

**WELCOME TO**

**EXHIBIT LIKE AN EXPERT**  
**A FREE How-To Seminar**

THE OHIO  
**HOME**  
+REMODELING  
**SHOW**

**JANUARY 10-12, 2020**

Greater Columbus Convention Center

# Introduction

- **Marketplace Events**

- Our Mission: To create vibrant marketplaces connecting enthusiasts with experts, products and services in dynamic face-to-face environments.

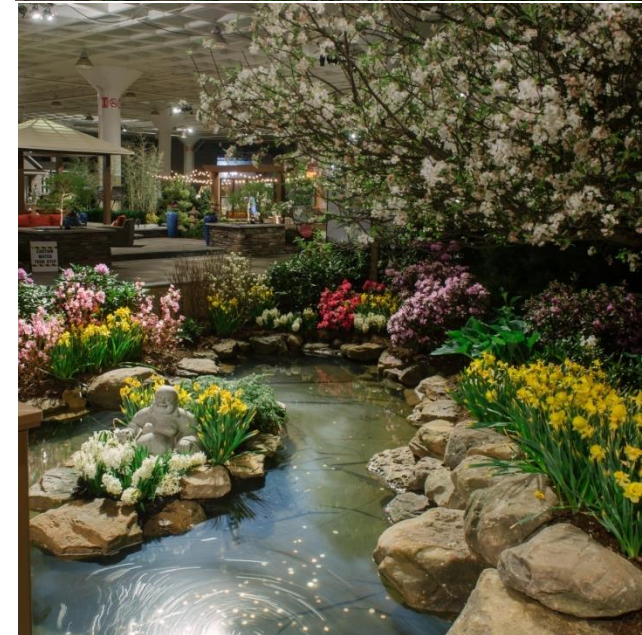
- **YOUR Team**

- Rosanna Hrabnicky, Group Manager & National Sponsorship Manager
- Caitlin Dorney, Assistant Show Manager
- Hallie Weilemann, Exhibit Sales Consultant
- Kelsey Christopher, Show | Operations Administrator
- Maddy Fox, Administrative Assistant



# Today's Agenda

- 2020 Show Updates
- Marketing Research and Opportunities  
Research, Creative, Opportunities and more
- Sponsorship and Features
- Exhibit Like an Expert



Focus is on **remodeling, outdoor living, landscaping, new construction and décor.**  
This branded show will attract the very serious project-minded homeowners.



# Who Attends?



# Who Attends?

- **87% are homeowners**
- **84% attend with a project in mind**
- **\$115k average annual household income**
- **75% attend with spouse – You meet BOTH decision makers!**
  
- **72% saw everything they came to the show to specifically see**
- **84% spent between 1-4 hours at the show**
- **85% traveled up to 45 miles to attend the show**
- **80% did NOT attend any other home shows in the past 6 months**

*Source: 2019 Marketplace Events Benchmark*

# What are they shopping for?

- **35%** are shopping for cabinets
- **77%** want a kitchen/bath remodel
- **26%** will be shopping for flooring
- **46%** have a home renovation project between \$5,000 – \$100,000



Source: 2019 Marketplace Events Benchmark

# Exhibitor Profile

- **95%** Rated the quality of exhibits and exhibitors at this year's show as excellent, very good or good
- **89%** Rated their overall experience working with the facility as excellent, very good or good
- **85%** Rated their move-in and move-out experience as excellent, very good or good
- **70%** Rate their overall satisfaction as excellent, very good or good



*Source: 2019 Marketplace Events Benchmark*



# 2020 Show Updates

- Front Entrance Outdoor Living Oasis – Peabody Landscape
- Weaver Barns
- Tiny Homes
- Cambria Bistro
- Main Stage
- Celebrity Appearances – Ty Pennington
  - Appearance sponsored by LP Building Solutions
- NARI Partnership
- The Marketplace
- Drab to Fab – Upcycle Challenge
- Home Tweet Home
- Media Promotions



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[OhioHomeAndRemodelingShow.com](http://OhioHomeAndRemodelingShow.com)

# 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 growing consumer database
- Social Media: Facebook, Twitter, Instagram

**Media Buy  
\$150,000!**

# Show Marketing

How do consumers hear about the show?

35%	TV
12%	Newspaper/Magazine
29%	Radio
15%	Friend or Relative
3%	Billboard/Poster
26%	Digital / Social Media / Email

# 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.plaindealer.com](http://www.plaindealer.com) or text [www.plaindealer.com](http://www.plaindealer.com) to 32553 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 showcases exterior and interior design trends at The Great Big Home + Garden Show next weekend.

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**WHOLE HOUSE CARPET CLEANING**

VALUE PACKAGE	CLASSIC PACKAGE	PREMIUM PACKAGE
<b>\$149</b>	<b>\$249</b>	<b>\$349</b>

**INCLUDES:** Hot Water Extraction, Steam Cleaning, Shampoo, Spot Treatment, Deodorizer, Pet Stain Remover, Dry Foam, and Carpet Protection.

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Call for more information: [www.CalvettaBrothers.com](http://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 showcases 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.



**Full**

**Right at home in my own room**

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

## AKRON BEACON JOURNAL

February 2, 2013

**Organizing expert plays mind tricks with clutter**

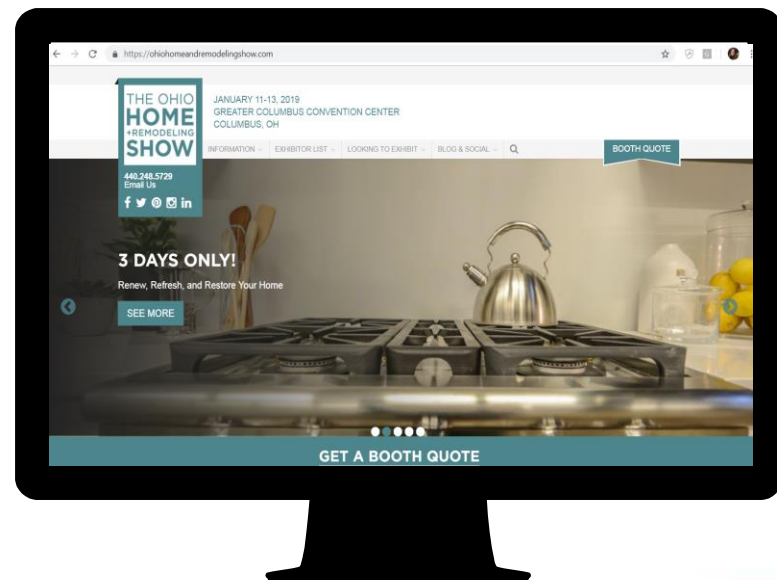
**INSIDE**

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

# Driving Traffic through our Show Website

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





# Exhibitor Listing

- Instructions to set up your exhibitor listing are available on our show website under Exhibitor Kit

## SEARCH BY KEYWORD

SEARCH

## SEARCH BY CATEGORY

- Appliances, Water Systems, Household Products
- Architecture, Home Design, Planning
- Cleaning Products and Service
- Closet, Organization, Storage, Moving
- Construction, Renovation, Remodeling, Flooring, Painting, Contractors, Foundations, Insulation, Engineer
- Crafts
- Food, Beverage
- Garden, Decks, Patios, Landscape, Outdoors
- Gifts and Gadgets (Cash and Carry, Direct Sell Products)
- Heating, Air Conditioning, Ventilation
- Home Décor, Art, Interior Design, Furnishings
- Kitchen, Bath
- Miscellaneous
- Plumbing
- Recreation, Pool and Spa, Health and Wellness, Fitness



Booth: 540

[Visit Website](#)

4580 Bridgeway Ave.

Suite B

Columbus, OH 43219

Specializing in USA-made energy-efficient windows & bathroom remodeling services since 1989. Improvemt! provides a 100% worry-free experience backed by a lifetime warranty.

Categories:

- [Kitchen, Bath](#)

# 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 OHIO  
**HOME**  
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# Sponsors To Date



# Marketing Opportunities at Affordable Pricing

- Banner Ad
- Floor Decals
- Email Blast Inclusion
- Promotional Contests



## 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 **\$1,000**, this option allows you to ask two questions during the entry process to receive qualified leads and database.

**EMAIL BLAST AD**  
**Per Blast \$500**  
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. Maximum three ads per email.

**YOUR COMPANY LOGO AND COUPON**  
**PRINTED ON ONLINE TICKETS \$300**  
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**  
Purchase an ad in our event's Official Show Guide to be handed out at the main entrance to all attendees. 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.

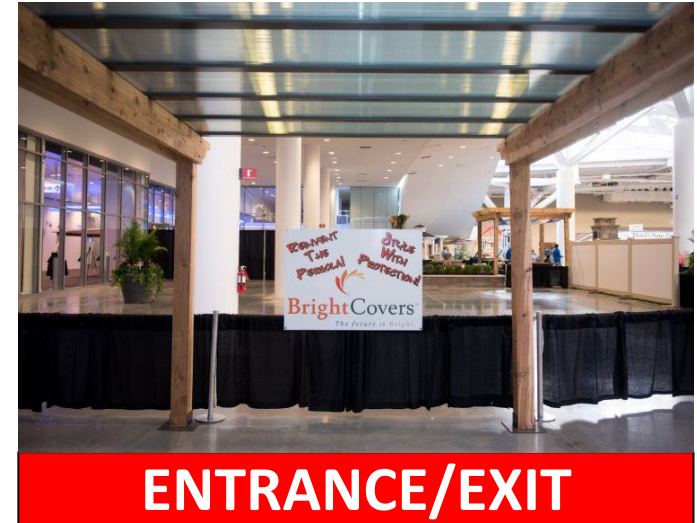
**LOGO ID IN SHOW GUIDE \$300**  
*Logo due by: Mid-October*  
Be more than just a booth number on the official floor plan in the show guide. Drive visitors to your location by having your logo placed at your booth location on the floor plan (available only for booths 400 square feet or greater).

### 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



## FEATURES

- **Official Product Sponsor**
  - ~~Windows~~ taken
  - Roofing \*available!
  - ~~Mattresses~~ taken
  - ~~Nature Stone Flooring~~ taken
  - Gutter Protection \*available
  - HVAC \*available



## MAIN STAGE

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

# Show Guide – Inserted in Ohio Magazine

- Over 358,000 engaged readers
- Subscriber count of 53,000





# Preparing for the SHOW

Hallie Weilemann



# General Show Information





## Dates & Hours:

Friday, January 10<sup>th</sup>

Saturday, January 11<sup>th</sup>

Sunday, January 12<sup>th</sup>

Noon – 9:00 PM

10:00 AM – 9:00 PM

10:00 AM – 6:00 PM

## Move-In:

Tuesday, January 7<sup>th</sup>

Wednesday, January 8<sup>th</sup>

Thursday, January 9<sup>th</sup>

Friday, January 10<sup>th</sup>

8:00 AM – 4:30 PM \*Features Only

8:00 AM – 4:30 PM

8:00 AM – 1:00 PM

8:00 AM – 11:00 AM

*Show will call you with your move-in times.*

## Move-Out:

Sunday, January 12<sup>th</sup>

Monday, January 13<sup>th</sup>

6:01 PM – 10:00 PM

8:00 AM – 3:00 PM

# Move In

**Commercial vehicles must purchase labor from FERN (i.e. semi-trucks, box trucks, or any vehicle with a lift).**

1. Arrive at your installation time.
2. Proceed to loading dock area – Loading Dock for Halls C & D. 19 Convention Center Drive Columbus, OH 43215.
3. There is a designated unloading/loading area on Show floor (Hall A) *\*Pending*
4. Unload vehicles with your own personnel (allotted time for unloading/loading).
5. Drive your vehicle out of the building via specified door.
6. Return to booth and assemble your display.

**YOU MAY USE YOUR 2-WHEEL OR 4-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE.  
FERN WILL HAVE A LIMITED AMOUNT OF CARTS TO USE**

# Move Out

**No exhibits may be taken down until Show closing on Sunday, January 12<sup>th</sup> at 6:01 PM – 10:00 PM & Monday, January 13<sup>th</sup> 8:00 AM – 3:00 PM**

**REMEMBER** - Remove your entire exhibit. Bring your own TWO WHEELED OR FOUR WHEELED dollies for handling your exhibit material during move-out. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!" Keep in mind that even though we have security, move-in and move-out present the highest chance of damage and theft. We encourage exhibitors to remove as much as possible at Show closing.

**IF YOU BRING IT IN, HAUL IT OUT!** Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The Convention Center should be left in broom-clean condition

# 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 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

# Included with your Booth

- Standard pipe & drape
- Complimentary tickets
- Exhibitor badges
- 24-hour security
- Online Exhibitor Listing
- Listing the official show guide
- Exhibitor training seminars
- Exhibitor manual for pre-show planning



# Show Info on Website

**Where to go to find important information:**

- [www.ohiohomeandremodelingshow.com](http://www.ohiohomeandremodelingshow.com)
- **Scroll all the way down to the bottom**

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EXHIBITOR LISTING SET UP INSTRUCTIONS

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OHIO HOME & REMODELING SHOW EXHIBITOR SERVICES

Exhibitor Services Manual

IMPORTANT FORMS

Exhibitor Will Do's

Credit Card Authorization Form

Sampling Authorization Request Form

Greater Columbus Convention Center Safety and Security Information

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- **Any important forms will be posted to this page**
- **Exhibitor Kit**
  - Rules & Regulations
- **FERN Services Guide**
  - Order and pay for services by December 13<sup>th</sup>, 2019 to receive advanced rates!



# Hotel

## Accommodations:

Hyatt Columbus Downtown \$149.00  
Reservations: 614-463-1234  
(book by December 16<sup>th</sup>, 2019)

Candelwood Suites Polaris \$74.00, \$84.00,  
\$89.00  
Reservations: 614-436-6600

## Parking at Show:

South Garage, Vine Garage, Goodale  
Garage, East Lot – rates vary between \$10-  
\$12 daily.

**IMPORTANT** – Trailers can ONLY be parked  
in the EAST SURFACE LOT. Spaces can be  
reserved in advance on the Greater  
Columbus Convention Center website.

HYATT®

  
**CANDLEWOOD  
SUITES**  
AN IHG® HOTEL



# COMPLIMENTARY TICKETS

**Your comp tickets will be mailed out to you**

- OR you can pick them up at move in or during the show
- 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



# EXHIBITOR BADGES

**Badges provided are determined by booth size and are your admission into the Show:**

6 badges for 100-299 sq ft

8 badges for 300-599 sq ft

20 badges for 600+ sq ft



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

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

Cathy Berthold & Rese Pardue





# BOOTH MECHANICS

## The Basics...

- Carpeting or flooring required
- Tables – professionally skirted OR cloth (no paper or plastic please!)
- Seating – bar stools best
- 8' maximum height, including signage
- Finish BACK of displays
- No signage facing neighbors' booths
- 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...

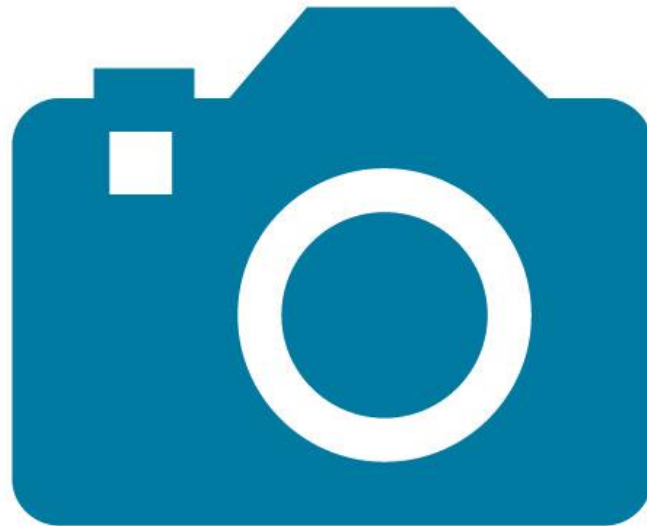
- set sales goals for team/show? Are they realistic, attainable and measurable?
- set incentive contests for your team? This keeps them engaged and makes it FUN!!

***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!

# Show Photos



# Neat, product in flooring



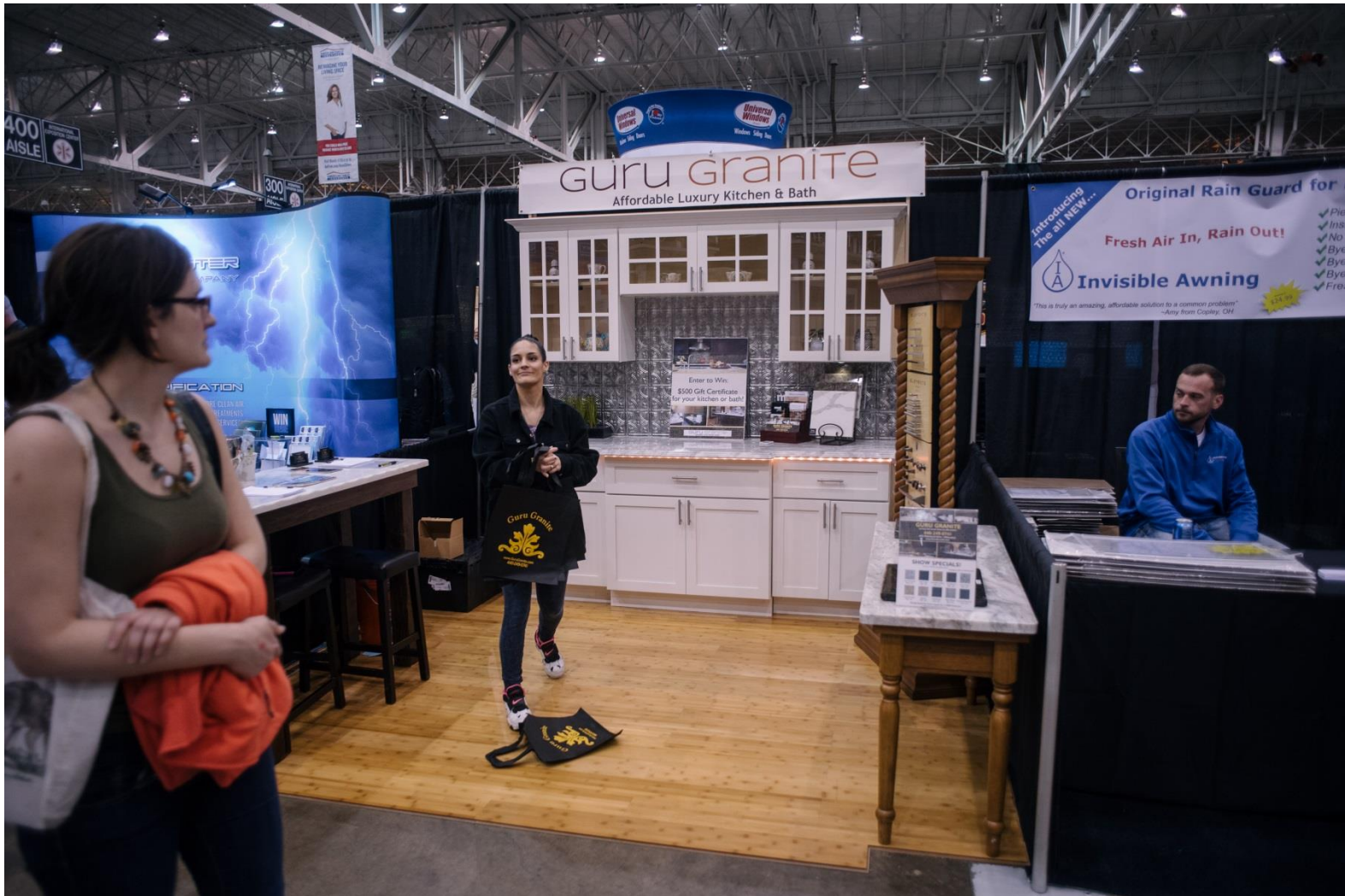
# Amazing what you can do with 100 square feet!



# 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

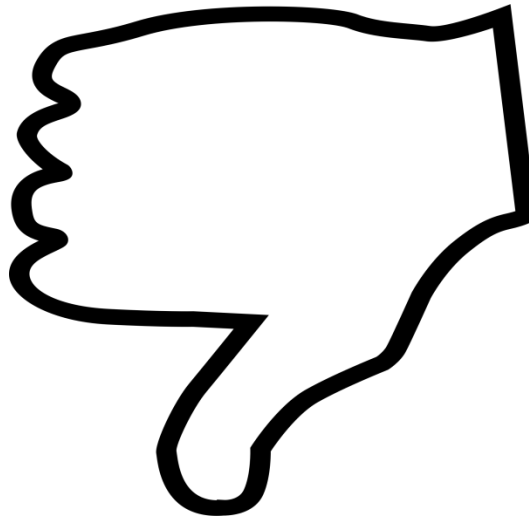
(but beware of “Castlebuilding”)



# More room for engagement!



# EXHIBIT SPACE DON'TS





# Would you hire them for YOUR home?



# Too much, too busy, messy



# 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 **Ginger Birkhimer** of Custom Distributors



# Welcome **Dylan Fonner** of **JSB Home Solutions**



**65% SOLD!**



**And the winners are...**