

JACKSONVILLE
HOME
+ PATIO
SHOW

MARCH 5-8, 2020
PRIME OSBORN CONVENTION CENTER



EXHIBITOR TRAINING

Marketplace Events

Our Mission...

To create uniquely vibrant marketplaces that connect qualified enthusiasts with trusted companies

The Jacksonville Team

- **Tina Robinson**

Show Manager A

904-622-9140



- **Taylor White**

Exhibit Sales Consultant #’s and B-J

904-380-7956



- **Karen Adair**

Exhibit Sales Consultant K-Z

904-380-7955

- **Rachel Whitmire**

Show/Office Administrator

Operations Coordinator

321-200-1583

TWO SHOWS TO GROW YOUR BUSINESS

Jacksonville Home & Patio Spring Show

- ✓ 36,243 attendees in 4 days
- ✓ March 5-8, 2020
- ✓ Prime Osborn Convention Center

If you exhibit in just one show of our shows you are missing an entire audience of buyers coming to the show to shop from companies like yours.

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JACKSONVILLE HOME + PATIO SHOW

TWO SHOWS TO GROW YOUR BUSINESS

Jacksonville Home & Patio Fall Show

- ✓ 28,252 attendees in 4 days
- ✓ September 24th – 27th
- ✓ Prime Osborn Convention Center

If you exhibit in just one show of our shows you are missing an entire audience of buyers coming to the show to shop from companies like yours.

Who Attends Home Shows?

- 90% are homeowners
- 91% attend with a project in mind
- 96% did not attend another home show in the market
- 75% are in the 35-64 age bracket
- 77% attend with spouse – You meet BOTH decision makers!
- 95% live in a Single Family Home

Plus...

83% rated their overall satisfaction with the show as very satisfied or satisfied.

FEATURES

- **Make It, Take It Workshops** will allow for guests to get their hands dirty with our free DIY workshops.
- **Food Truck Rally** - Local food trucks will offer food for purchase with inviting outdoor tables will allow you to relax and grab a bite on on **Friday, March 6, 2020 11am - 7pm and Sunday, March 8, 2020 10am-5pm**
- **Trade Day** – Thursday, March 5, 2020 All home-related tradespeople or members of an affiliated association receive complimentary admission to the Jacksonville Home + Patio Show
- **Hero Day** – Friday, March 6, 2020 Active & Retired Military and First Responders receive complimentary admission to the Jacksonville Home + Patio Show
- **Teacher Day** – Sunday, March 8, 2020 Teachers and school employees receive complimentary admission to the Jacksonville Home + Patio Show
- **Pet-A-Palooza**- Saturday, March 7, 2020 City of Jacksonville Animal Services are doing pet adoptions from the Pre-function South area.

TOP REASONS TO EXHIBIT NOW

- 1. Efficient Use Of Time** - *connect with hundreds of prospects and customers in a short amount of time, in one location! It costs 62% less time to close a lead generated from a show than one in the field* *Center for Exhibit Industry Research
- 2. More Focused and Isolated Leads**
- 3. Bold and Unique Advertising with Minimal Risk**
- 4. Effective Use of Marketing Dollars** – *measurable results!*

FACE TO FACE SELLING TO QUALIFIED BUYERS

- Vibrant Marketplace for Serious Shoppers
- Permission Based Marketing / Sales



YOUR SAFEST BET PERIOD



DECIDE HOW MUCH SPACE



10 X 10



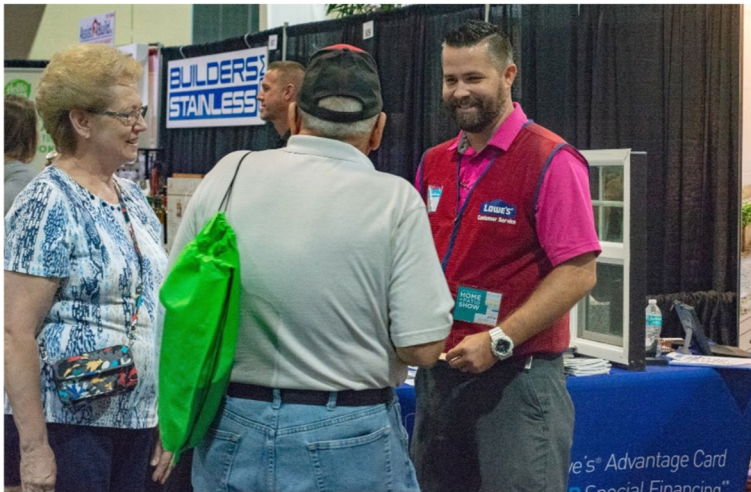
10 X 20



20 X 20

DECIDE HOW MUCH SPACE

- Show Budget
- Product Selection
- Desired Objectives



DECIDE HOW MUCH SPACE





PLAN YOUR BOOTH

1. This is your show room!

Put your best foot forward

2. 3 Second Rule –

Company Name, What you do, Why you do it better



PLAN FOR SALES

1. What is Your Sales Goal?

How are you going to get there?

System for tracking leads

2. How are you going to excite your staff?

Incentives, contests?

3. *Schedule to be there early! Do not leave early!*

TIPS FROM YOUR SHOW TEAM

- 👍 The best attire you can wear is a SMILE
- 👍 Better late than never is not a motto to live by at our shows
- 👍 Create a warm and inviting space
- 👍 Use your prospect's name
- 👍 Know your competition
- 👍 Make friends with your neighbors

Plan for Success

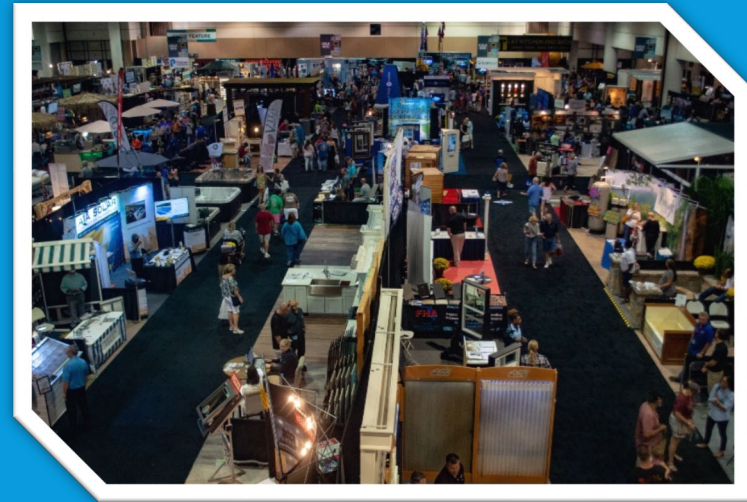
- Establish expectations prior to the show
 - When should leads be called?
 - What order?
- Consider a mailer, email blast to opt ins, etc.





After the Show

- Get feedback from employees
- Provide feedback to show staff
- Start planning for next show!



YOU'RE BOOKED! WHAT'S NEXT?

- Visit the [Exhibitor Kit](#) section of our website
 - **Exhibitor Manual** (READ ME!!!)
 - Facility Order Forms: Electrical, water, internet access
 - Decorator Order Forms: Rental of carpet, chairs, tables, signage, etc.
 - Move-In and Move-Out info

Move-In:

Tuesday, March 3, 2020: 8:00am - 5:00pm

- Drive-on access to show floor all day
- Earlier in the day, the shorter the lines

Wednesday, March 4, 2020: 8:00am - 5:00pm

- Drive-on limited access, morning only
- Carry-in access all day

The following booths cannot move in until the dock doors are closed on Wednesday afternoon.

1315, 1317, 1319, 1321, 1323, 1331, 1333, 1335, 1337, 1339, 1345, 1349, 1351

Please check with your sales consultant for exact times.

Move-Out:

Sunday, March 8, 2020: 6:01pm - 10:00pm

- ABSOLUTELY NO EARLY BREAKDOWN
- Aisle carpet must be rolled up first
- Go grab dinner, come back in an hour

Monday, March 9, 2020: 8:00am – Noon

- Everything must be out or you will be charged handling and storage fees
- All PAVERS must be removed by this time

Exhibitor Badges



- NOT mailed out
- Pick up during move-in and show
- Room 106

Admission

- Mailed out 2-3 weeks prior, 10 per 10x10, up to 40
- Invite customers, prospects, friends, family
- Social media giveaways
- Can leave at will call





Our Websites

- www.JacksonvilleSpringHomeShow.com
- www.JacksonvilleFallHomeShow.com
- [Exhibitor Kit](#) is at the **BOTTOM** of the **HOME PAGE**

EXHIBIT SPACE DONT'S



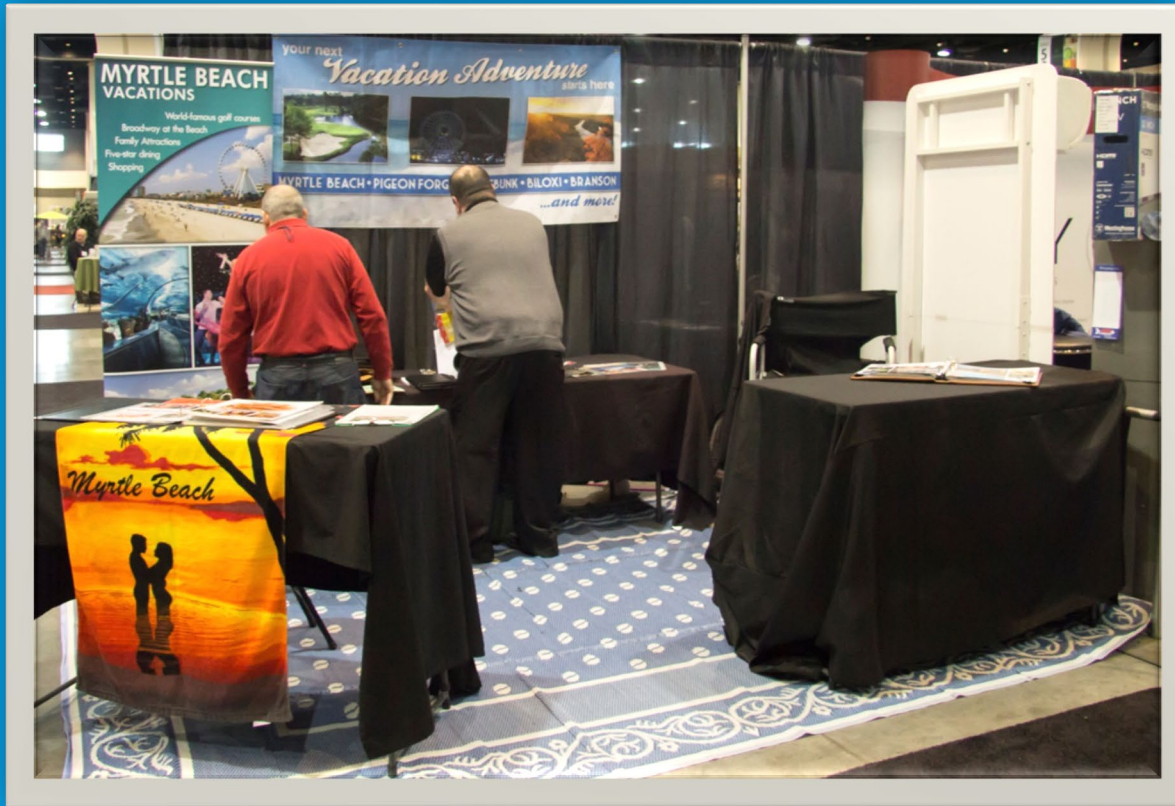
NO SALES ARE HAPPENING HERE!



TOO MUCH



CARPET DOES NOT COVER BOOTH SPACE, TABLE SKIRTING IS UNPROFESSIONAL



NEEDS IMPROVEMENT

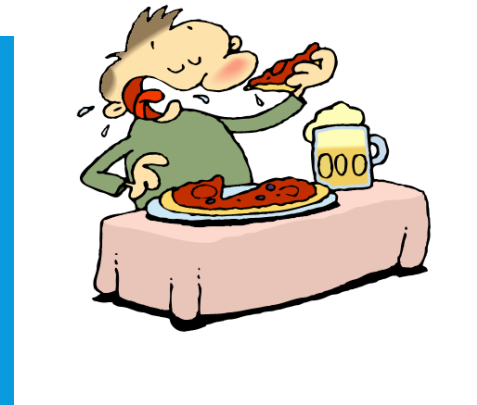


Should be in a 10x20 booth



HOW NOT TO EXHIBIT

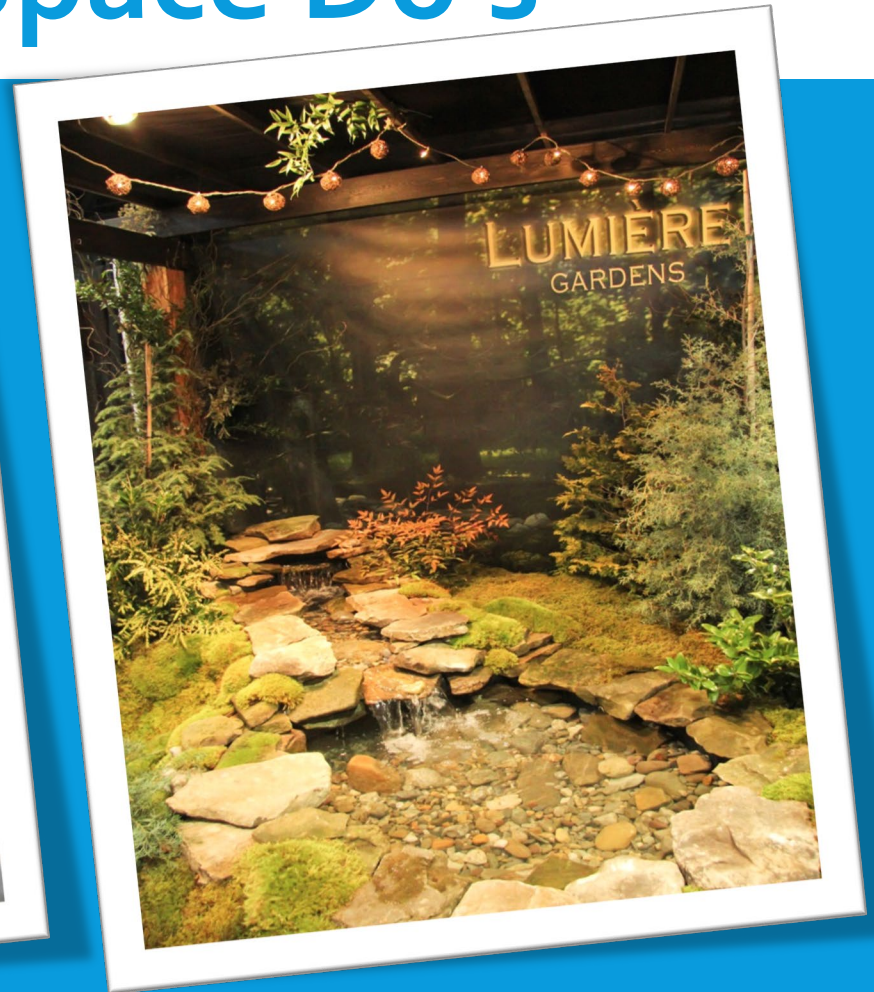
- Don't overstaff your booth
- Don't text or talk on phone
- Don't hold a buffet in your booth
- Don't go MIA
- Don't stalk attendees in the aisles
- Don't complain
- Don't treat the show like a vacation from the office



Wow! Texting, reading



Exhibit Space Do's



Carpet or Flooring is required in all booths in Section 6



Excellent Signage, warm and inviting



Amazing what you can do with 100 square feet!



10X10 in line booth



10X20 Booth



Literature and Giveaways - should be strategically planned

Neatness Counts



FOR COMPLETE INFO

Visit the [EXHIBITOR KIT](#) section of our website and click on **EXHIBITOR MANUAL!**

- Move-In/Move-Out
- Show Hours
- Order Forms
- Parking Info
- And More!

HOW TO SET UP YOUR EXHIBITOR LISTING

Exhibitor Listing

- One of the most visited sections of our website
- Searchable by name, category, and new exhibitors
- YOUR website within our website!

SEARCH BY KEYWORD

SEARCH

see the **new**
exhibitors

SEARCH BY CATEGORY

- Appliances, Water Systems, Household Products
- Associations, Non Profits
- Cleaning Products and Service
- Closet, Organization, Storage, Moving
- Construction, Renovation, Remodeling, Flooring, Painting, Contractors, Foundations, Insulation, Engineer
- Crafts
- Warehouse Clubs, Retail
- Financial, Insurance, Mortgage, Real Estate, Home Inspections
- Food, Beverage
- Garage (Doors, Organization), Automotive
- Garden, Decks, Patios, Landscape, Outdoors
- Gifts and Gadgets (Cash and Carry, Direct Sell Products)
- Heating, Air Conditioning, Ventilation

SOUTHERN HOME ADDITIONS

new
exhibitor



Booth: 205

[Visit Website](#)

5700 Grace Lane

Jacksonville, FL 32205

Categories:

- New Exhibitors
- Construction & Renovation, Remodeling, Flooring, Painting, Contractors, Foundations, Insulation

REQUEST INFORMATION

A1A SOLAR CONTRACTING, INC.

A1A SOLAR

CONTRACTING INCORPORATED



Booth: 209, L-11

[Visit Website](#)

10418 New Berlin Rd #223

Jacksonville, FL 32226

A1A Solar designs and installs quality residential and commercial solar electric systems in the greater Jacksonville area. Nationally ranked and NABCEP certified, A1A Solar is committed to upholding our core values of integrity, quality workmanship & product, and customer satisfaction. Each employee is empowered to take whatever steps are necessary to ensure integrity and performance to provide customer satisfaction and long-term value.

'Why pay for energy when sunshine is free?'

Categories:

- Utility Companies, Electrical, Solar Power, Energy Management, Generators & Green Energy

REQUEST INFORMATION

BENEFITS OF CREATING YOUR COMPANY LISTING:

Visibility and Increased Sales:

- Promote your company, store and products on our website
- Promote show specials, new products, store openings and business updates
- If you renew again for 2021 your listing will not be taken down
- Consumers can contact you through a search function and email form – respond to questions and build relationships
- Get quote requests directly from your listing

TIPS TO GET THE MOST OUT OF YOUR LISTING:

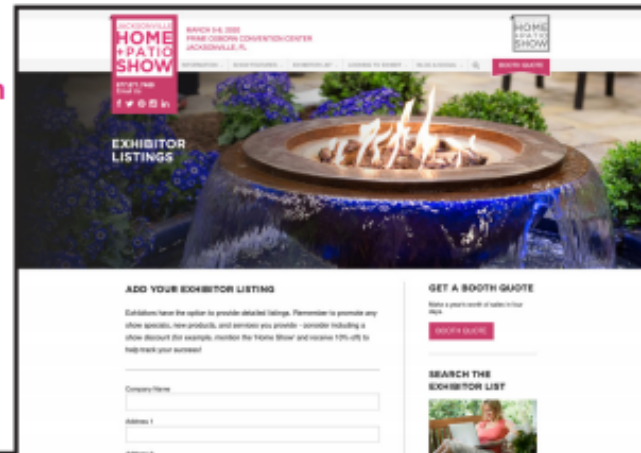
- Enter a full description of your company
- Use as many keywords as possible
- Select the category that best represents your company
- Include your booth number
- Offer a show special or discount
- Follow up with email requests

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How-to set up your company's Exhibitor Listing

How-to create your listing - as easy as 1-2-3-4!

1. Enter your company info online at:
<https://www.jacksonvillespringhomeshow.com/add-exhibitor-login>
2. Log in with the username: **JAXMarch@mpe.com** and
password: **JAXMarEX20**
Please note that the password is case sensitive. Contact your show
manager if you want to fax/email your information.
3. We will create your company profile and set up your Request
Information form.
4. We will update and maintain your page as required so you can
promote product launches, store sales, events and more through
your company page!



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Your 2020 Exhibitor Listing is posted. It's time to review your listing.

We have already reactivated your Exhibitor Listing from the Spring 2019 show and updated your booth number for you! Please take a moment to review your listing and ensure all the information is still accurate.

1. Please visit:

<http://www.jacksonvillehomeshows.com>

2. Click on "EXHIBITOR LIST."

3. Search for your company. Be sure to include

quotation marks (" ") around your company name to find the exact match.

To search by category or to see the entire list, leave the search blank & click SEARCH.

4. Carefully review your listing.

5. If there are edits, please contact **Jen Shaw** at jens@MPeshows.com or call **330-348-0909**.

