasts to entire list of publication subscribers)
Greater Miami Convention & Visitor's Bureau
VisitFlorida.com
Miami Herald Weekend Planner (two email blasts to 30,000 subscribers)
Modern Silver Magazine
Art & Antiques Magazine
Florida International Magazine (email Blast to entire list of subscribers)



Radio and Television

WPBT Channel 2—17 spots to air between January 19th – 24th. All spots will be scheduled before or after a prime time show. Several of the spots will run before and after the Antiques Roadshow.

WXEL—20 spots to air between January 19th – 25th. All spots will run during the prime time hours and again, before and after Antiques Roadshow.

We will also have 10, 15, 30 and 60 second commercials on the following radio stations:

WLYF-FM
WMXJ-FM
WLVE-FM
WIOD-AM

WINZ-AM
WXEL-FM
WEAT-FM
WOLL-FM

Media Coverage

As always, we expect a great turn out from our friends in the media to cover the show. Still a month away we expect press coverage from the following publications

AroundTown Magazine
WHERE Magazine
944 Magazine
Palm Beach Daily News
Miami Herald
El Nuevo Herald –CitySmart Magazine
Beach Beacon
Bellair Bee
Largo Leader
Clearwater Citizen
Pinellas Park Beacon
Seminole Beacon

Hotels

Sixty hotel concierges of luxury hotels in the Greater Miami Area will have received complimentary passes to the show to provide to their guests. These hotels include:

Fontainebleau
Lowe's Hotel
South Beach Marriott
Sonesta Bayfront Hotel
The Avalon Hotel
Miami Beach Resort and Spa
The Newport Beachside Hotel & Resort
Mayfair Hotel & Spa
Westin Diplomat

Hotel Sofitel
Westin Colonnade Hotel
Hotel De Soleil
The Biltmore Hotel
The National
JW Marriott
LeMeridien
Hyatt Regency—Coral Gables
Trump Int'l Sonesta Beach Resort



Doubletree Coconut Grove Hotel
Marriott Biscayne Bay
The Setai
Delano
The Tides
The Shore Club
The Raleigh
Royal Palm
Standard Miami
Acqualina Resort and Spa
Intercontinental Hotel
Shore Club Hotel
Vincci South Beach Hotel
Hotel Riu, Florida Beach
Gansevoort South Hotel Spa Residences
Hotel Astor
Suites of Dorchester
Clinton Hotel South Beach
The Sanctuary Hotel
Wyndham Grand Bay
Casa Casuarina

Doubletree Grand Biscayne Bay
Sonesta Bayfront Hotel-Coconut Grove
Ritz-Carlton South Beach
Gansevoort South
Hotel Victor
Sagamore
The Hilton Bentley
The Palms South Beach
Mandarin Oriental Miami
Mondrian
Sagamore The Art Hotel
Victor South Beach Hotel
Four Points By Sheraton
Hotel Nash
The Claridge Hotel
The Mutiny Hotel-Coconut Grove
Marseilles Hotel
Circa39
Strand Ocean Drive Hotel
The Angler's Boutique Resort
Ritz-Carlton—Key Biscayne

Free Appraisals

The Original Miami Beach Antique Show welcomes Gary Piattoni and Dave McCarron who will be joining us this year to lend their expertise to appraisals for the public. With more than 20 years experience in the fine art and antique business, Mr. Piattoni holds a certificate in appraisal studies from New York University and is a former specialist with Christie's fine art auction house in New York. He has also appeared as an appraiser on PBS's *Antiques Roadshow* since 1997, as well as a guest on ABC's *The Oprah Winfrey Show*, NBC's *The Maury Povich Show*, and WGN Radio's *Milt Rosenberg Extension 720*. He also has contributed to numerous articles in such publications as *New York Magazine*, *Town & Country*, *Chicago Magazine*, and *Design Times*.

David McCarron carries more than 25 years of experience as an appraiser and auctioneer for regional and international auction houses, including senior positions at Eldred's, Sotheby's, Boos Gallery, and most recently, Freeman's. His broad knowledge across many disciplines is recognized and respected throughout the auction world and has made Mr. McCarron a popular television figure, including appearances on *The Oprah Winfrey Show* and CNN. He has been a regular appraiser on *Antiques Roadshow* since the show's premiere in 1997.

Appraisals will be limited to one item per person. Merchandise purchased at the show will not be appraised.