

OKLAHOMA CITY
**HOME
+GARDEN
SHOW**

JANUARY 22-24, 2021
State Fair Park
OKLAHOMA CITY

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

\$700

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 (22,938* in our consumer database). Maximum three ads per email.

**As of November 2020.*

YOUR COMPANY LOGO AND COUPON PRINTED ON ONLINE TICKETS

\$300

Approximately 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 special offer to drive traffic to you at the show! *Limited availability.*



SHOW GUIDE

BOLD LISTING IN SHOW GUIDE

\$99

Stand out from your competitors by having your listing bolded in the Show Guide.

FLOOR PLAN LOGO IN SHOW GUIDE

\$400

Logo due by: December 15, 2020

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.



SPONSORSHIP

Sponsorship Packages are also available for additional exposure. Sponsorships work to elevate your presence at an event. Create the experience! Partnership opportunities involve participating in the creation of a complete, engaging and fulfilling visitor experience designed to maximize your exposure. Call now for details on tailoring a package to fit your marketing needs and budget.

ONLINE DISCOUNT TICKET SPONSOR

\$3,500

Promote your brand, build your database and use our online ticketing to conduct some valuable market research! Discount mention - Courtesy of "Company" will be promoted in all paid print, TV & radio where discount is mentioned. Ticket purchasers will answer two questions supplied by "Company" during ticket ordering process. Company to receive leads and database.



AT THE SHOW

BAG SPONSOR

FROM \$4,500

Opportunities to distribute bags with company logo at front entrances of show. A great way to create awareness and be a "walking billboard" in front of our guests.

ENTRANCE & EXIT DISTRIBUTION

FROM \$4,000

Want to get your product or information in the hands of everyone? Exit and entrance rights are available.

One available.

AISLE SIGNS-DOUBLE SIDED

One sign

\$300

Two signs

\$500

Logo due by: December 15, 2020

Bring awareness to your booth location by purchasing an aisle sign. For a small investment, your company logo will be able to be seen across the show floor. Each sign is printed double-sided and attached from the hanging aisle number. *Subject to availability.*

DIGITAL LED BILLBOARD

\$1,000

The NEW digital billboards on the Bennett Event Center columns are a unique way to get maximum exposure at the show! Your company's brand will be displayed in rotation for show-goers to see while inside the BEC all weekend long. *Limited Availability.*

**CALL US TODAY!
405-832-9090**

OklahomaCityHomeShow.com

MARKETPLACE | **EVENTS**