

# *Atlantic Publicity Gifting*

*Presents an Exquisite Gift Lounge  
in honor of the  
2010 Emmy Awards*

*Nominees & Presenters*

August 27-28

10am-7pm Hollywood, CA

[www.ahgproductions.com](http://www.ahgproductions.com)

## *Join Us*

for our 2010 Gift Lounge in Honor of the Emmy Awards Nominees and Presenters and have the opportunity to get your product in the hands of the 2010 Emmy Awards Presenters and Nominees. Our clients receive numerous photos with celebrities holding their products, which can be used in a myriad of ways including but not limited to:

- Magazine and Press Submissions • Press Releases
- Marketing Material • Trade Show Displays • Online Promotion (including company website)

*Benefits* Whether you're launching a new product/line, showcasing a revamped existing line, increasing brand

awareness or working to stay ahead of the competition, our luxurious gift lounges will introduce you to and align you with the industry's elite. And this is only one of the benefits associated with participation at one of our events...

- Atlantic Publicity will assist you in maximizing your exposure before, during and after each event. We will cover the Awards and include your name services and/or products in our coverage of the Emmys thus linking your name to celebrities and the elite of entertainment.

- Photos/Video– Atlantic Publicity hires the leading digital photographic press agency/wire service as our exclusive photographer. Within 3-5 business days you will receive a disk with all photos of the celebrities posing with your products and brand. A Personal Video can be made for an additional fee. Photos/Videos with celebrities will only be given to those clients who take out a booth in the gift lounge and also purchase a media wall with their logo on it. The celebrities will then pose in front of the media wall.

- Exposure in the Press – Atlantic Publicity will feature your company name and/or product in all press and news releases, and will include you in any cross-promotional opportunities.

- Targeted Relationship Building – Atlantic Publicity will assist with introductions to celebrities, key industry executives, celebrity stylists, talent managers and buyers from top LA boutiques. Our personal connections and consistent celebrity attendance record will help you develop relationships with these leaders of style and trends. Your image will mix and mingle with upwards of 80 celebrities / 60

press, and have the opportunity to promote your product in an exciting and effective way. What might take months of diligent outreach and networking (not to mention PR and marketing dollars) can be accomplished over a period of 2 days at one of our event-driven product/services placement lounges... This opportunity applies only to those who purchase a booth and media wall and give away sample products to the visiting celebrities and media.

- Post event (within 21 to 31 days approximately), any media recaps will be sent to you at no additional charge.

Atlantic Publicity has two media divisions: Atlantic Publisher and Spotlight News Media. Therefore we have the power to work closely with the national and international community of the media and as such can create opportunities to feature your product in local, national and international coverage, creating a well-rounded branding opportunity.

Atlantic Publicity has gained an incredible reputation for putting together Luxury Gift Lounges & events that celebrities and media want to attend. With a combination of extensive pampering and \$40,000+ gift bags the celebrities take home, it is no wonder that we receive calls asking when the next lounge is.

### Gift Bag Sponsor

\$ 5,000

- Inclusion in gift bag only, no on-site appearance by client. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Gold Sponsor

\$ 8,500

- Gifting lounge opportunity with one (1) company representative visiting the lounge for a few hours • 3 foot table with elegant linens • Photo opportunities with celebrities and your product

Direct access to attending media. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Platinum Sponsor

\$ 9,990

- Includes your own media wall. Gifting lounge opportunity with two company representatives visiting the lounge for a few hours • 6 foot product display with elegant linens • Photo opportunities with celebrities and your products. Direct access to attending media • Photos with celebrities in front of your media wall. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Presenting Sponsor

\$25,000

- Gifting lounge opportunity with two company representatives visiting the lounge for a few hours • 12 foot product display table with elegant linens
- Photo opportunities with celebrities and your products • Inclusion in news release and all marketing materials
- Direct access to attending media • Prominent placement within the lounge • Exclusivity within your product category
- Logo on press wall • Designer assistance with display and signage • Opportunity to have Celebrities sign a poster to give to the charity of your choice. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

## Title Presenting Sponsor

\$40,000

- Gifting lounge opportunity with two company representatives visiting the lounge for the whole duration of the event • 20 foot (approx.) designer product display with full set up
- Photo opportunities with celebrities and your products • Inclusion in press release and all media coverage
- Direct access to attending media • Premier placement within the lounge and branded throughout the event • Exclusivity within your brand category • Logo on press wall • Named as Title Presenting Sponsor in all press and on all marketing materials • Opportunity to have Celebrities sign a poster to give to the charity of your choice.

Total Products = 150

## *Attendees of APG Luxury Gifting Lounges and Special Events included:*

Leonardo DiCaprio,  
Helen Mirren,  
Forest Whitaker,  
Terrence Howard ,  
Fergie  
Jennifer Hudson,  
Cindy Crawford,  
Channing Tatum Rihanna  
Eva Longoria,  
Elton John,  
Geena Davis,  
Jennifer Love Hewitt,

Justin Timberlake,  
Billy Bob Thorton,  
Don Cheadle  
LL Cool J Shaun Toub  
Michael Sheen,  
Kate Walsh  
Ne-Yo  
Keyshia Cole  
Bill Maher  
Debra Messing,  
Joe Jonas  
Ryan Phillippe  
Paris Hilton,  
Tom Arnold,  
Vivica A. Fox,  
Reggie Bush  
Anil Kapoor,  
Paula Abdul,  
David Arquette,  
Isaiah Washington,  
Gael Garcia  
Jamie Kennedy,  
Al Green,  
Leeza Gibbons,  
Michael Buble,  
Neil Patrick Harris,  
Alan Arkin  
Jean Smart,  
Ryan Seacrest,  
Michael Phelps,  
Kevin Bacon,  
Charlie Sheen,  
Ludacris,  
Cloris Leachman,  
Blake Lively,

Annalynne McCord,  
Keenan Thompson,  
Randy Jackson,  
Kathy Griffin,  
Mario Lopez,  
Robert Buckley,  
Selina Gomez,  
Alec Baldwin,  
Christina Milian,  
Jordan Sparks  
Kara DioGuardi

Today's best brands align themselves with APG Luxury Gift Lounges & Giftbags to get their products directly into the hands of the hottest stars of film and television.

These invite-only environments allow clients' products and services one-on-one interaction with key press, celebrities/ VIPs, and give participating brands specialized photo opportunities with their products and the celebrity for their marketing and press materials.

APG GIFTBAGS – Leveraging its longstanding strategic partnerships with many of today's biggest brands, APG has the ability to provide fun, trend-forward giftbags at an extremely low cost.

APG GIFT BAGS were the recipient of the “Best Gift Bag” for the Emmy Suites.

“

With a \$60,000 investment, we have received over \$2.1 million in free press and more pictures of celebrities with our product than we could ever imagine ” – Hannah Murray, RevitaLash

Space is Limited

Contact: Adrienne Papp 917.678.4017 or  
Michael Muraca 310.795.1842

**ATLANTIC PUBLICITY**  
**205 Washington Avenue, Suite # 509**  
**Santa Monica, CA 90403**  
**[www.AtlanticPublicity.com](http://www.AtlanticPublicity.com)**



press, and have the opportunity to promote your product in an exciting and effective way. What might take months of diligent outreach and networking (not to mention PR and marketing dollars) can be accomplished over a period of 2 days at one of our event-driven product/services placement lounges... This opportunity applies only to those who purchase a booth and media wall and give away sample products to the visiting celebrities and media.

- Post event (within 21 to 31 days approximately), any media recaps will be sent to you at no additional charge.

Atlantic Publicity has two media divisions: Atlantic Publisher and Spotlight News Media. Therefore we have the power to work closely with the national and international community of the media and as such can create opportunities to feature your product in local, national and international coverage, creating a well-rounded branding opportunity.

Atlantic Publicity has gained an incredible reputation for putting together Luxury Gift Lounges & events that celebrities and media want to attend. With a combination of extensive pampering and \$40,000+ gift bags the celebrities take home, it is no wonder that we receive calls asking when the next lounge is.

### Gift Bag Sponsor

\$ 5,000

- Inclusion in gift bag only, no on-site appearance by client. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Gold Sponsor

\$ 8,500

- Gifting lounge opportunity with one (1) company representative visiting the lounge for a few hours • 3 foot table with elegant linens • Photo opportunities with celebrities and your product

Direct access to attending media. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Platinum Sponsor

**\$ 9,990**

- Includes your own media wall. Gifting lounge opportunity with two company representatives visiting the lounge for a few hours • 6 foot product display with elegant linens • Photo opportunities with celebrities and your products. Direct access to attending media • Photos with celebrities in front of your media wall. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

### Presenting Sponsor

**\$25,000**

- Gifting lounge opportunity with two company representatives visiting the lounge for a few hours • 12 foot product display table with elegant linens
- Photo opportunities with celebrities and your products • Inclusion in news release and all marketing materials
- Direct access to attending media • Prominent placement within the lounge • Exclusivity within your product category
- Logo on press wall • Designer assistance with display and signage • Opportunity to have Celebrities sign a poster to give to the charity of your choice. Inclusion in Emmy coverage media pieces and cross promotion with celebs names in articles.

## Title Presenting Sponsor

\$40,000

- Gifting lounge opportunity with two company representatives visiting the lounge for the whole duration of the event • 20 foot (approx.) designer product display with full set up
- Photo opportunities with celebrities and your products • Inclusion in press release and all media coverage
- Direct access to attending media • Premier placement within the lounge and branded throughout the event • Exclusivity within your brand category • Logo on press wall • Named as Title Presenting Sponsor in all press and on all marketing materials • Opportunity to have Celebrities sign a poster to give to the charity of your choice.

Total Products = 150

## *Attendees of APG Luxury Gifting Lounges and Special Events included:*

Leonardo DiCaprio,  
Helen Mirren,  
Forest Whitaker,  
Terrence Howard ,  
Fergie  
Jennifer Hudson,  
Cindy Crawford,  
Channing Tatum Rihanna  
Eva Longoria,  
Elton John,  
Geena Davis,  
Jennifer Love Hewitt,

Justin Timberlake,  
Billy Bob Thorton,  
Don Cheadle  
LL Cool J Shaun Toub  
Michael Sheen,  
Kate Walsh  
Ne-Yo  
Keyshia Cole  
Bill Maher  
Debra Messing,  
Joe Jonas  
Ryan Phillippe  
Paris Hilton,  
Tom Arnold,  
Vivica A. Fox,  
Reggie Bush  
Anil Kapoor,  
Paula Abdul,  
David Arquette,  
Isaiah Washington,  
Gael Garcia  
Jamie Kennedy,  
Al Green,  
Leeza Gibbons,  
Michael Buble,  
Neil Patrick Harris,  
Alan Arkin  
Jean Smart,  
Ryan Seacrest,  
Michael Phelps,  
Kevin Bacon,  
Charlie Sheen,  
Ludacris,  
Cloris Leachman,  
Blake Lively,

Annalynne McCord,  
Keenan Thompson,  
Randy Jackson,  
Kathy Griffin,  
Mario Lopez,  
Robert Buckley,  
Selina Gomez,  
Alec Baldwin,  
Christina Milian,  
Jordan Sparks  
Kara DioGuardi

Today's best brands align themselves with APG Luxury Gift Lounges & Giftbags to get their products directly into the hands of the hottest stars of film and television.

These invite-only environments allow clients' products and services one-on-one interaction with key press, celebrities/ VIPs, and give participating brands specialized photo opportunities with their products and the celebrity for their marketing and press materials.

APG GIFTBAGS – Leveraging its longstanding strategic partnerships with many of today's biggest brands, APG has the ability to provide fun, trend-forward giftbags at an extremely low cost.

APG GIFT BAGS were the recipient of the “Best Gift Bag” for the Emmy Suites.

“

With a \$60,000 investment, we have received over \$2.1 million in free press and more pictures of celebrities with our product than we could ever imagine ” – Hannah Murray, RevitaLash

Space is Limited

Contact: Adrienne Papp 917.678.4017 or  
Michael Muraca 310.795.1842

**ATLANTIC PUBLICITY**  
**205 Washington Avenue, Suite # 509**  
**Santa Monica, CA 90403**  
**[www.AtlanticPublicity.com](http://www.AtlanticPublicity.com)**