

WELCOME TO

EXHIBIT LIKE AN EXPERT

A FREE How-To Seminar

BUFFALO
**HOME
SHOW**



Sponsored by the Better Business Bureau

MARKETPLACEEVENTS.COM

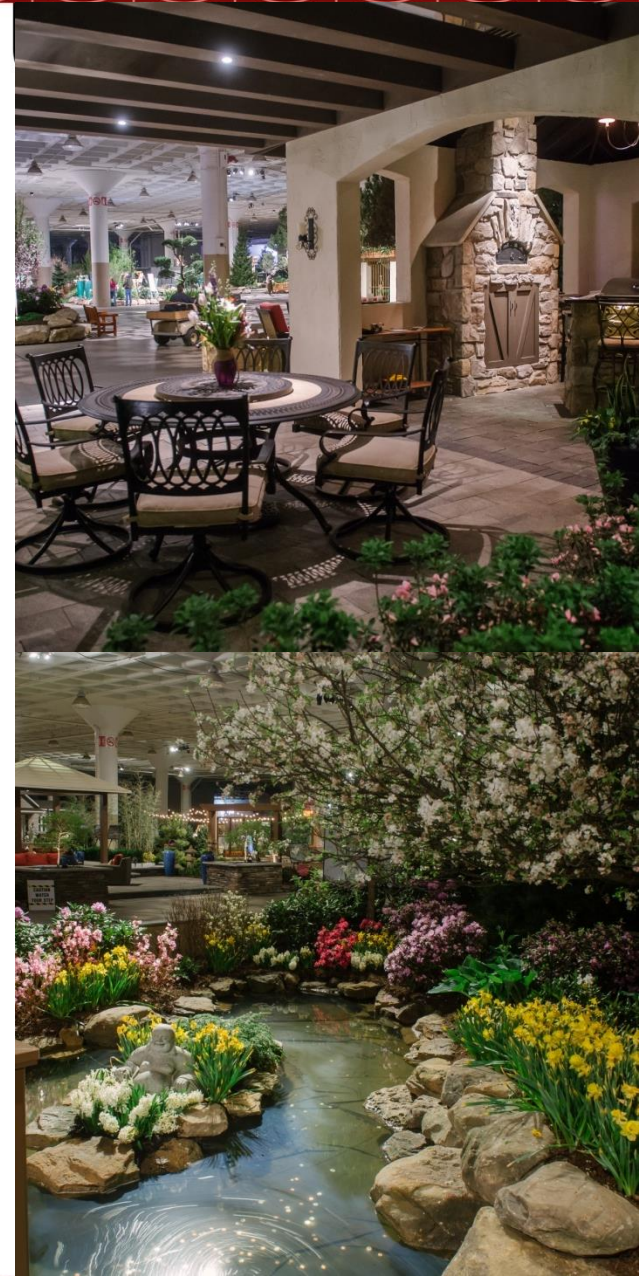
Introduction

- **YOUR Team**
 - Kelsey Christopher, Show / Office Administrator
 - Kevin Grace, Operations Manager
 - Christie Elig, Exhibit Sales Consultant
 - Jean Sukys, Show Manager



Today's Agenda

- 2019 Show Overview
- Features & Celebrities
- Exhibit Like an Expert
- Sponsorship Opportunities
- Media Plan
- PR Agency - Eric Mower
- Better Business Bureau
- Awards
- Questions?



Dates/Hours

Friday March 8 th	10am-9pm
Saturday March 9 th	10am-9pm
Sunday March 10 th	10am-6pm
Friday March 15 th	10am-9pm
Saturday March 16 th	10am-9pm
Sunday March 17 th	10am-6pm

What's included with your booth

- 8ft Back drape
- 3ft Side drape
- 6 exhibitor badges per 10x10
- 24 Hour security including dark days
- Exhibitor listing
- 25 VIP tickets per 10x10

2019 Show Overview

MARKETPLACE | **EVENTS**
Largest Home Show Producer in North America

- Designer Rooms Sponsored by WGRZ Ch. 2 – partners are Ethan Allen and MP Carol
- Farmhouse Garden Lobby Feature –F&S Design Studio, Erie 1 BOCES & A-1 Land Care
- Best of Buffalo Market Presented By Buffalo Spree Magazine
- Craft Beer Corner Sponsored by the Craft Beer Consortium & 103.3 WEDG.



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Celebrity Sightings



John Loecke & Jason Oliver of
MADCAP COTTAGE
March 8-9



Join Vern Yip of TLC's hit
show *Trading Spaces*
March 15-16

PLAN YOUR BOOTH

1. This is your show room!

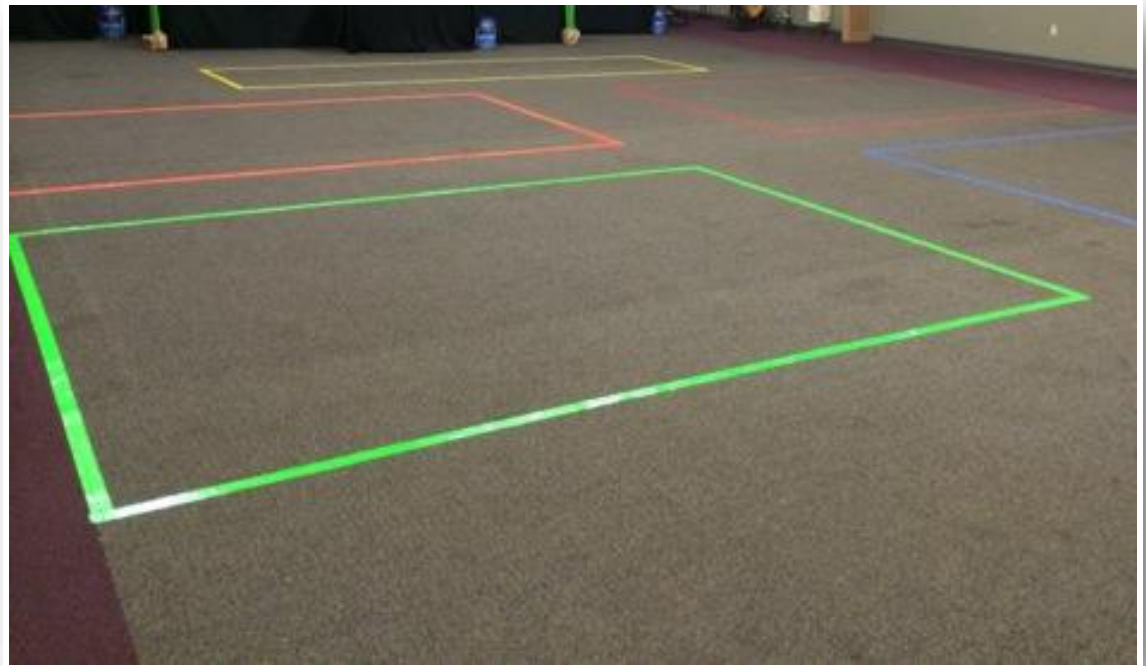
Put your best foot forward

2. 3 Second Rule –

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

Decide How Much Space

- Show Budget
- Product Selection
- Desired Objectives
- 10x10 space – 3 seconds, 3 steps



Booth Requirements

- Signage – must be below 8ft. No banners on poles
- Stay within your booth regulations
- Flooring is required upstairs
- Finish BACK of displays
- Tables
 - Professionally skirted OR cloth
 - **NO** paper or plastic!
- NO pop-up tents.
- Move-in Schedule – scheduled day based on your location
- Staffing booth from open to close each day of the Show is required.

Pictures of Booths Done Correctly



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



Pictures of Booth Dont's



Complete Your Exhibitor Listing

Your own full page listing on our website ***included*** in your contract price.

Grow your business through our online Exhibitor Listing; a resource where buyers can search by company name, category or product. Promote your company to unique visitors before, during and after the show. Buyers can even email you directly to receive a quote on their project!

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!*

Sponsorships Still Available:

1. **Official Product Sponsorship** (various categories)-Apply to become one of the event's "Official Products". Limit one per category. Be recognized as the leader in your product category.
2. **Online Ticket Sponsor** - Approximately 65% of all attendees purchase their tickets online. This equals a ton of exposure for your company at a terrific value. **BEST VALUE!** this sponsorship allows you to ask each person 2 questions about your product/service and if they would like to have you contact them. We will provide you this list of HOT leads the week after the show.
3. **Presenting Sponsor of the Lobby Landscape** – Your company will be mentioned anytime the Lobby feature is mentioned. Including, print, radio, and show guide.
4. **Circle of Excellence** – there are still spots available to be a charter member of this exclusive group. Ask Christie or I if you qualify for these perks, free items and extra exposure.



BUFFALO
**HOME
SHOW**

2019 Advertising & Promotion Overview

MARKETPLACE | **EVENTS**

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Advertising & Promotions

- **Television – 25%**
- **Radio – 30%**
- **Newspaper – 26%**
- **Billboards – 15%**
- **Magazine – 4%**

Television Advertising

TV commercials will air Monday, March 4 -Saturday, March 16. Approximately 360 commercials and promotional announcements primarily in news programming as well as other areas such as prime time.



Television Features



Appearances on WNY Living on WGRZ and AM Buffalo on WKBW.

Radio Advertising

Radio commercials will air Monday, March 4th through Saturday, March 16th . Approximately 1300 commercials and promotional announcements will air throughout the day and weekends.



Radio Events

Craft Beer Tasting

- Both Friday Nights 5:00 pm-7:00 pm
Presented by 103.3 The Edge and Try-It Distributing
Hosted by Tom Ragan
- Appearance by Show Celebrities
- Promoted on The Edge, 97 Rock, and WHTT Radio
- Promoted On-Line, Facebook & Twitter
- Additional promotion by WN Craft Beer Magazine and the Buffalo Beer League



Radio Events

Live from the Home Show:

- **WYRK** – Remote broadcast from the Home Show – March 9th
- **Mix 96** – Remote broadcast from the Home Show – March 16th
- **WBEN** – Remote broadcast from the Home Show – March 9th and 16th



Newspaper



Buffalo News

- 8 color newspaper ads, March 3rd – March 16th
- Home Show 11 x 17 Show Guide Insert in Buffalo News full circulation on March 7th
 - Additional copies delivered to select homes who do not receive The News – over 200,000 households in total
- Buffalo Magazine ad, Sunday, February 24th
- 200,000 on line banner ads
- Promotional B&W ad in Gusto on Saturday, March 2nd

Magazine

Spree Magazine

Buffalo Spree
The Magazine of Western New York

The Home Show will be featured in:

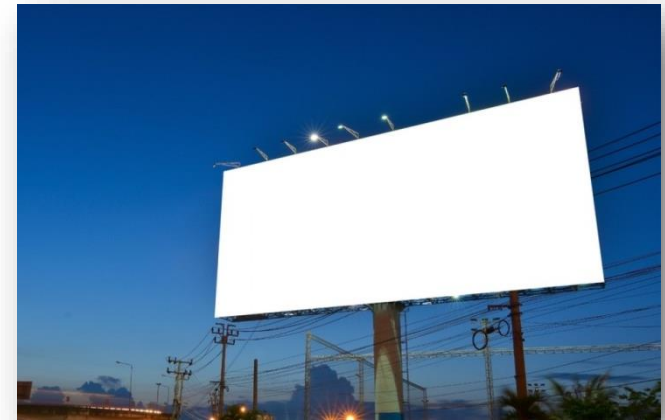
- 1 – ½ page 4 color ad in the February issue
- 1 full page 4 color ad in the March issue
- Editorial inclusion in the March issue

New this year:

- “Event Package” highlight the Best of Buffalo Market including social media posts
- Premium item partner in subscription promotion offer includes ad in February and March issues

Billboards

- Home Show will be featured on Electron Billboards
- From February 18th through March 18th
- 6 Electron Billboards
- Located on major Expressways throughout the City, Northtowns and Southtowns
- 10,000 ads per day.



Discount Tickets Promotions





Public Relations Overview

LOCATIONS

NEW YORK

Albany
Buffalo
New York City
Rochester
Syracuse

MASSACHUSETTS

Boston

OHIO

Cincinnati

NORTH CAROLINA

Charlotte

GEORGIA

Atlanta



LOCATIONS

AWARDS



BMA



Bulldog Reporter
PR Agency of the Year

RANKINGS

AdAge

Top 20 Independent Agencies

BtoB

Best B2B Agency

PRWeek

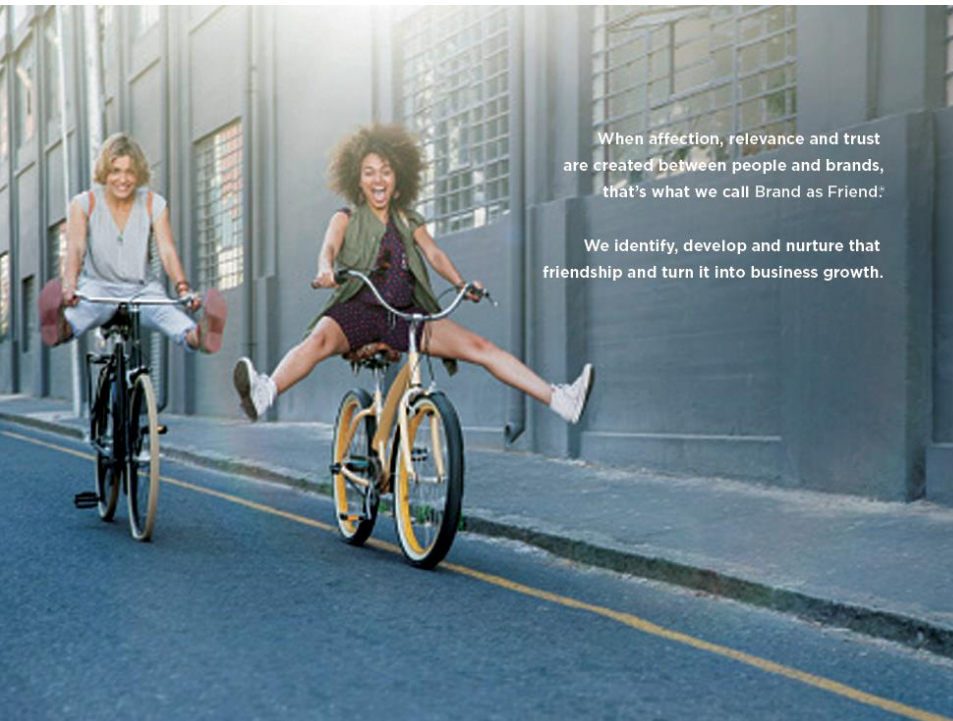
Top 50 Agencies | *Bulldog Reporter's* Agency of the Year

PROMO

40 Largest Agencies | Dozen Best Retail Agencies

AdAge BEST PLACES TO WORK

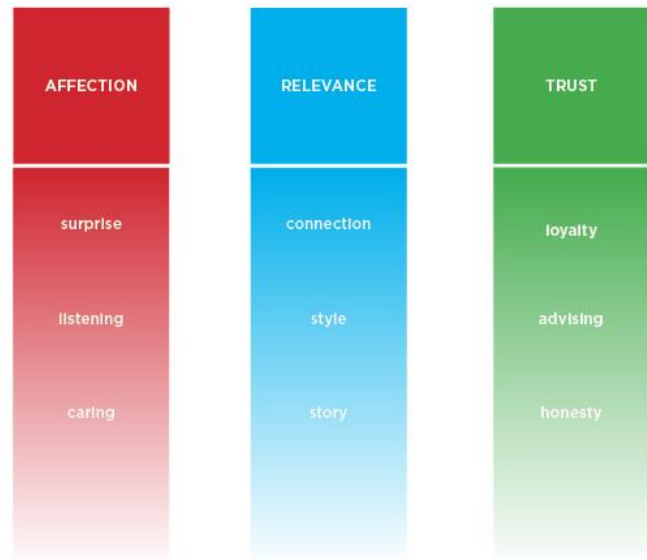
OUR PHILOSOPHY



When affection, relevance and trust
are created between people and brands,
that's what we call Brand as Friend.®

We identify, develop and nurture that
friendship and turn it into business growth.

Brand as Friend[®]



Select Clients



How PR Can Work For You

- **NEW can be newsworthy!**
 - Tell us what new products you are introducing
- **OLD works too**
 - Anniversaries and milestones can also get media attention
- **What makes you unique?**
 - What differentiates your company/services from the competition
- **Community ties and charitable initiatives**
 - How do you give back to Buffalo; any relationships with local nonprofits
- **The power of social media**
 - Utilize all of your social media platforms to connect with your audience and share exciting, relevant news



Bee Group Newspapers



BUFFALO
RISING

mower

Press Coverage Grows Each Year

Last year, through broadcast, online, print and radio coverage, we reached a total potential audience of over **4.6 million!**



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If seeing the first robin is the traditional harbinger of spring, then the Home Show at the Buffalo Niagara Convention Center is the annual inspirational signal for homeowners and do-it-yourselfers to think about refreshing their homes.

The Buffalo Home Show opens March 3 for a two-weekend-only show featuring new ideas for home decor, practical and innovative information for home improvement, and tips and advice for the man- or woman-around the house.

Visitors will discover the hottest trends in housing and remodeling at the custom-built Design Home. Tour the 1,400-square-foot show home, the centerpiece of the show, that highlights the latest in design, home renovation and decor.

It will spark your imagination with everything from custom cabinets to the newest furniture styles to home accessories and lighting choices. Talk to decorating experts who worked

The Power of Social Media

*"People do not buy goods and
services. They buy relations,
stories and magic."
– Seth Godin*



People like to share. People like to engage/be engaged.
People want to connect.



Social Media at a Glance

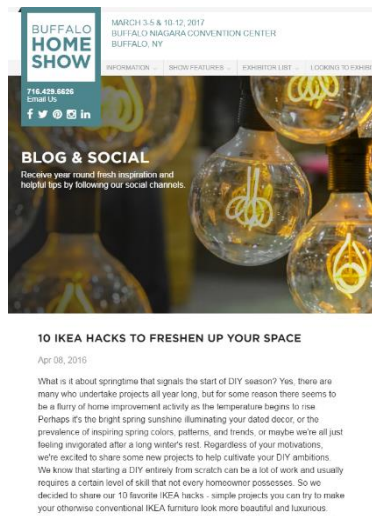
- **78% of the U.S. population** has a social media profile
- Social networking is the **top online activity** in the U.S.
- The average social media user spends **2.25 hours** per day on social platforms
- **75% of smartphone owners** reported using their phone for social media

Source: Pew Research

Buffalo Home Show Social Media Platforms

Follow all of the Buffalo Home Show social channels to optimize information about the event on your own social pages. Leverage relevant content to share with your followers and tag the Home Show in your posts to increase exposure.

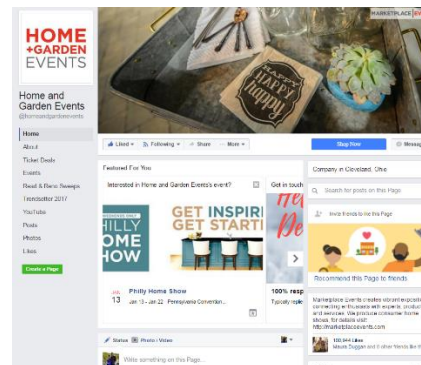
BLOG
(BuffaloHomeShow.com)



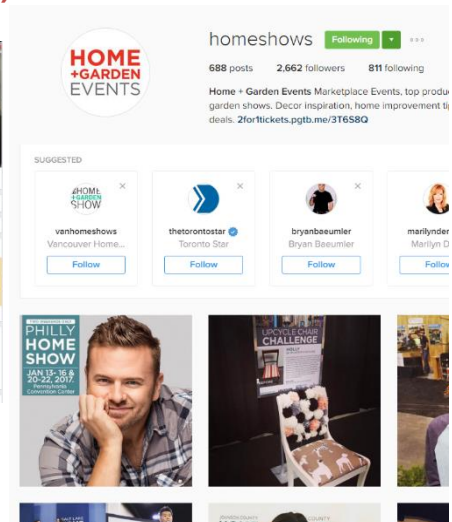
TWITTER 
(@BuffaloHomeShow)



FACEBOOK 
(@HomeAndGardenEvents)



INSTAGRAM 
(@HomeShows)



Thank you!



2019 Buffalo Home Show Orientation

Better Business Bureau of Upstate New York

BBB Accredited Business Plaque

MARKETPLACE **EVENTS**
Largest Home Show Producer in North America

Bring your plaque to display at the show!



Why?

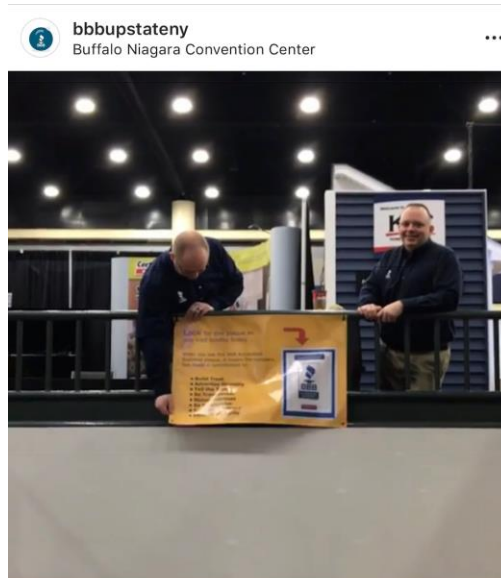
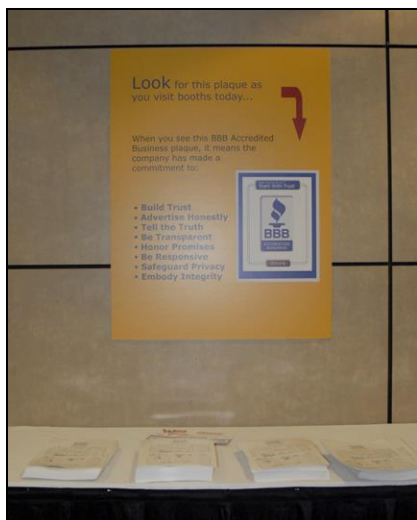
Because BBB uses signs, banners, emails, and social media to encourage people to look for the plaque while at the show

DON'T

FORGET

YOUR

PLAQUE



BBB's Home Show Tips

MARKETPLACE **EVENTS**
Largest Home Show Producer in North America

- Encourage people to check out your Business Profile at bbb.org
- Ask for reviews! See me about our free review app!
- Engage with potential customers
 - Leave your phone in your pocket
- Use social media during the show
 - Tag us
 - Tag the show
 - Use relevant hash tags

**And....DON'T FORGET YOUR
PLAQUE!**

MARKETPLACEEVENTS.COM



Contact BBB

Call me at 716-276-3738

or email

mmcgovern@upstatenybbb.org

Good luck at the show!

And the winners are...