

WELCOME TO

EXHIBIT LIKE AN EXPERT
A FREE How-To Seminar

THE GREAT BIG
HOME
+GARDEN
SHOW

JAN. 31 - FEB. 9, 2020
Cleveland's I-X Center

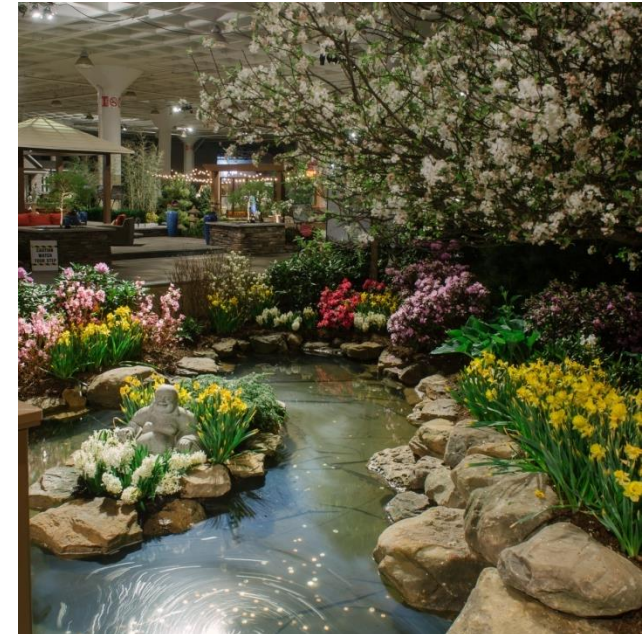
Introduction

- **Marketplace Events**
 - Our Mission: To create vibrant marketplaces connecting enthusiasts with experts, products and services in dynamic face-to-face environments.
- **YOUR Team**
 - Kevin Grace, Operations Director
 - Rosanna Hrabnicky, Group Manager + National Sponsorship
 - Rese Pardue, Senior Exhibit Sales Consultant
 - Cathy Berthold, Senior Exhibit Sales Consultant
 - Caitlin Dorney, Operations Manager
 - Kelsey Christopher, Show | Operations Administrator
 - Maddy Fox, Administrative Assistant



Today's Agenda

- Introductions
- 2020 Show Updates
- Sponsorship & Marketing Opportunities
- Show Procedures, Logistics & Success
- Testimonials
- Q&A



Who Attends?



Who Attends?

- **94% are homeowners**
- **72% attend with a project in mind**
- **\$98k average annual household income**
- **85% are likely to return to the show in the future**
- **69% attend with spouse – You meet BOTH decision makers!**

- **77% saw everything they came to the show to specifically see**
- **85% spent more than 3 hours at the show**
- **92% had not attended a home show in prior 6 months**
- **70% were satisfied or very satisfied with the show**

Source: 2019 Marketplace Events Attendee Survey

What are they shopping for?

- 26% Bathroom Renovation
- 26% Landscaping
- 19% Kitchen Renovation
- 16% Flooring
- 16% Cabinets/Countertops
- 12% Painting



Feature Updates

Idea Home built and designed by **EPS Buildings**

Sponsored by Sherwin-Williams, Cleveland Magazine & Ohio Magazine

Weaver Backyard Oasis built and designed by **Weaver Barns**

Sponsored by WOIO-TV

Home Theatre built and designed by **Xtend Technologies**

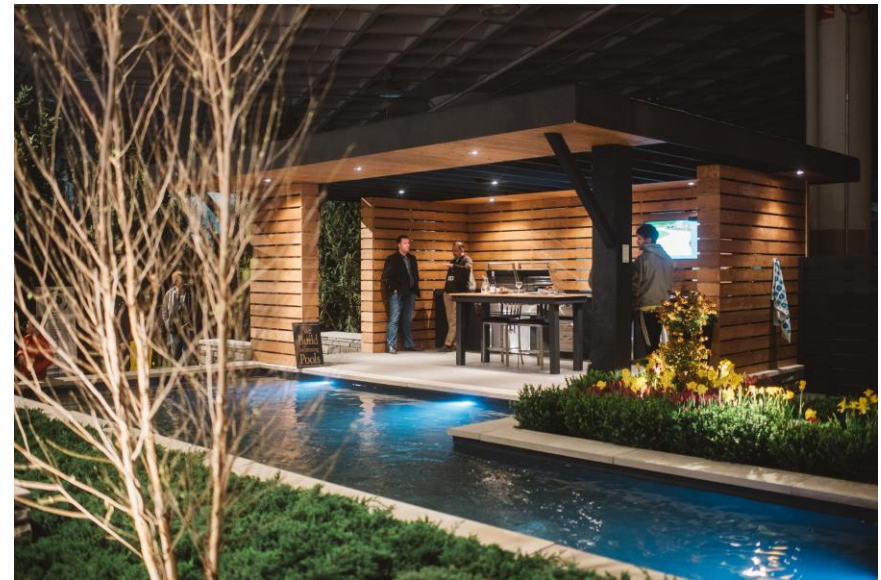
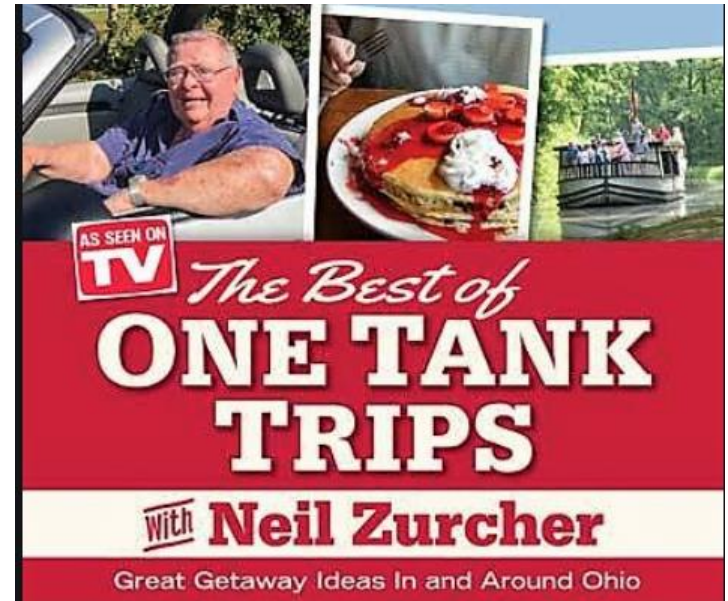
Design Center built and designed by **Weaver Fine Furniture**



Garden Showcase

ONE TANK TRIP! Theme

- I-X Bistro
- Flowers, Flowers, Flowers
- Main entrance designed by Plantscaping & Blooms





Stages

- Main Stage sponsored by *HBA Remodelers Council*
- The Loretta Paganini Cooking Stage
- Built and Designed by *Home Builders Association Remodelers Council*

Celebrities

- Matt Fox - HGTV's "Room by Room" & Public Television – Main Stage Emcee
- Laura LeBoutillier – Host of Garden Answer YouTube Gardening Blog sponsored by Proven Winners



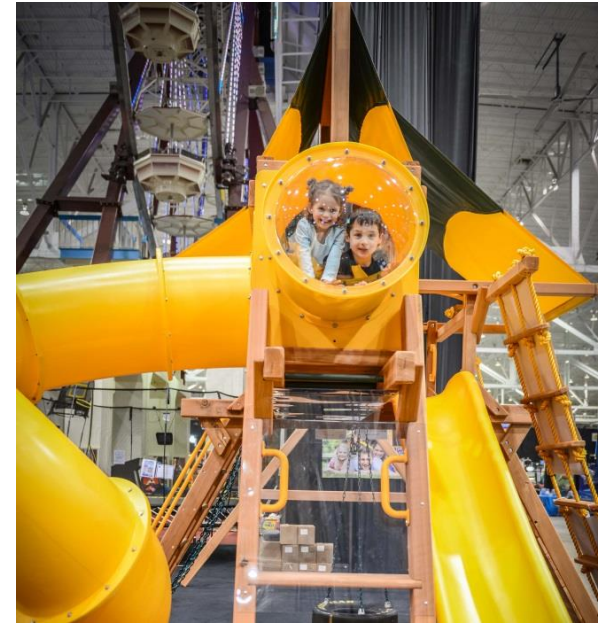
Charitable Partners

- Jimmy Malone Scholarship Foundation
- Ronald McDonald House of Cleveland
- Habitat for Humanity of Summit County
- 2020 Student Model Home Design Contest



More Features

- Playground World's KidsZone
- Petitti Display & Gardening Stage
- Home Depot's Kid's Workshop
- Rosanna's Favorite Finds
- DIY Inspirations – ReStore FLIP Challenge
- "Keep Calm and Leap On"
- Club Cambria
- Long Putt Contest – Keeper's Turf
- Homes that Roam RV Showcase



Media Updates

- Show Guide – Insert in Cleveland Magazine
- Fox 8
 - New Day Cleveland
 - Fox 8 - Kickin' it with Kenny
- Channel 3 WKYC
 - Live on Lakeside
 - Jeff Tanchak will do LIVE Weather Reports
- Theme Days:
 - Heroes Day
 - Ohio Lottery Day
- Promotional ticket giveaways on all major radio
- Much, much more....



THE GREAT BIG
HOME
+GARDEN
SHOW
FEB. 1-10, 2019

Cleveland's
I-X Center

Maximizing Your Show Experience Through Marketing

PARTNERSHIP WITH MIKE ROWE



“There’s really no place like these shows that puts you face to face with qualified homeowners. With so many companies struggling to find workers, getting the right jobs has never been more important.”

– Mike Rowe
Skilled Trade Advocate & MPE Partner

Marketplace Events is proud to announce a three-year partnership with Mike Rowe to serve as spokesperson for our 60+ home shows, beginning in May 2019.

Mike is best known as the host of “Dirty Jobs” but it is his foundation, mikeroweWORKS, that promotes careers in the skilled trades, that drew us to this partnership. Mike speaks out extensively about the widening skills gap – an issue that directly impacts our exhibitors and the home improvement industry.

Benefits to Exhibitors:

- An association with one of Forbes’ 10 Most Trustworthy Celebrities.
- Turbo-charged show advertising with his image and voice
- Opportunities to partner with his foundation, mikeroweWORKS
- Trade Day with free admission for skilled laborers, educational sessions and participation by vocational schools
- New job boards on the show websites to help exhibitors attract staff
- Live appearances by Mike Rowe at select shows each year



Marketing Strategy

➤ Media Campaign

- 75 Shows to test, track and gather research
- Strategic marketing and PR that attracts qualified homeowners
- A strong media buy with strong partnerships with key media

➤ Promotions & Contest Highlights

- Unique tie-ins and promotions with all media partners
- Attendance-driving celebrity appearances and features
- Digital: Behavioral ad campaign based on our target demo
- Award Winning social media that drives ticket sales

➤ YEAR ROUND

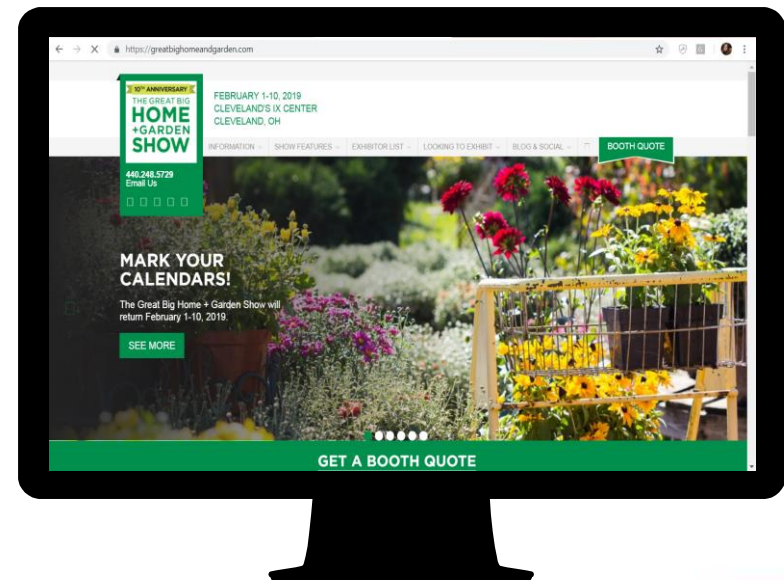
- Email: Email blasts to our 52,000+ opt-in database
- Social Media: Facebook, Twitter, Instagram

**TOTAL
VALUE
\$987,000!**

2020 Show Marketing

How did consumers hear about the show?

TV	34%
Newspaper	13%
Radio	19%
Online	7%
Email	40%
Friend or Relative	12%
Billboard/Poster	5%
Social Media	12%
Magazine	3%
Exhibitor	2%



PR AGENCY *added value*

Advertising Section THE PLAIN DEALER Sunday, January 27, 2013

Use your web enabled mobile device to find your next home.

Go to www.3.com or text 33333 to 33333 or scan the QR code on the left.

REAL ESTATE

THE PLAIN DEALER Get the latest listings [CLASSIFIEDS]

WITH THE RENTALS GUIDE INSIDE

A. Perrino's Tuscan-style ranch showcases exterior and interior design trends at The Great Big Home + Garden Show next weekend

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at The Great Big Home + Garden Show next weekend.

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at The Great Big Home + Garden Show next weekend.

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at The Great Big Home + Garden Show next weekend.

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at The Great Big Home + Garden Show next weekend.

WHOLE HOUSE CARPET CLEANING

VALUE PACKAGE	CLASSIC PACKAGE	PREMIUM PACKAGE
\$149	\$249	\$349

INCLUDES: Hot water extraction, steam cleaning, shampoo, deodorizer, stain remover, pet odor eliminator, carpet protection, and more!

INCLUDES: Hot water extraction, steam cleaning, shampoo, deodorizer, stain remover, pet odor eliminator, carpet protection, and more!

INCLUDES: Hot water extraction, steam cleaning, shampoo, deodorizer, stain remover, pet odor eliminator, carpet protection, and more!

Call for more information: www.CalvettaBrothers.com

INSIDE & OUT

THE PLAIN DEALER - HOME AND GARDEN SHOW AT CLEVELAND EXHIBITION CENTER

Full House

Right at home in my own room

Inside RENTALS: **Decor and storage help add class to apartment walkways**

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at The Great Big Home + Garden Show next weekend.

The Plain Dealer 02/04/2013 Copy Reduced to 50% from original to fit letter page

Spring's in the air at garden show



Crowds of Northeast Ohioans escaped the cold and got a nice whiff of blossoming flowers during the opening weekend of the Great Big Home and Garden Show. The annual event at the International Exposition Center in Cleveland featured gardening seminars, celebrity-chef appearances and home and gardening celebrity presentations.

Copyright © 2013 The Plain Dealer 02/04/2013 February 21, 2013 5:11 pm / Powered by TECHVIVA

Live on Lakeside 1/31/2013 11:27 a.m.

Paused 1/31/2013 11:27:48

3 wkyc.com

A GANNETT COMPANY

The Plain Dealer | Breaking news: cleveland.com InsideOut | E3

FULL review 21

Right at home in my own room

Yoder began working for his uncle, a furniture builder, at age 9. The younger man married Trini Lovett in 2003. Yoder's brothers specialize in marketing, painting, driving tractors and making dining room tables; their father has an auto body.

The business doesn't have a website or phone number, but if you fax your information to 330-662-2000, your message will be returned.

Yoder invited me to visit his business along this summer and I can see all the steps in furniture making. That sounds like something worth seeing.

The other siblings make a mix of the beautiful and unusual architectural fixtures, the design and remodeling center in Medina, designed a wine room for WXYZ Channel 3 meteorologist Holly Brown, with hand-painted wine racks, wooden stools and bar stools on a wall. Rich brown, red and tan create a one theme.

Woods Channel 19 meteorologist Jeff Turchak's room, designed by Traci Grawie in Perry, contains modern, modern furniture with grey and silver tones for a very upscale non-core style.

Design consultant Chris Lannacore of Metro Home and



Twins Lovett Furniture in Frederickburg, Ohio, made the solid-wood furniture in this celebrity designer room for toddler 4 the collier Julia E. Washington. The children's room and others are on view at the Great Big Home and Garden Show at the I-X Center through Sunday.

MORE: Schedule of events on 8 Sleep Source in Mentor played with light and dark contrasts in WMH FM 105.7 host Jimmy Maloney's celebrity room. I loved the mirrored sideboard, a screen made of artificial olive tree branches and marble spill wall art treatment of Sputnik. All of the furniture came from Metro Home.

A new wood-veneer coffee table with 24-karat gold-plated legs and marble top is "gorilla and whimsical," Intanacore said.

Interior designer DonAnn Collier of Elletta took inspiration

AKRON BEACON JOURNAL

February 2, 2013

Organizing expert plays mind tricks with clutter

INSIDE

See who's hot in the city and more news from the Akron Beacon Journal.

Photo credit: [Name]

Driving Traffic through our Show Website

31,007 tickets sold online through our website for 2019 show

Top 5 visited pages on website

1) Home Page

 2) Exhibitor List (*Online Web Listing*)

3) Sponsors Page

4) Ticket Prices

5) General Info – Dates/Hours/Location

PROMOTE YOUR PARTICIPATION

In Your Company's Own Marketing & Advertising

- Include “**VISIT US AT THE HOME SHOW, BOOTH #123**” in your existing advertising...
- Email Signature and Voicemail messaging
- Your website
- Your Facebook page, Your Twitter site
- Forward the show's email blasts to your company's consumer contact list
- All advertising



NEW! Ticketing Program

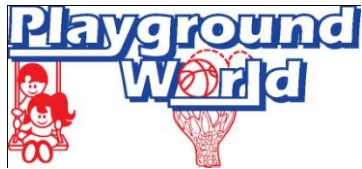
- We will pay your company commission (\$1/ticket) for any online tickets you sell using your exclusive promo code.
- Promo code gives customer \$1 off the online ticket price
- Must sell minimum of 25 tickets.



THE GREAT BIG
**HOME
+GARDEN
SHOW**

JAN. 31 - FEB. 9, 2020
Cleveland's I-X Center

Sponsors To Date



Why Sponsor?

Elevate your presence before and during the Event by ***setting yourself apart from the competition.***

We customize to reach your marketing goals and fit within your budget.

- Drive booth traffic
- Drive consumers back to your retail locations and websites
- Product/service awareness
- Increase brand loyalty
- Reinforce image
- Close sales on show floor
- Gather qualified leads which results in sales
- Invaluable research information

Marketing Opportunities at Affordable Pricing

Marketing Opportunities vs. Sponsorships

- Ask your Exhibit Sales Consultant
- From \$375 and up



TRAFFIC DRIVERS FOR EXHIBITORS

Are you looking for a way to get a leg up on the competition... stand out from the crowd... drive booth traffic or create awareness? We have affordable OPTIONS!

ONLINE

WEB BANNERS

Medium Rectangle Ad

\$550

Create a web banner to be posted on our site with a link back to your website to promote your company. Our advertising campaign directs consumers to the website to "buy tickets online and save," while the exhibitors utilize the site to obtain all their pre-show information. Through our research we know that at least 50% of attendees visit our website prior to attending the show to get informed, make an action plan and purchase tickets. Be a part of the exposure! Medium Rectangle Ad appears on all pages of the show site. All ads run in rotation. Maximum 15 ads per website.

PROMOTIONAL CONTESTS

No charge to list a contest with a prize value of \$100 or more on show's official website.

For an additional charge of **\$1,500**, this option allows you to ask two questions during the entry process to receive qualified leads and database.

EMAIL BLAST AD

Per Blast

\$375

Advertiser to supply banner ad (or we can create for you for only \$40) to be included in email blast (pre-show, holidays, etc.). Participate in our year-round email blasts to advertise a show special, announce contests, launch a new product, promote your booth location, and keep your business top-of-mind. Our e-blasts will increase closer to the show, offering you more opportunities to market your products and services to a highly specialized group of homeowners (54,662* in our consumer database). Maximum three ads per email.

*As of April 2019.

YOUR COMPANY LOGO AND COUPON

PRINTED ON ONLINE TICKETS

\$500

About 50% of all attendees purchase their tickets online. This equals a ton of exposure for your company at a terrific value. Add your booth number and messaging to drive traffic to you at the show! *Limited availability.*

SHOW GUIDE

SHOW GUIDE ADVERTISING

Show Guide will be published by Great Lakes Publishing. Rates TBD for 2020.

Purchase an ad in our event's Official Show Guide to be handed out at the main entrance to all attendees and as an insert in Cleveland Magazine. The show guide is used as a reference tool for the event and following the show. The guide contains the floor plan, exhibitor listing, stage schedules, advertisements and much, much more.

LOGO ID IN SHOW GUIDE

\$500

Logo due by: Early December 2019

Be more than just a booth number on the official floor plan in the show guide. Drive visitors to your location by having your logo placed at your booth location on the floor plan (available only for booths 400 square feet or greater).

CREATIVE

WEB/EMAIL BLAST BANNER

\$40

Don't have a creative department? Let us create the art for you. Our professional graphics department will custom create a banner for your company. Simply supply the messaging, offer and your logo and we'll do the rest!

CUSTOM LOGO FOR YOUR COMPANY

\$500

Don't pay thousands of dollars for a logo when our professional team can create one for a fraction of that! Two rounds of revisions are included and it's yours to own and use as you see fit! Wow!

Marketing Opportunities at the Show



Sponsorship Opportunities at the Show



IDEA HOME OR WEAVER BARN'S HOME



MAIN STAGE

➤ Official Product Sponsor

- Windows
- Roofing
- Mattresses
- Nature Stone Flooring
- Gutter Protection

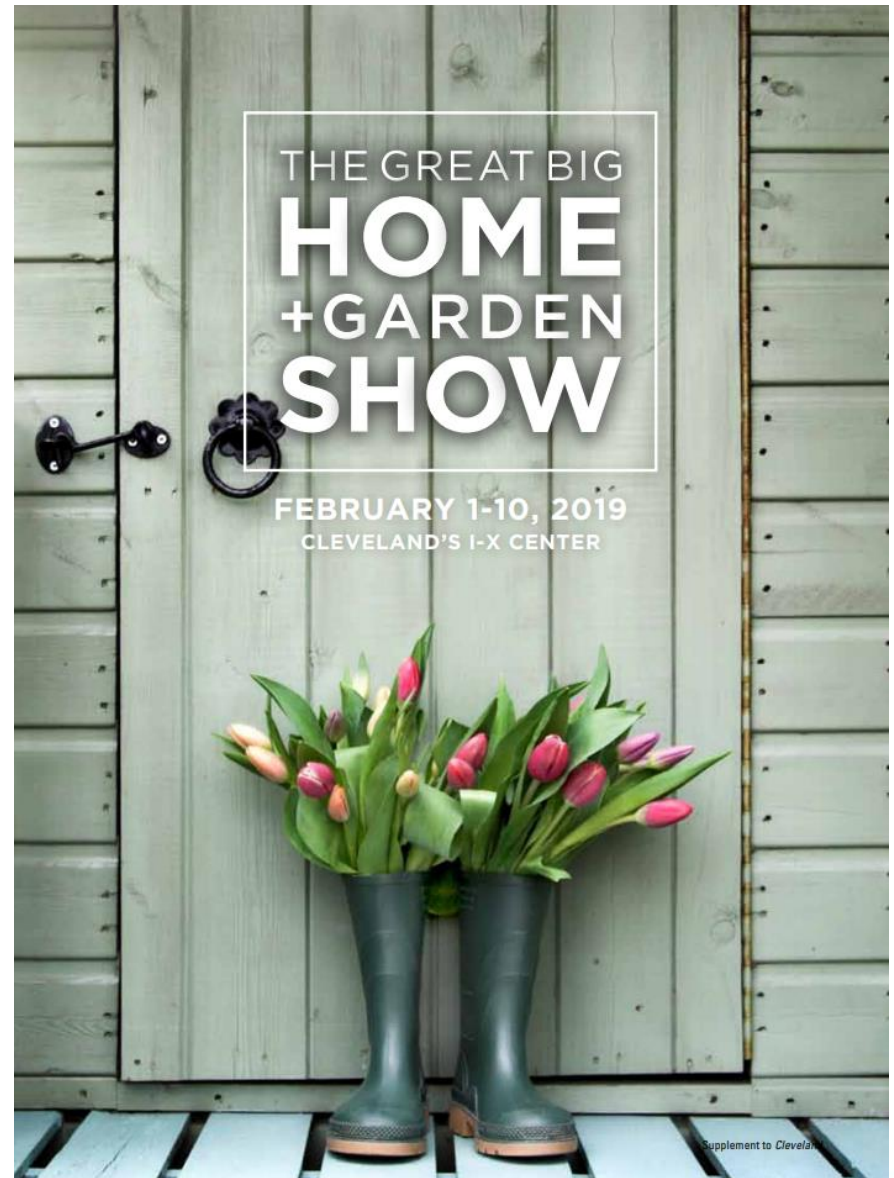
➤ Create your own...

- Ask the Expert / DIY Stage
- Make It, Take It
- Ultimate Garage
- Electronics and technology area
- Designer Vignettes / Home Decorating

Show Guide

*Insert in Cleveland Magazine
January Issue*

*40,000 subscriptions and
300,000 readership*



Preparing for the SHOW

Cathy Berthold & Rese Pardue



MOVE IN

**All Exhibitors will be called with move in
date/time in late January**

Tues, January 28 8:00am -4:30pm; larger exhibits

Wed, January 29 8:00am – 4:30pm

Thurs, January 30 8:00am – drive ins until 1:00pm

**Vehicles must be off the show floor by 5:30pm*

Fri, January 31 8:00am – 9:00am – NO drive ins

Move In Continued

Move In Hours:

The I-X Center will remain open until **8:00pm Tuesday-Thursday** for set up. Drive ins stop at 1pm Thursday.

Hand Carry:

Are you a TWO WHEEL DOLLY move in?

Hand carry needs to come in Thursday or Friday

Food:

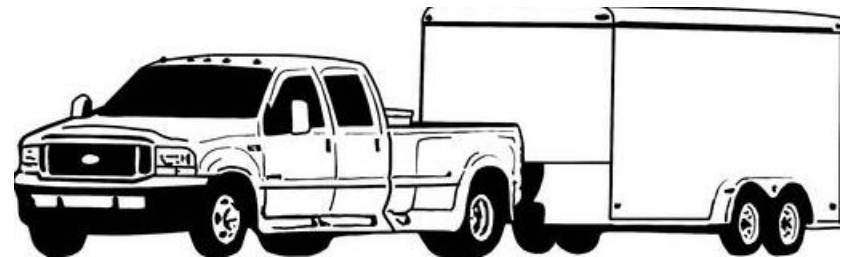
The I-X Center has concession stand open during move in with limited selections

Move In and Move Out

NON COMMERCIAL DRIVE INS



COMMERICAL DRIVE INS



Show Time!

Show Office: located at door 35. We will be open during all of move in and move out and show hours

Exhibitor Entrance: Door 35

35

Show Hours:

Friday, January 31	10:00 am- 9:00 pm
Saturday, February 1	10:00 am- 9:00 pm
Sunday, February 2	10:00 am- 5:00 pm
Mon- Thurs. February 3-6	10:00 am- 8:00 pm
Friday, February 7	10:00 am- 9:00 pm
Saturday, February 8	10:00 am- 9:00 pm
Sunday, February 9	10:00 am- 6:00 pm



Show Time!

Exhibitors may enter building **ONE HOUR** prior to show

Exhibitors must staff booth for entire duration of show – **no leaving early!**

Exhibitors can stay in building a **HALF HOUR** after show close each day

Exhibitors should enter through Exhibitor Entrance (**Door 35**) everyday

Exhibitors exiting the show floor during the show with merchandise/valuables must fill out **Product Information Form** when exiting. See Security for this form.

NON EXHIBITORS IN YOUR BOOTH: please contact show team on how they can be identified. They may not distribute literature in any way in the facility

Move Out Hours

Move out is not scheduled.

Sunday, Feb 9th – 6:01pm – 10:00pm

Vehicles permitted in the building approx. 8:00 pm

Monday, Feb 10th – 8:00am – 8:00pm (4:30 for vehicles)

Tuesday, Feb 11th – 8:00am – 2:00pm

All commercial vehicles / trailers are encouraged to come Monday morning or Tuesday morning, so you don't pay double time on Sunday for labor. 😊

Move Out

Exhibit tear down begins at 6:01pm February 9th – early tear down is not permitted

General move out is permitted until 10:00pm on Sunday evening – MPE will have Block Labor: 4 laborers at doors 33 & 35 for exhibitors

I-X Center has limited 4-wheel dollies – only permitted to use with I-X laborer (first come first serve)

4-wheel dollies **are** permitted (you can bring your own!) for MOVE OUT ON SUNDAY ONLY

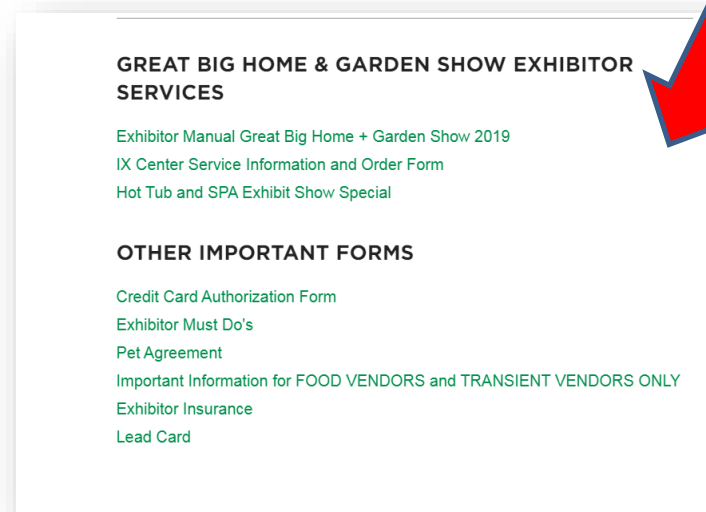
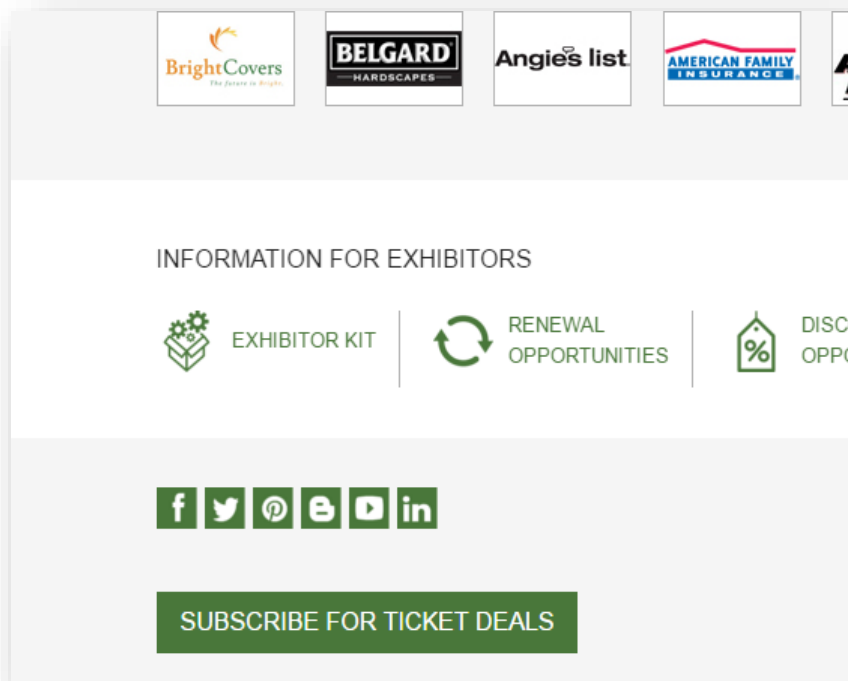
All landscaping from booths **MUST** be removed from the show floor on Sunday during move-out

Show Info on Website

Where to go to find important information:

- www.greatbighomeandgarden.com
- Scroll all the way down to the bottom

- Any important forms will be posted to this page
- Exhibitor Kit
 - Rules & Regulations
- I-X Center Service's Guide
 - Order and pay for services by January 6th, 2019 to receive advanced rates!



I-X Center Order Form

Order services by January 6th to SAVE!

Order form is page 2 of the service guide.
Please fax the form to 216-265-7300

You can contact the I-X Center Service team at 216-265-2500 with questions on ordering décor or services.

Parking passes can be purchased ahead of time with this form or you can buy them during move in.

Rent carpeting , tables, chairs, and other décor and internet.



The Great Big Home + Garden Show
Exhibitor Services Guide
January 31- February 9, 2020

I-X SERVICE CENTER **EXHIBITOR ORDERING INFORMATION**

This file includes a description of available services, pricing, and an I-X Service Order Form. Please return your completed order with payment to:

I-X Service Center
One I-X Center Drive
Cleveland, Ohio 44135
Phone: 216-265-2500
Toll-free: 800-IXCENTER
Facsimile: 216-265-7300
Email: services@ixcenter.com

Payment Policy:

- Service orders received with full payment by **JANUARY 6, 2020** qualify for **ADVANCE RATES**
- Service orders will be processed upon receipt of full payment. Please note that the I-X Service Center is not responsible for lost or misdirected mail.
- A tax exemption certificate must accompany order if you qualify for exemption from Ohio state sales tax.
- Acceptable forms of payment are cash (on-site), checks, travelers checks, money orders and charge cards (Visa, MasterCard, American Express, Discover).
- Please make checks payable to the I-X Service Center.
- Payments must be made in U. S. funds payable on a U. S. bank.
- A \$30 fee will be assessed for returned checks and an alternative form of payment will be required.
- Unless indicated otherwise, supplied charge card authorization will be used for on-site service orders.
- Please contact the I-X Service Center regarding billing discrepancies. Adjustments will only be considered prior to the close of the show. Credit balances will be refunded via I-X Center corporate check or applied to your charge card on file prior to final invoicing. A 1% monthly interest charge will be added to any unpaid balance.

Third Party Authorization:

If you have arranged for a third party to manage your display and assume responsibility for ordering services and payment of charges, the "AUTHORIZATION FOR THIRD PARTY BILLING" form must accompany your service order form. Should the designated third party fail to comply with the above payment policy, the exhibiting company is responsible for full payment of outstanding charges.

INSTRUCTIONS FOR COMPLETING I-X SERVICE ORDER FORM

1. List the event name, booth number, and company billing information.
2. Record all pertinent information for non-taxable service(s) ordered in Section A.
3. Sub-total all non-taxable services and enter the dollar amount on Line 1 and Line 6.
4. Record all pertinent information for taxable service(s) ordered in Section B.
5. Sub-total all taxable services and enter the dollar amount on Line 2.
6. If eligible, enter Early Sign Up Bonus on Line 3.
7. Subtract Line 3 from Line 2 and enter sub-total on Line 4.
8. Multiply amount recorded on Line 4 by 8% and enter Ohio state sales tax on Line 5.
9. Add Lines 4, 5, and 6, and enter total due on Line 7.
10. Forward all forms and utility layouts with payment to the I-X Service Center.

I-X SERVICE CENTER-ONE I-X CENTER DRIVE-CLEVELAND, OHIO 44135-216.265.2500 800-IXCENTER • FAX 216.265.7300 • EMAIL: [SERVICES@IXCENTER.COM](mailto:services@ixcenter.com)

I-X Center Rules and Regulations

READ the I-X Center Services Guide and call your sales consultant with specific questions

Important items to know...

- Two wheel dollies permitted during move in/out
- You **can** use four wheel dollies during **move out only on Sunday night**
- Power operated equipment cannot be used without work order/labor
- Hand or battery operated tools are permitted
- No more than 3 people can set up or tear down booth display without a work order/labor

COMPLIMENTARY TICKETS

Your comp tickets will be in your file at the show office at door 35

- You can pick them up at move in or during the show
- They can be mailed out to you before the show per your request
- They can be used at the West and Exhibitor Entrance
- You can leave complimentary tickets at the will call office

Comp tickets are provided are determined by booth size

- 10 complimentary tickets for 100-299 square feet
- 15 complimentary tickets for 300-599 square feet
- 20 complimentary tickets for 600+ square feet
- 5 complimentary tickets for Arts & Crafts vendors



EXHIBITOR WALLET CARDS

Wallet Cards provided are determined by booth size:

6 wallet cards for 100-299 square feet

8 wallet cards for 300-599 square feet

20 wallet cards for 600+ square feet

4 wallet cards for Arts & Crafts vendors

if you lose your wallet card it can be replaced with a exhibitor ticket that is \$7 per day

Wallet cards can ONLY be used at the Exhibitor Entrance at door 35

FEB 5 11AM-9PM	FEB 6 10AM-9PM	FEB 7 10AM-5PM	EXHIBITOR WALLET CARD
FEB 8 11AM-9PM	FEB 9 11AM-9PM	FEB 10 11AM-9PM	
THE GREAT BIG HOME & GARDEN SHOW			
I-X CENTER FEB 5-14, 2016 CLEVELAND, OHIO			
FEB 11 11AM-9PM	FEB 12 11AM-9PM	FEB 13 10AM-9PM	
FEB 14 10AM-6PM			

Hotel Accomodations

Sheraton Cleveland Airport

5300 Riverside Drive
Cleveland, OH 44135
Exhibitor Room Rate: \$80
Reservations: 216.267.1500

Radisson Hotel Cleveland Airport West

25070 Country Club Blvd.
North Olmsted, OH 44070
Exhibitor Room Rate: \$85
Reservations: 440.734.5471

Hampton Inn Olmsted- CLE Airport

24601 Country Club Blvd.
North Olmsted, OH 44070
Exhibitor Room Rate: \$85
Reservations: 440.617.6306

Sonesta ES Suites Cleveland Airport

17525 Rosbough Blvd.
Middleburg Heights, OH 44130
Exhibitor Room Rate: \$79
Reservations: 440.234.6688

Parking at Show (not move in / move out)



Daily - \$10.00 cash or credit card per day

Pass for all 10 days with in/out privileges \$100.00

**Advance Rate is \$95.00 (order by January 6th)*

*“You never get a 2nd chance
to make a 1st impression!”*

**People form an opinion of you
within a few seconds...make it count!**



BOOTH MECHANICS

The Basics...

- Carpeting or flooring required
- Tables – professionally skirted OR cloth (no paper or plastic please!)
- Table options
- 8' maximum height, including signage
- Finish BACK of displays
- No handwritten signs



BOOTH MECHANICS (cont.)

- Mock up booth in office, warehouse, garage
- Tape off exact size on floor
- Contents fit?
- Room for staff/visitors?
- Goldilocks Test: too much, too little, just right?
- Consider expanding? *“3-Second/3-Step rule”*



BOOTH MECHANICS (cont.)

Ask yourself, “*Do we have...*”

- neat, attractive display?
- neat, well-groomed, uniformed staff?
- inviting booth that welcomes guests?
- clear, concise signs? (THINK billboard not brochure!)
- a “Show Special” clearly advertised?
- lights, color, movement?

SUCCESS AT THE SHOW

Did you...

- train staff, role play, share tips with team?
- review booth etiquette? No eating, cell phone or iPad use, sitting, etc.
- provide an incentive for folks to stop and engage with your team? (contest or give away at the booth?)

SUCCESS AT THE SHOW (cont.)

Did you...

- set sales goals for team/show? Are they realistic, attainable and measurable?
- set incentive contests for your team? This keeps them engaged and makes it FUN!!

FACT: less than 25% of exhibitors set goals!

More Tips for Show Fun + Success

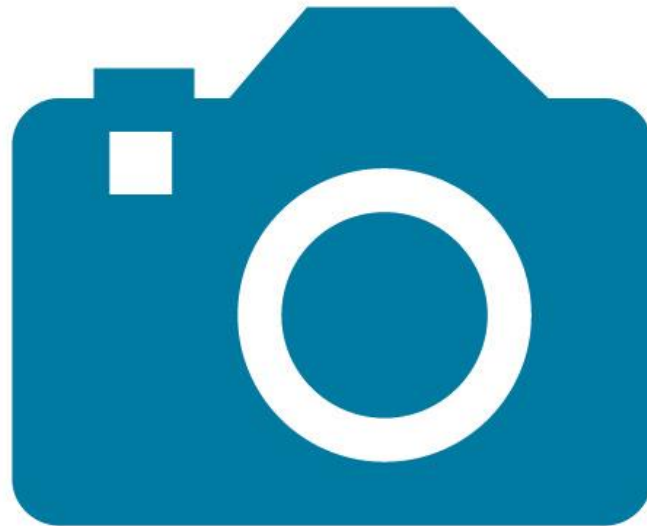
- Mail VIP tickets to top prospects; include nice note to visit you at show (include your booth # 😊)
- Thank NEW customers with VIP tickets
- Hold drawing at your store/showroom OR via social media to win VIP tickets to the show
- Have a party at your booth! Invite prospects & customers on a weeknight – ask them to bring a guest!

Remember...

This is a  day show!!

Don't be afraid to "test" various set-ups and approaches. Find what works for YOUR TEAM!

Show Photos



Neat, product in flooring



Amazing what you can do with 100 square feet!



Great 10'x10'



10'x10' vs. 10'x20'



10'x10' vs. 10'x20'



Simple and effective!



No doubt what they do



Custom booth → “Showstopper”



Oboy Construction

Booth progression – year one



Oboy Construction

Booth progression – year two



Professional/Neat

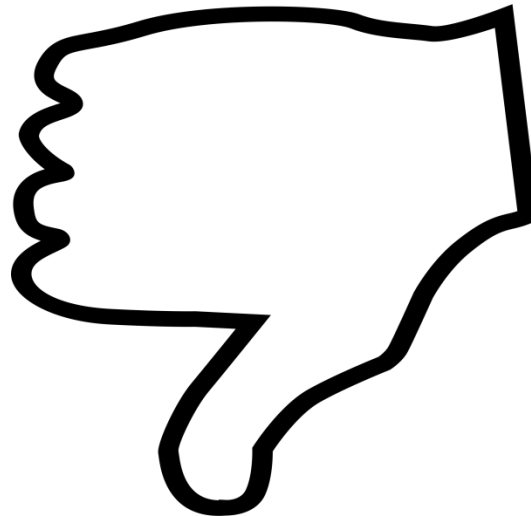
(but beware of “Castlebuilding”)



More room for engagement!



EXHIBIT SPACE DON'TS



Would you hire them for YOUR home?



Too much!



How about this firm?



What went wrong here?



Should be in a 10'x20' booth



Messy table coverings & floor coverings → uninvited!



View your booth from all angles!



8' max height rule



8' max height rule (front)



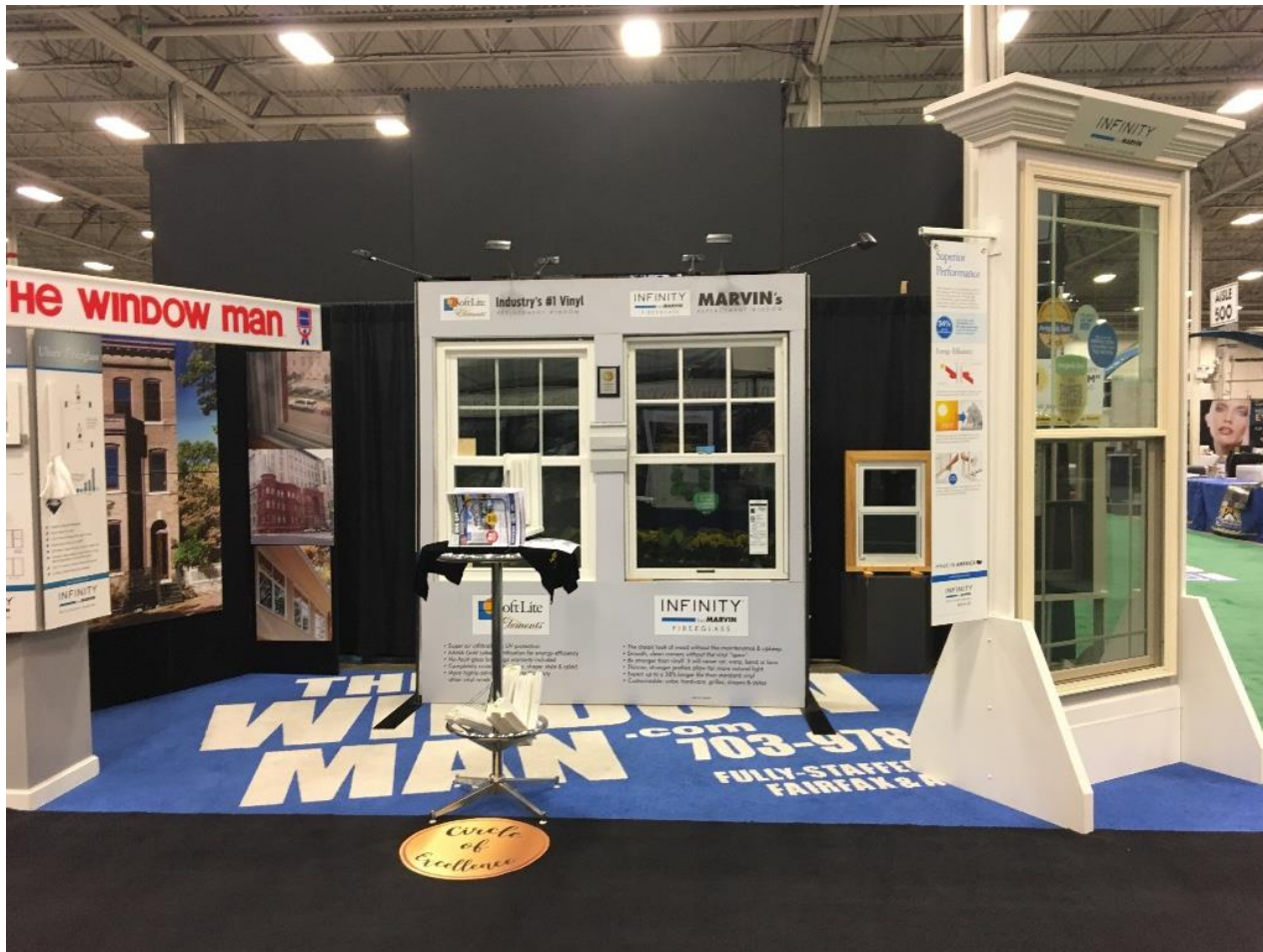
8' max height rule (back)



8' max height rule (front)



8' max height rule (back)



Booth Awards

Best in Show

1 for each category

- 100 square foot booths
- 200 - 400 square foot booths
- 400 + square foot booths
- 1 winner for Marketplace
- 1 winner for Gifts & Gadgets

Daily Awards (several winners!!)

- Best Dressed
- Best Attitude



Welcome Christopher Buehler of **ACE HARDWARE**



Welcome Joe Work of **MR. LEVEL CONCRETE**



Welcome
Melissa
Obradovic of
OBOY
CONSTRUCTION





CLEVELAND HOME +REMODELING EXPO

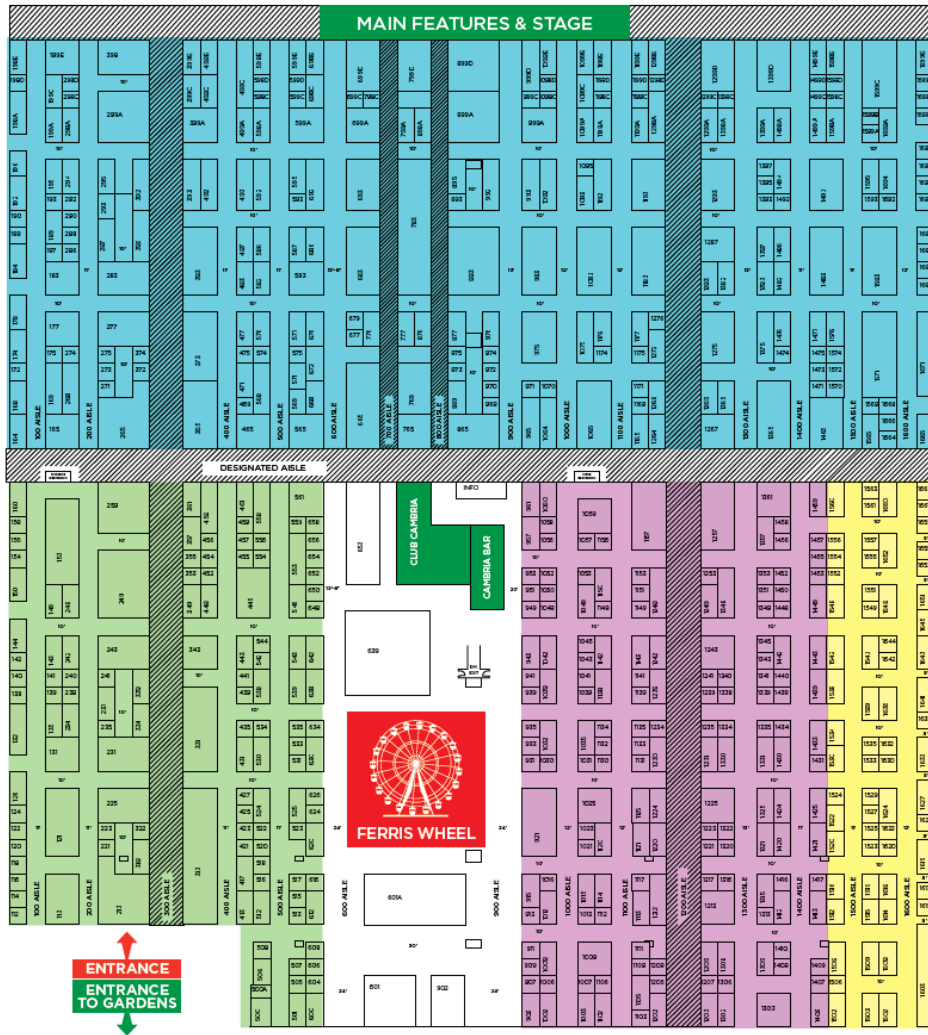
MARCH 20-22, 2020

Cleveland's I-X Center

HomeandRemodelingExpo.com



BOOK TODAY!



THE GREAT BIG HOME + GARDEN SHOW

JAN. 31 - FEB. 9, 2020
Cleveland's I-X Center

CALL TODAY AT
440-248-5729!

CATHY BERTHOLD, ext. 101
Exhibit Sales Consultant
cathyb@MPeshows.com

RESE PARDUE, ext. 103
Exhibit Sales Consultant
resep@MPeshows.com

ROSANNA HRABNICKY, ext. 104
Show Manager & Sponsorship
rosannah@MPeshows.com

LEGEND

	CONSTRUCTION REMODELING & RENOVATION 61,900 NET SQUARE FEET		HOME PRODUCTS SERVICES, DECOR & LIFESTYLE 16,900 NET SQUARE FEET
	MARKETPLACE 14,400 NET SQUARE FEET		LAWN, GARDEN & OUTDOOR 23,800 NET SQUARE FEET

*Floor plan as of January 28, 2019.

GreatBigHomeAndGarden.com

MARKETPLACE EVENTS
Largest Home Show Producer in North America

And the winners are...

Thanks for joining us and
see you at the show!

