

Show leads are the *best* leads

Now get more of them!



BECAUSE NOTHING LASTS FOREVER, now you can supplement your show leads by renting our **entire 2017 attendee list** of online ticket buyers!

These are qualified homeowners who have paid for the opportunity to come to our shows with an intent to purchase.

SHOW ATTENDEES ARE QUALIFIED LEADS:



of show attendees **own a home**



have a project **in mind**

\$110,000

average household income of our attendees

INCLUDED IN THIS TURNKEY PACKAGE:

- ✓ Entire mailing list
- ✓ Attendee name & address
- ✓ **2,500*** 6" x 11" postcards, 4 color, 2 sides
- ✓ Design services (with two revisions)
- ✓ Printing
- ✓ Postage

*Quantity and list size vary affecting overall investment per show.
List availability is limited and exclusive to one company per category.
Want a category-specific mailing list? Call for category availability.

91% of mail is picked up by the same person each day; **80%** of them are **women.**

Women make more than **85%** of all household purchases!

— COMPU-MAIL 2016 MARKETING TRENDS



Hurry, list availability is limited and exclusive to one company per category.
CALL TODAY TO RESERVE LISTS, BEFORE YOUR COMPETITION DOES.



A division of Marketplace Events



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Generate Leads with a Contest!



YOU HAVE QUESTIONS ... OUR ATTENDEES HAVE ANSWERS! Run a contest that not only generates leads, but also gives you valuable marketing and sales insights! Ask questions about your products or services without the cost of an expensive survey! Find out how much your customers are looking to spend, what projects they're looking to complete (and by when) or if they are motivated by special offers to make their purchasing decisions.

2017 CONTESTS & PROMOTIONS
Enter contests both online and at the show. Good luck!

ROOM TO DREAM
You could win a prize package worth over \$15,000 thanks to American Family Insurance. Prize includes: a day at your home with Kathy Ireland as she helps you reimagine your living space, home products from kathyireland® Worldwide to complete your new design, and a complete Ring™ Video Doorbell package that puts innovative home security at your fingertips - no matter if you're

GET A BOOTH QUOTE
Make a year's worth of sales in 10 days.

SEARCH THE EXHIBITOR LIST

AMERICAN FAMILY INSURANCE

To enter to win, visit: anfem.com/homeshows

Thank you for taking interest in our contest. Please fill in our contest entry form and take your chance to win the grand prize. Good luck!

Name: First Last

Email:

Address: Street Address
 Street Address Line 2

City: Region:

Postal / Zip Code: United States

Age:

Gender: M F

YOUR CONTEST HERE!

- 1 Offer our website visitors a prize worth \$150.00 or more. It has been proven that the **better the offer the more results you can get.**
- 2 Your splash page will contain:
 - Two questions
 - Artwork
 - 50 words of copy
 - Logo
- 3 We will assist you in developing the two questions **AND** content on your splash page within the Home & Garden website.
- 4 You'll receive the **names, addresses** and **emails** of consumers who opt-in to receive information about your company.

Social Media Marketing - blog post to promote your contest/ sweepstakes:



Blog post on Home & Garden show site



1x Facebook post



4x Twitter post

Have **friends, family & customers**, repost and retweet your messaging to drive traffic and extend your reach!

CALL TODAY!



MARKETING SOLUTIONS

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Expose yourself to Show Attendees!

BRANDED CONTENT IS AN OPPORTUNITY for you to tell your story. It offers you as the advertiser the platform to truly engage your customers and provide them with the information that they are already out there online looking for!

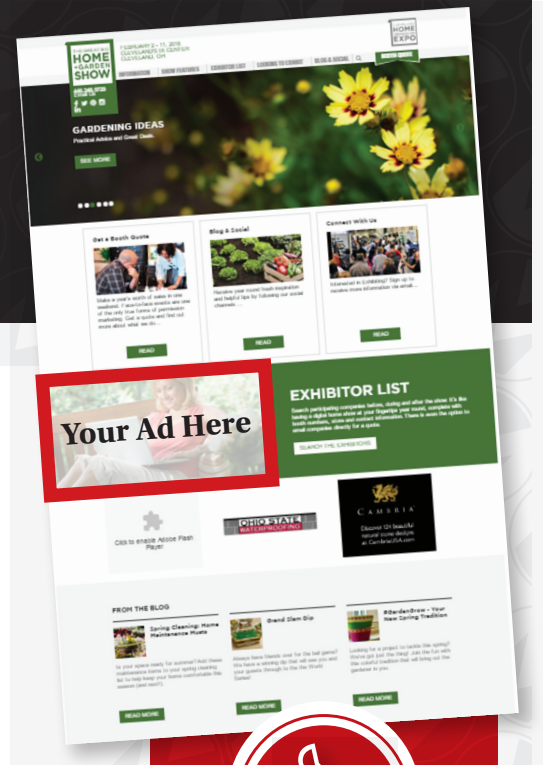
Quality content in a **trusted environment** to a targeted audience can engage show attendees and enhance their feeling about your product before during and after the show.

Consumers actually **WANT** to read about what you are providing them. It's the **perfect complement** to your participation in the Marketplace Events shows and your existing display/brand campaign.

INCLUDED IN THIS TURNKEY PACKAGE:

- Native advertising next to the exhibitor search bar (957 x 325 ad size)
- Your advertisement will appear next to the exhibitor search bar for six months - this is premium placement
- Once visitors click on your ad, it will take them to your custom branded content page that will be part of our blog that can contain **photography, brief write-ups** and **video** or **all three!**

34% of all of our MPE website visitors go to the **exhibitor search bar** and look up a product or service that they are looking to see when they get to the show.



82% of consumers feel more positive about a company after reading custom content.

—DEMAND METRIC, 2014

ONLY FIVE SPOTS AVAILABLE, CALL TODAY!



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Geo-fencing and Search Retargeting

Reach your customers exactly where *they* are



GEO-FENCING IS A FEATURE that uses the global positioning system (GPS) to define geographical boundaries. A geo-fence is a virtual barrier that can help you target the specific customers you want by county, zip code, street or address. Use Mobile Advertising/Geo-Fencing to deliver your message in real time on thousands of APPS people use every day.

Estimated impressions 100,000-125,000/Estimated clicks 75-100 per campaign (with up to 25 locations!)

- **Geo-fence your competition** – reach customers who are actively shopping for your product or service at your competition’s location
- **Geo-fence targeted zip codes**– reach customers where your product or service is in demand or needed with the desired household income
- **Geo-fence neighborhoods** – push your marketing message where you are already working, have yard signs and the neighbors talk
- **Geo-Fence the building of your Marketplace Events Shows or other locations where you will have a booth** – send your marketing message to attendees who came to the show for 30 days during and after the show

SEARCH RETARGETING

Appear on all digital platforms mobile, tablet and laptop for people searching your products and services – with your campaign!

CALL TODAY!

“Wow, that’s awesome!
(198,000 impressions and 402 click through – results from geo-fencing the Cleveland Great Big Home + Garden Show).
Thank you for passing it along!”

– AMY CURCIO,
LITEHOUSE POOLS
AND SPAS



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In the Show? Now it's time to show off!

With an effective Exhibit Display



You have **3 seconds** to capture your customers' attention.

EFFECTIVE EXHIBIT DISPLAYS can be the difference between your products standing out or blending into the background. Make your first impression count! Have your products/services be on your customers' "must-have" list, by going pro with an engaging booth display that captures your customers' attention and elevates your offerings so that you make more sales!

EXHIBIT DISPLAY STARTER KIT INCLUDES:

- ✓ Straight Trade Show Booth - Back Panel with Frame
- ✓ Podium Banner Wrap
- ✓ 33"w x 80"h Narrow Banner with Base
- ✓ Four-Color Graphics
- ✓ Two Display Lights
- ✓ Booth Storage Container (doubles as podium)
- ✓ Investment Includes Design & Layout with Two Revisions

"I'm **absolutely satisfied** with you and your team and the time spent to help us create an **awesome display!**"

— JOE YINGLING,
OUTDOOR
PROTECTION



CALL TODAY AND MAKE THE FIRST IMPRESSION COUNT!



Click here to hear what Joe had to say!

MARKETINGSOLUTIONSMPE.COM



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Email Blasts

Meet attendees who are looking for you!

YOUR MARKETING MESSAGE will be received by our loyal subscribers who have asked to receive more information about our shows and your products/services! Participate in our email blast to drive traffic to your website, advertise a show special, contests, new products or booth location at the show.

CONSUMER DEMOGRAPHIC PROFILE

Who is attending the show and visiting our website?
Your best customer.

- Average Age of home show attendees: **50**
- Average household income: **\$110,000**
- **73%** attend the show **with their spouse/partner** (both decision makers)
- **73%** have a **project in mind**

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Huntington Convention Center of Cleveland | March 24-26

SHOW INFO | EXHIBITORS & SPONSORS | CONTESTS | BUY TICKETS

Design and renovation experts are making their way to the Cleveland Home + Remodeling Expo. Join Hilary Farr, Jeff Lewis, and hundreds of local pros March 24-26. [Get tickets now to SAVE \\$3.](#)



Show Times

Friday, March 24: 12pm - 9pm
Saturday, March 25: 10am - 9pm
Sunday, March 26: 10am - 6pm

Admission

Adults: \$10
Children Ages 6-12: \$5
Children Ages 5 & Under: FREE



Hilary Farr
HGTV Star

Love It Or List It co-star, Hilary Farr, will be taking over our Main Stage Saturday, March 25th at 1pm. Join the HGTV star for stylish tips, decor advice, and more. This is one presentation you don't want to miss!

[Buy Tickets](#)



Design Lodge

Built & Designed by Weaver Barns
Get tons of stylish ideas for your space when you tour Weaver Barns' Design Lodge. This 1,400 square foot space will be built right inside the Huntington Convention Center of Cleveland and filled with the hottest decor items, design ideas, and more.

[Buy Tickets](#)



Ohio State Waterproofing has provided quality waterproofing and foundation repair since 1978 and continues to be committed to every customer. Visit them in Booth #112 and #651 at the show to find out more.

[Learn More](#)



OH Cabinet 4U can save you thousands of dollars on your kitchen and bathroom cabinets without compromising style, design, function, and quality. When you need your kitchen or bathroom to look its best, you know who to call.

[Learn More](#)



As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams offers exceptional and exclusive products, resources to make confident color selections and expert, personalized services at its more than 4,000 neighborhood stores.

[Learn More](#)

HOMEANDREMODELINGEXPO.COM

PRODUCED BY
MARKETPLACE
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