

INDIANAPOLIS HOME SHOW

— SINCE 1922 —

JAN. 19-28, 2018

Indiana State Fairgrounds

Marketing Opportunities 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.

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

Per Blast

\$375

Three Blasts

\$900

Advertiser to supply banner ad (or we can create for you for only \$40) to be included in email blast (post-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 (61,141* in our consumer database).
**As of October 2017.*

SHOW GUIDE

SHOW GUIDE ADVERTISING

CALL FOR PRICING

Show Guide will be published by MidCountry Media Inc.

Purchase an ad in our event’s official Show Guide to be handed out at the main entrance to all attendees, with an additional distribution of 35,000. 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.

FLOOR PLAN LOGO IN SHOW GUIDE

\$500

Logo due by: December 1, 2017

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!

AT THE SHOW

ENTRANCE & EXIT DISTRIBUTION

FROM \$5,000

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

CELEBRITY

CALL FOR PRICING

Bring in a celebrity or spokesperson to be sponsored by your company, (i.e., John Gidding presented by Xfinity). The show will promote in show advertising and the official show website. Celebrity will have the opportunity to do media interviews, presentations on main stage and sign autographs in your booth location.

FLOOR DECALS

FROM \$300

Bring awareness to your booth location and make your presence known. By sponsoring our floor decals you will not be missed. You can choose to sponsor your section of floor, subject to availability, leading to your booth.

SOCIAL MEDIA

SPONSORED BLOG POST

\$750

Spotlight: Sponsor/Exhibitor is given a list of questions to answer. Their answers are turned into a blog post which is then cross promoted on Facebook (1x) and on Twitter (4x) **OR** Sponsor/Exhibitor may contribute editorial content including tips, DIYs, tricks, advice or interesting product/service information. This will be cross-promoted on Facebook (1x) and Twitter (4x).

SPONSORED BLOG SERIES

\$1,500

Exhibitor or sponsor may work with Marketplace Events to coordinate a series of blog posts (4x). Posts will be cross promoted on Facebook (1x/per post) and Twitter (4x/per post).

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

CALL FOR PRICING

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.

OFFICIAL PRODUCT SPONSORS

CALL FOR PRICING

Apply to become one of the event's "Official Products". Limit one per category. Be recognized as the leader in your product category.

SPONSORSHIPS STILL AVAILABLE...

- Title Sponsorship
- Presenting Sponsorship
- And more!**

We can customize a sponsorship to meet your marketing objectives!

For sponsorship rates and info for this or any Marketplace Events show, please contact Jill Kivett at 604-639-2288 or jillk@MPEshows.com.

Marketing Solutions, a division of Marketplace Events, takes our tested and proven marketing strategies to help drive more customers to your business. We have a full suite of affordable promotional services to help you improve your ROI at our shows and drive sales year-round. To learn more, visit MarketingSolutionsmpe.com

Our services include:

SEM/SEO | Social Media | Websites | Exhibit Displays Sales Collateral | Lead Management



NICOLETTE WYATT
Exhibit Sales Consultant
317-705-8719, ext. 12
nicolettew@MPEshows.com



MARK LEVINE
Exhibit Sales Consultant
317-705-8719, ext. 14
markl@MPEshows.com



LAURA GRONINGER
Group Manager
317-705-8719, ext. 10
laurag@MPEshows.com