



Below are **Tips on how to promote your business successfully prior to the show!** We recommend using 3+ ideas:

Tickets:

- Tickets to the show make great gifts and give you a reason to **reconnect with clients, suppliers, vendors, partners and prospects** to help them get started on their home and renovation projects. This is a great opportunity to take advantage of to further network, create new connections and show your appreciation for those who contribute to making your business a success. **We encourage you to use these tickets to help benefit your business.** Below are ideas on how you can distribute tickets:
 - **Give away tickets on social media** – Use tickets to help build your likes and increase engagement on your social media channels. Offer two complimentary tickets to the first 10 people to post on why they need to attend. Tag a friend and receive a 4 pack!
 - **Link the Show in your postings!**
 - Facebook Event Page: <https://www.facebook.com/events/472908909954850/>
 - Instagram: homeshowmpls
 - Twitter: HomeShowMPLS
 - **Get in touch with past customers** – Thank previous customers for their business and mail them complimentary tickets or send an email to customers to respond if they would like complimentary tickets (remind them to visit your booth when at the show). Call top customers and offer to leave the complimentary tickets at will call for them.
 - **In Store** – Offer tickets to customers who spend \$X or more and get two free tickets to the show!
 - **Give tickets away at your location or service calls** – Offer complimentary tickets with purchase or as a leave behind when at their home.

If any questions, please visit our online Exhibitor Kit or call us below:

Exhibitor Kit Website Link: <https://homeandpatioshow.com/exhibitor-kit>

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