



MIAMI BEACH, FLORIDA

JANUARY 12 - 14, 2018

EXCLUSIVE OFFER

For Antiques, Vintage and Fine Art Dealers

UNIQUE OPPORTUNITY to reach antique enthusiasts **exclusively for U.S. Antique Shows dealers!** Reach thousands at the Miami Design Preservation League's 41st annual Art Deco Weekend, January 12-14, 2018.

YOU ARE INVITED to participate in **The Promenade** -- a special, vetted area exclusively for antique, vintage and fine arts dealers. Take advantage of this perfect opportunity to reach a huge number of educated consumers in the coveted 35-54 age demographic. Over 150,000 south Florida residents and tourists will attend this highly regarded, three-day community cultural festival!

PRIME LOCATION. LIMITED SPACE. Located between 10th and 11th Streets in the heart of the festival, The Promenade will be directly connected to, and have direct open access to, Ocean Drive. Only a limited number of spaces are available. All dealers will be vetted.

UPSCALE AMBIANCE. This custom 50x80 area with carpeted, wooden floor, and white pagoda-framed peak tents, will feature dealers lining two sides. The Original Miami Antique Show's "Speakeasy" Bar and Lounge, featuring continuous cocktails and live music will anchor the center.

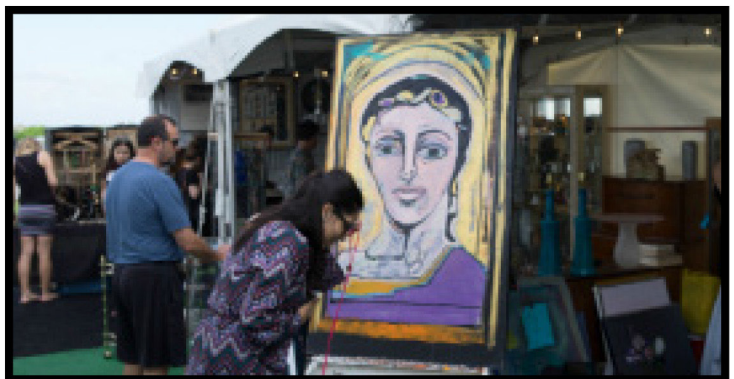


"We were pleased with our participation in Art Deco Weekend 2017 and plan to return in 2018. It's a great complement to our participation in The Original Miami Antique Show."

- Paul Haig, Haig's of Rochester



SPECIAL EVENTS & PARTNERS. Art Deco Weekend was excited to welcome Michael Arenella and his Jazz Age Lawn Party in 2017. The success of this internationally-acclaimed, entertainer brought a new, upscale audience to the festival. Exclusive private home tours offered by the Flamingo Park Neighborhood Association also added a new, upscale dimension in 2017, and were well received by residents and tourists alike! Both of these partners are expected to expand their festival participation in 2018!



"The clients are there and the improved logistics means we can easily reach them. Looking forward to Art Deco Weekend 2018!"

- David Arenson, Atomic Flat



STRONG MARKETING CAMPAIGN

Art Deco Weekend 2018's multi-tiered marketing campaign will include:

- Advertising with media partners, such as: Miami Herald, Miami New Times, Clear Channel, WDNA, Welcome Magazine, Atlantic Broadband and many others.
- Cross promotion with our cultural partners, such as: Bass Museum, Wolfsonian Museum, PAMM, HistoryMiami, The Original Miami Antique Show, Antique Automobile Club of America, Greater Miami CVB, Miami Beach's Historic Neighborhood Associations and more.
- A robust digital marketing campaign, including: Google adwords, social media and online advertisements.
- A strong PR plan that will specifically promote The Promenade as one of the main highlights of the festival.

SCHEDULE

FESTIVAL HOURS

Fri: 5pm - 10pm
Sat: 10am - 10pm
Sun: 10am - 8pm

Vehicle Load-In & Set-Up

Thurs: 6am - 5pm

Display Set-Up

Fri: 7am - 5pm

Breakdown & Load-Out

Sun: 8pm

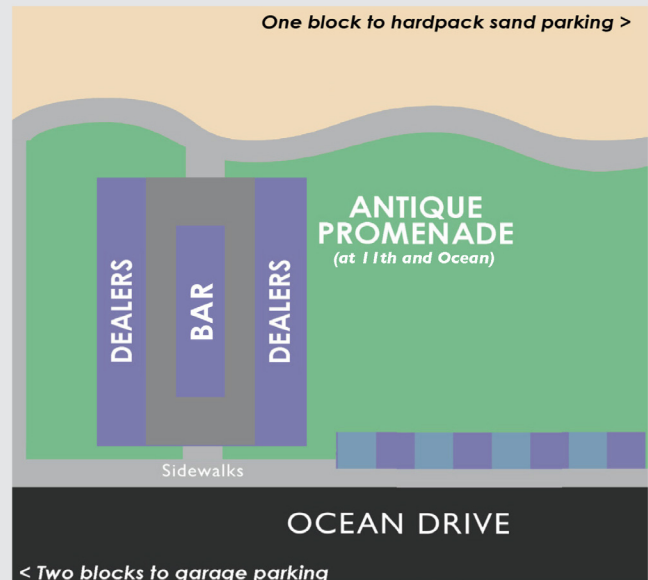
EXHIBITOR RATES

10 x 10: \$850

10 x 15: \$1275

10 x 20: \$1650

Rates Include: tenting, electrical outlet, wood floor and carpet, clear tent flaps, special overnight security (in addition to general 24-hour festival police and security). And most importantly, free cocktails for you and your clients at The Original Miami Antique Show "Speakeasy" Bar and Lounge!



Parking: GUARANTEED parking for standard size vehicles in nearby garage included. Guaranteed parking for trucks and trailers available on the hardpack sand (*no in and out*) for \$125.

Showcases: Wall and jewelry showcases will be available at a nominal cost.

TO SIGN UP OR FOR MORE INFORMATION

Contact: Marie Hernandez
Miami Design Preservation League
305-672-2014
adwvendor@gmail.com
www.artdecowekend.com



About the Miami Design Preservation League

Art Deco Weekend is the Miami Design Preservation League's (MDPL) signature event and largest educational outreach program. MDPL created the festival in 1976. It was the catalyst that saved the largest collection of Art Deco architecture concentrated in one small area in the world. MDPL continues to preserve, promote and protect our city through historic preservation and education initiatives. Please visit our website at www.mdpl.org to learn more.