

PANDORA Events



PANDORA

PANDORA Casino and Corporate Events

PANDORA jewelry offers something for everyone; whether it be a gift for a loved one, something for yourself or simply browsing for inspiration, you are sure to find that special something.

PANDORA celebrates women by offering them the opportunity for personal expression through a universe of high quality, contemporary jewelry at affordable prices.

Each unique design passes through the hands of skilled craftspeople to bring women beautiful jewelry, hand-finished from sterling silver to 14K gold.

PremStar Incentives Inc. has knowledgeable and qualified staff to host on-site events for PANDORA. Our staff manages the gift-giving experience from start to finish. We can create customized PANDORA charms for events highlighting a company's logo or particular theme.



*Casino is responsible for dressing the room.

Pandora Casino Events

We are PANDORA'S exclusive partner for Corporate and Casino Events.

Our staff helps recipients select their complimentary PANDORA gift. The event's complimentary gift centers around PANDORA'S best-selling bracelets and charms. Recipients celebrate special memories and create unique stories with PANDORA charms featuring intricate designs, colorful gemstones, and sparkling paves.

PremStar Incentives Inc. utilizing PANDORA'S powerful marketing team will create a dynamic marketing piece for every client event.



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Planning a Pandora Event: Step By Step

- 1) All Pandora events must have an initial give away of 1 bracelet and 1 additional Pandora product as a gift.
- 2) Event is then allowed to offer additional charms as a type of play to win or as a straight giveaway.
- 3) If a custom charm is included in the giveaway, there are no returns allowed for custom charms produced for the event.
- 4) All clients must fill out a Casino Program Agreement form, including details of the event.
- 5) All marketing material must be created by Pandora. There is no charge to the client for the creative work. Approved PDF high resolution marketing will be supplied to the client for print or electronic use. Pandora marketing department will work with you or directly with the client's marketing/art departments to coordinate the efforts for fantastic results.
- 6) Lead time for all events is normally 60 to 90 days. If we don't have that time, we do our best to streamline the process.
- 7) Packaging options available: Pandora Bag, Pan-Box, Cleaning Cloth (additional cost may apply).



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PANDORA Event Selection

EXAMPLE OF EVENT SELECTION:



Casino Advertising Guidelines

All advertising that is promoting the PANDORA brand name and product, must be developed through the Advertising Co-op Dept. and comply with the PANDORA marketing guidelines.

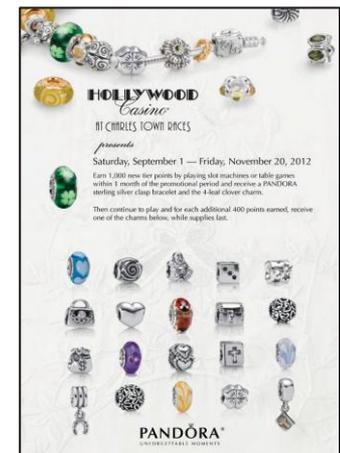
Once the necessary Advertising Request Form is received with clear instructions, the advertising department will send the proof out for approval. After approval is received final files will be sent to the appropriate vendor, noting that no alterations can be done to the final delivered files.

If layered files are required, we will send them packaged with the necessary supporting links, but please be aware no alterations should be made to these layered files.

When submitting a request for graphics to PANDORA, please include the following in your e-mail:

- **Premier Product/Casino/ MUST submit the required advertising request form to ads@pandora.net.**
- All standard ad requests will require 5 business days to proof out advertisement and any complex ad requests may require additional time.
- Specifications – width, height, live area, bleed and any special instructions.
- Logos – should be at least 300 DPI, but preferably in a EPS or Illustrator file.
- Copy to be included. If it is a multi-page piece, we recommend that you draw a sketch or include instructions on what panel you would like the text placed.
- Image preferences – including color, theme, call out charms, etc.
- Contact information on how to reach you if we should have any questions.

Example:



Custom Charm Process

- Engraving on Approved Charms only
- Signed Letter of Authorization to utilize logo prior to digital mock up process
- Obtained signed Terms and Conditions form from client.
- Submit designs concepts
- Will be sent to the graphics team and digital mock-up will be returned for their review within 48 hours.
- If approved, supply PPR with signed PROOF /AUTHORIZATION FOR PHYSICAL SAMPLE form.
- Expect physical sample to be shipped within 5 – 7 Business days.
- If not approved, submit signed PROOF /AUTHORIZATION Form with appropriate changes.
- MOQ : 50 pcs per design
- Pricing : Adhere to Premium Pandora Engraving Policy Pricing
- Lead time: 6 weeks. More than three colors in artwork may affect the lead time.

