



2017 Denver Home Show

Trade Show Marketing Tips

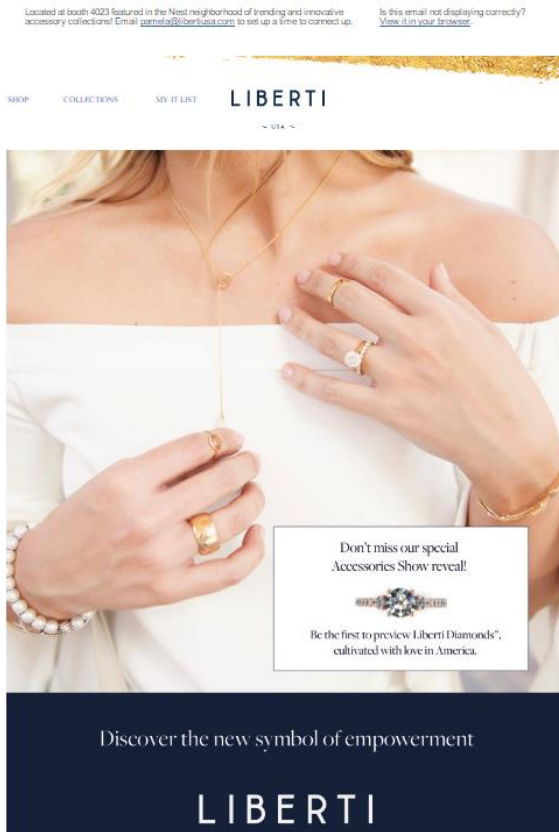
Pre-Show Marketing

1. Build your list of contacts for outreach.



Pre-Show Marketing

2. Launch an email campaign.



Visit Liberty's Booth #4023 to learn what we stand for and how we became one of the trendiest emerging brands that truly gives back!



Bloggers are falling in love with our minimalist-chic and share-worthy jewelry! We're empowering people everywhere to rethink what they wear, revolutionizing ethical luxury.

#LIBERTILOVE

libertiusa.com

LIBERTI LOVES:
LOUISE ROE

Louise Roe began her career as the news editor for Vogue.com in London. She has since written for publications including Elle UK, InStyle UK, and is currently a columnist for People Stylewatch, CosmoGirl NL and Luxe.co Interiors magazine. Louise hosts MTV makeover show Plain Jane, Fox Asia's Fit For Fashion, and the red carpet coverage for NBC's Access Hollywood.

Louise Roe spotted our oh-so-Love Lariat Necklace on a recent getaway to the luxurious Aqual Hotel, Tulum & Maya Spa.



Pre-Show Marketing

3. Prepare a mailing.



Pre-Show Marketing

4. Launch a digital marketing campaign.



Tweet

Like 0

+1 0

PostNet Exhibits at Franchise Expo West in Denver October 6-8

Leading print, marketing and shipping franchise to attend Franchise Expo in Denver this week hot on the heels of a Colorado expansion

PostNet, the leading B2B franchise known for providing customized, business-enhancing printing, marketing and shipping solutions to small businesses, is exhibiting at [Franchise Expo West](#) at the Colorado Convention Center October 6-8, looking for savvy entrepreneurs to join the brand's exciting expansion.



For Franchise Info:
866-917-6684

Request Franchise Information



Printed Village @PrintedVillage · 18 Sep 2016

Stop by and visit us at [#AccessoriesTheShow](#) today through Tuesday! Booth #10817 @BJIFashionGroup @javitscenter ❤️🍷❤️ – at Jacob K. Javits Convention Center



SALT LAKE HOME SHOW

JANUARY 9-11, 2015
SOUTH TOWNE EXPOSITION CENTER



ADMISSION PASS

Valid for one adult admission.
Valid any one time. Not for resale.



stilo stream

Follow

debbiealbrethsen, sarahrice3, 108w
janettesanders, magret_mae,
fancynancy219, badsavx, brynnlars,
haveybandit and claireysunday like
this

stilo stream Stop by Stilo Stream today or
tomorrow and receive a free ticket to the
Home show #stilo stream
#saltlakehomeshow

stilo stream The heart sweater just arrived
@fancynancy219



Add a comment...



VISIT US AT THE SHOW

PHILLY
HOME
+ GARDEN
SHOW

FEB. 17-19
GREATER PHILADELPHIA
EXPO CENTER AT OAKS



**BUY NOW
SAVE \$3**

PROMO CODE: SAVINGS

CLICK HERE



glicksexteriors

Follow

Be the first to like this.

2w

glicksexteriors We are proud to announce that Glick's Exteriors will have a booth in the Philly Home + Garden Show! We have a special offer for you to save \$3 when you buy tickets now! Click the link in our bio to purchase tickets. See you then!
#glicksexteriors #phillyhomeshow
#phillyhomeandgardenshow

♡ Add a comment...



Pre-Show Marketing

5. Connect with the show's public relations team if you have something newsworthy to share.

Newsworthy

- Are new or previously unknown
- Advance a field significantly
- Might impact our daily lives
- Relate to current events
- Are cool or eye-catching
- Go against the current consensus
- Include striking videos or photographs



Non-newsworthy

- Are an incremental advance
- Improve a model or technique
- Confirm what is already known
- Have already been reported
- Summarize the latest in a field (review paper)



Communications During the Show

1. Post and engage on social media.





CBS Philly @CBSPhilly · Jan 13

The #PhillyHomeShow kicks off today... @PatGallenCBS3 has all the excitement:

philadelphia.cbslocal.com/video/3606739-...





cynthianbee

Follow

homeshows, chaser1522, baserfamilyslc, blhwest, sassyreddesigns, abitofbeck, katera.stosich and margeirene like this

152w

cynthianbee Construction of elaborate temporary gardens is now in full swing. Don't miss the #saltlakehomeshow this weekend!

jenniferkonold Got any free tickets?



Add a comment...





purposeandpine

Follow

21 likes

98w

purposeandpine #denverhomeshow
#denver #handmade

joel_sheets Awesome man!

♡ Add a comment...





 **PEXcard**
Colorado Convention 

11 likes 17w

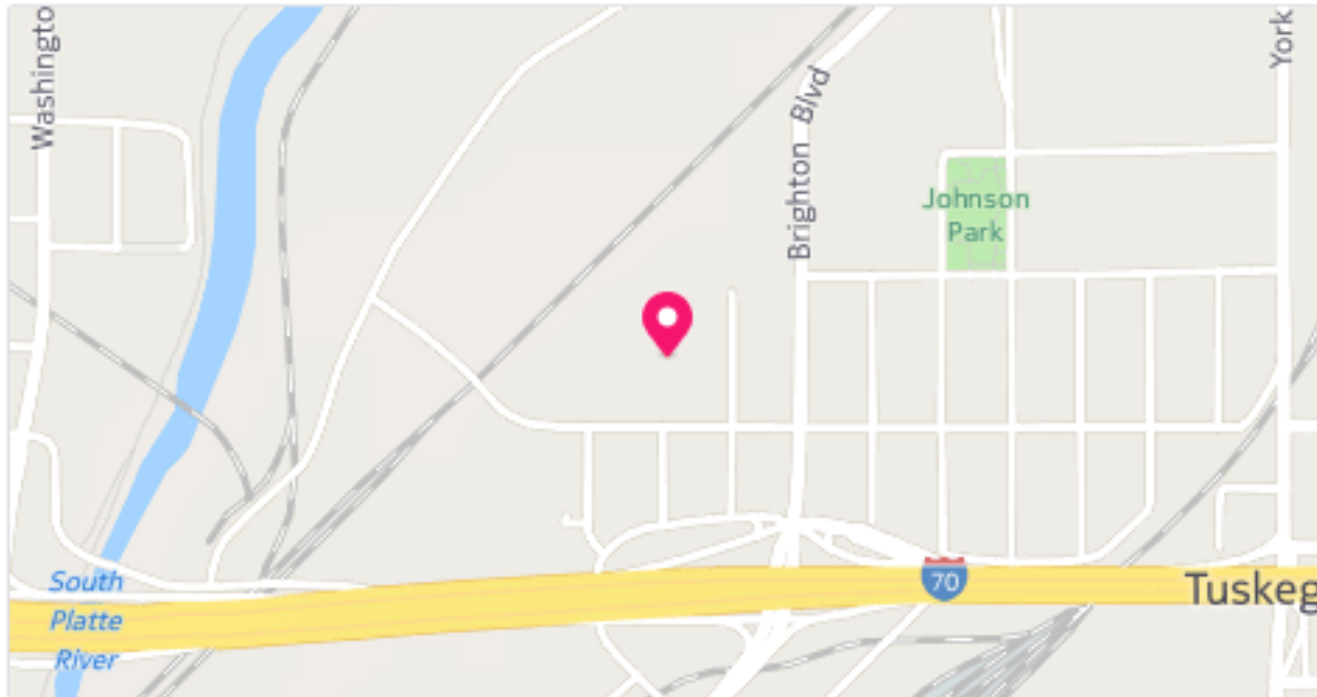
peycard We're having a great time at #FranchiseExpoWest Stop by booth 839 to meet the PEX team.

 Add a comment... 



Chris Quirk checked in to [Denver Home Show](#) with Amy Moore and 2 others.

March 20, 2016 · Denver ·



Denver Home Show

Event Planning Service · Denver
Amy Moore has been here

Save

Amy Moore and 5 others

1 Comment



The Painted Home was



live.

about 2 weeks ago · 🌐

Tour my shed-turned-media room at the Philly Home Show

966 Views



Like



Comment



Share



23

Top Comments ▾



Karen Prosperi Lilienfeld · 0:00 Just drop it off in my yard when you are done!! Love it
Like · Reply · 🍌 1 · January 22 at 9:17am



The Painted Home · You'll have to rip it from my cold, dead hands!!
Like · Reply · January 22 at 9:17am

↳ View more replies



Bobbi Vito Leuzzi · 9:09 Where is the chandelier from?
Like · Reply · 🍌 1 · January 22 at 9:53am



The Painted Home · The chandelier is made by Quoizel and sold by @denney electric in Ambler, Pa
Like · Reply · 🍌 2 · January 22 at



Write a comment...



Summary

Pre-Show

1. Build your list of contacts for outreach.
2. Launch an email campaign.
3. Prepare a mailing.
4. Launch a digital marketing campaign.
5. Connect with the show's public relations team if you have something newsworthy to share.

During the Show

1. Post and engage on social media.

Follow us on...

Facebook

@homeandgardenevents

Instagram

@denverhomeshow

Twitter

@homeshows

See you at the
#denverhometshow



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EXHIBITOR TRAINING SEMINAR

DENVER
HOME
SHOW

BRING OUT YOUR CREATIVE SIDE



March 23 – 25, 2018

Marketplace Events

Our Mission...

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

The Denver Team

- **Laura Martin**
Exhibit Sales
- **Rachel Whitmire**
Show|Office Administrator
Operations Coordinator
- **Leonor Fonseca**
Show Manager



Today's Agenda

- 2018 Show Overview
- Exhibiting Success Tips
- Interactive Exhibitor Listing
- Marketing Opportunities
- Booth Awards
- A Little of This A Little of That
- Prizes and Q and A

BRING OUT YOUR CREATIVE SIDE



Celebrity Guests



Kevin O'Connor

Of the PBS Series
"THIS OLD HOUSE"
AND
"ASK THIS OLD HOUSE"

**APPEARING
FRIDAY & SATURDAY**

Celebrity Guests

JOAINE SPRAGUE

Of the revived hit TLC show
“Trading Spaces”

**APPEARING
FRIDAY, SATURDAY &
SUNDAY**



SHOW FEATURES

2018 BACKYARD WARS

TINY HOME VILLAGE

GLAMPING FEATURE

COOKING STAGE

Exhibiting Success Tips

1. Who Attends the Show
2. Pre-Show Planning
3. First impressions
4. Selling
5. Post Show



Who Attends?

- 94% are homeowners
- **\$105,769 average annual household income**
- 87% attend with a project in mind
- 77% attend with a spouse – meet BOTH decision makers
- 75% are ages 35 – 64
- 95% live in a Single Family Home
- 91% plan to spend up to \$10,000 with an exhibitor within a year
- **64% have a home renovation budget of up to \$30,000**
- **84% have not attended any other home shows in the area in the past 6 months**

Source: 2016 Marketplace Events Attendee Survey

What are they shopping for?

- **70.4%** **General Contractor, Remodeler, Builder**
- **66.4%** **Kitchen and Bath**
- 22.6% Furnishings & Decor
- 37.5% Flooring
- **75.4%** **Landscaping, Outdoor Living**
- 30.8% Windows/Doors
- 17.6% Painting
- 4.1% Mattress

Pre-Show Planning

Selection & Evaluation of Show Staff

- Good personality and prospecting skills
- Product knowledgeable
- Easy to talk to, approachable
- Good attitude about shows and role in marketing strategy
- Can they close??



Show Goals

- What are you looking to achieve from exhibiting?
Leads, Exposure or Sales?
- Set realistic expectations
- Breakdown your goal to a daily number
- Share with your staff and review daily

Schedule

- Punctuality
 - ***#1 complaint from our guests – all booths not staffed at opening and closing of show!***
- Make sure you have enough staff for the peak times of the show
- Schedule in time for breaks and meals

First Impressions

What do you do?

- Offer a Service
- Sell a product
- What is your focus going to be
- 3 second rule

Use a theme to create an experience



Think billboard -not bulletin board



Cluttered, cramped, bad first impression



Selling...

Your staff must acknowledge that **SHOW SALES** are different than other face-to-face sales...

- Time is Compressed
- Expectations are High
- Attendee Profiling—Be Prepared to Qualify Interest Quickly
- Must Listen and Respond Accordingly
- Must Follow up in a Timely Manner that Meets the Attendees Needs.

Booth Staff needs to quickly determine...

- Needs
- Timing
- Budget
- Concerns
- How is the homeowner making their decision?
- How are you following up with them?

LEAD CARD

DENVER HOME SHOW

Attendee's Name(s): _____

Address: _____

Phone(s): _____

Best Time to Call: _____

Email: _____

Budget in Mind: \$ _____

Appointment Date for Estimate: _____

Estimated Start Date: _____

Follow Up (if no appt set): _____

Preferred Method of Contact: _____

Circle One:
Fri Sat Sun

Personal Info:

Rate Interest:
Low 1 2 3 4 5 High

Sales Rep: _____

80% Listening/Hearing 20% Responding

Open Ended Questions will provide you with the information you need to best qualify interest, understand needs/wants and verify a lead.

Example: *What brought you to the show today?*

What type of home improvement projects are next on your list?

Selling Do's

- 👍 Get a good nights sleep
- 👍 Be carefully groomed, wear comfortable clothes and shoes
- 👍 Be enthusiastic and use prospect's name
- 👍 Keep the booth clean and keep moving
- 👍 Know your competition
- 👍 Sell the company as well as the product
- 👍 Smile 😊

Selling Don'ts



Selling Don'ts

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



MARKETPLACEEVENTS.COM

Selling Don'ts

- ✖ Sit or read in your booth
- ✖ Ignore prospects
- ✖ Talk or text on the phone
- ✖ Attack the aisles
- ✖ Overcrowd with staff
- ✖ Drink alcohol in your booth
- ✖ Display too much product literature

Post-Show

Follow Up

*****Statistics show that 80% of leads are not followed up on after the show. Have a plan in place!**

- Consider a mailer, email blast, etc.
- Review results immediately and compare them to your goals
- Get Feedback from employees
- Provide feedback to show staff
- Start Planning for next show



Rachel Whitmire

How to get the most out of your

Exhibitor 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.
- Better Business Bureau Link.
- Remember this is the ONLY way for you to be listed on our website.

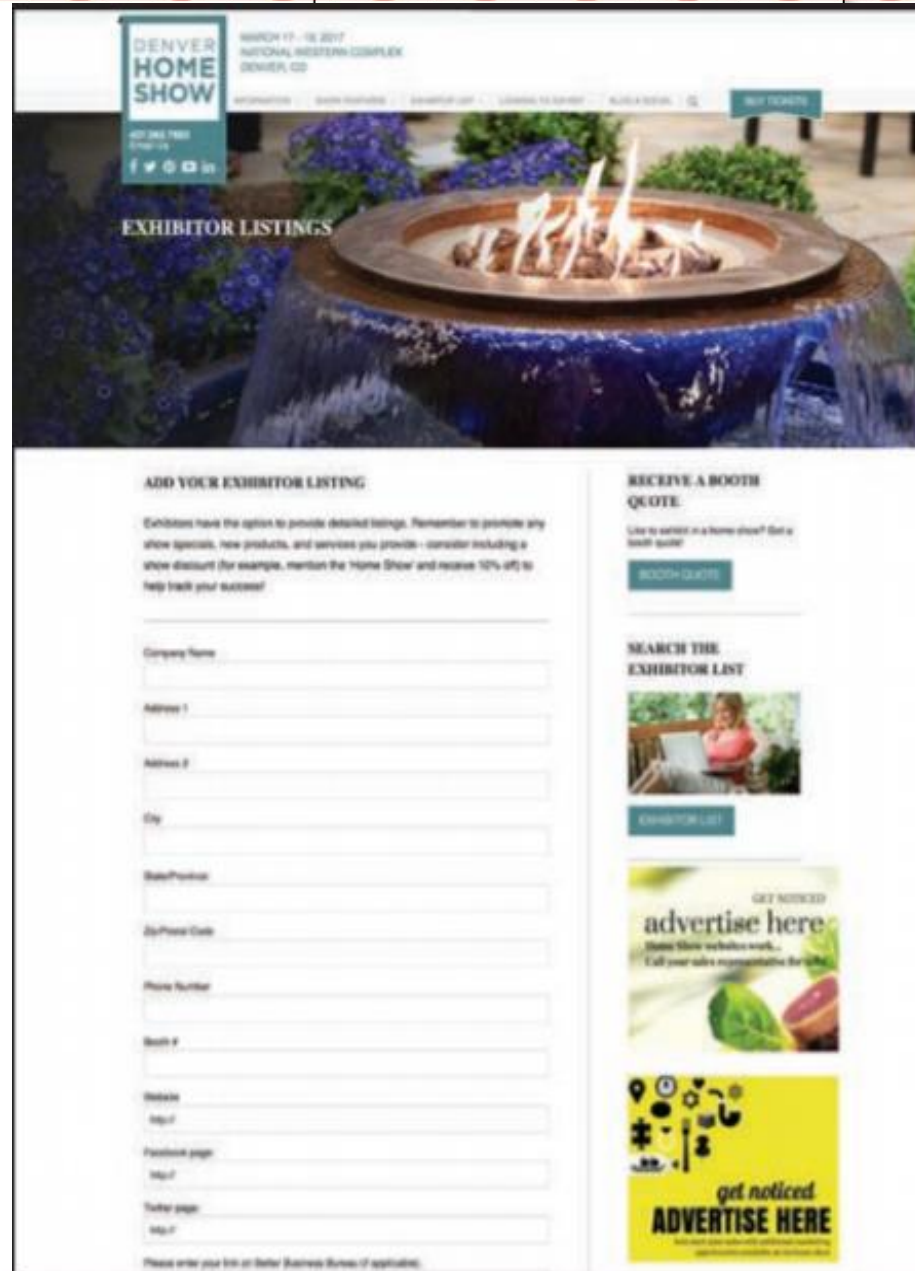


How to Create Your Listing... EASY as 1-2-3!

1. Go to www.homeshowdenver.com/add-exhibitor-login, enter **DHSMarch** as username and **DHSMarEX8** as password
2. Enter your company information & logo.
3. Click **SUBMIT** and you're done!


Questions? Call Rachel Whitmire at 407-363-7653, ext. 10 or email rachelwh@mpeshows.com



MARKETPLACEEVENTS.COM



The screenshot shows the Denver Home Show website interface. At the top, there is a navigation bar with the event logo, dates (March 17-18, 2017), location (National Western Complex, Denver, CO), and a 'GET TICKETS' button. Below the navigation bar is a large image of a fire pit with a fire burning in it, surrounded by purple flowers. The text 'EXHIBITOR LISTINGS' is overlaid on the image. Below the image is a form titled 'ADD YOUR EXHIBITOR LISTING'. The form includes a text area for a message, followed by input fields for Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website (http://), Facebook page (http://), and Twitter page (http://). There is a 'SUBMIT' button at the bottom of the form. To the right of the form is a section titled 'RECEIVE A BOOTH QUOTE' with a 'BOOTH QUOTE' button. Below that is a section titled 'SEARCH THE EXHIBITOR LIST' with a 'SEARCH' button. At the bottom right, there is an advertisement for 'advertise here' with a 'GET NOTICED ADVERTISE HERE' button.

EXAMPLES



[Request Information](#)




SLEEP NUMBER
Booth 1057 [Visit Website](#)

9800 59th Ave N
Minneapolis, MN

The **Sleep Number** bed is a great choice when looking for a new bed for your home. It's the only bed that lets you personalize your Sleep Number setting to your ideal level of comfort. With adjustable firmness on each side, it's ideal for couples. Plus, it is clinically proven to relieve back pain and improve sleep quality. And thanks to its modular design, the Sleep Number bed is easy to move. It fits easily in small spaces or tight stairwells. From our revolutionary bed to our exclusive SLEEP NUMBER® Bedding Collection, we offer an innovative family of products designed to improve the way you sleep. For a summary of independent clinical studies, call 1-800-831-1211 or visit www.sleepnumber.com.

This company appears in the following categories

- Home Décor, Art, Design & Furnishings



[Request Information](#)

BATHCREST BATHROOM SOLUTIONS
Booth 309 [Visit Website](#)

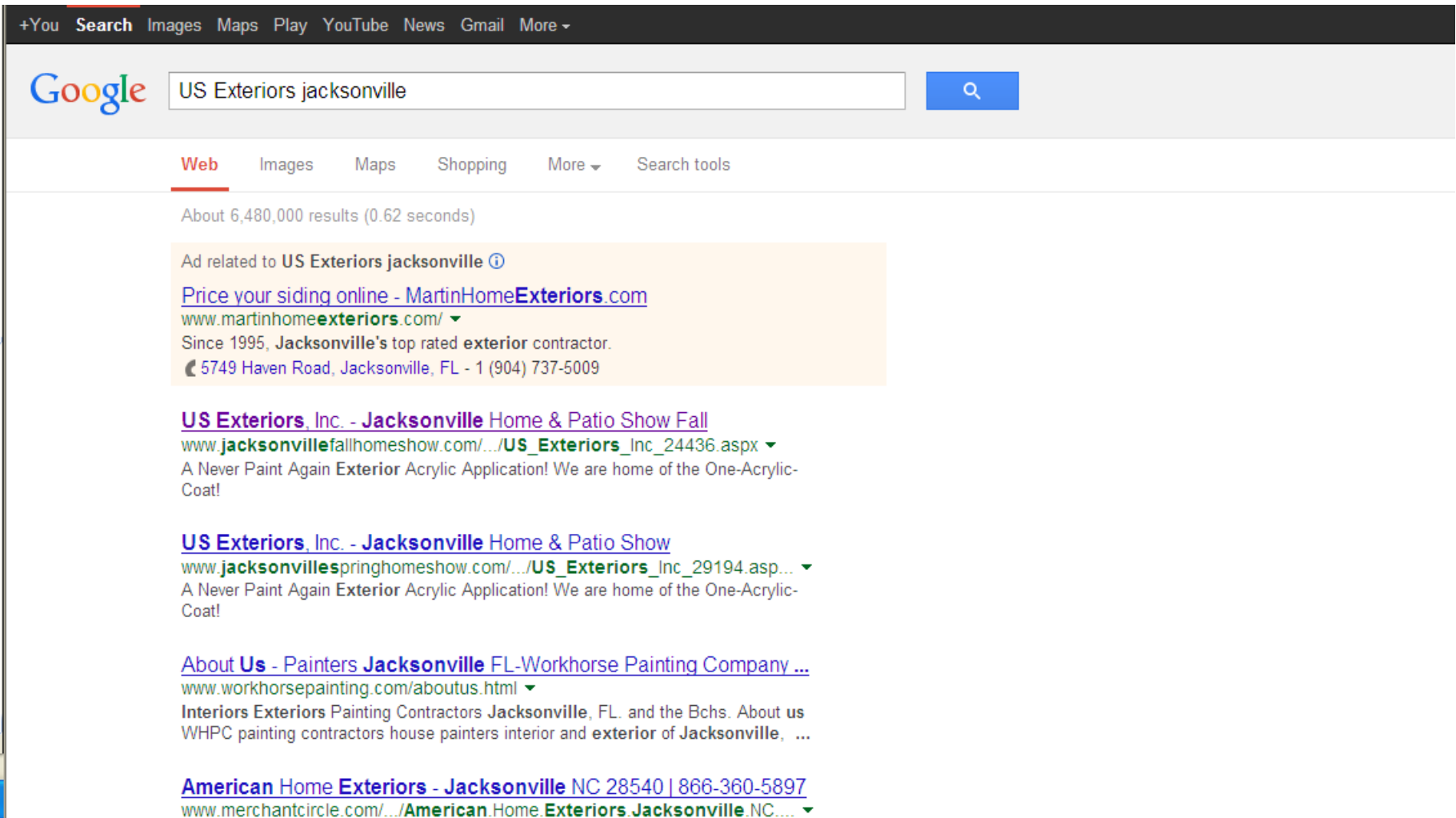
5195 West 4700 South
Salt Lake City, UT

Elegant and affordable bathroom remodeling where we can save you thousands off conventional remodeling costs. Our meticulous craftsmanship, superior products and exceptional customer service is so far above the rest we will give you 100% Money Back Satisfaction Guarantee. We can make your life better with Walk-in Tubs, Tub-to-Shower Conversions, Bathroom Remodeling, Easy Entry Showers, Bathtub Liners and Wall Surrounds that are easy to clean, beautiful and affordable. Our bathroom remodeling will make your bathroom safer and more comfortable. For the very best value in bathroom remodeling, bathtub liners, showers and walk-in tubs, call BATHCREST today and get our show discount. Save \$1,000 off a Walk-in Tub installation, or \$500 off a Tub to Shower conversion or \$250 off a Bathtub or shower liner installation. You get the peace of mind that comes from our 100% money back satisfaction guarantee, A+ rating at the BBB, and our product that is 400% stronger than our competition so you get a lifetime of comfort and ease.

This company appears in the following categories

- Kitchen & Bath

Benefits of Creating Your Company Listing



+You Search Images Maps Play YouTube News Gmail More ▾

Google US Exteriors jacksonville 🔍

Web Images Maps Shopping More ▾ Search tools

About 6,480,000 results (0.62 seconds)

Ad related to US Exteriors jacksonville ⓘ

[Price your siding online - MartinHomeExteriors.com](#)
www.martinhomeexteriors.com/ ▾
Since 1995, Jacksonville's top rated exterior contractor.
📍 5749 Haven Road, Jacksonville, FL - 1 (904) 737-5009

[US Exteriors, Inc. - Jacksonville Home & Patio Show Fall](#)
www.jacksonvillefallhomeshow.com/.../US_Exteriors_Inc_24436.aspx ▾
A Never Paint Again Exterior Acrylic Application! We are home of the One-Acrylic-Coat!

[US Exteriors, Inc. - Jacksonville Home & Patio Show](#)
www.jacksonvillespringhomeshow.com/.../US_Exteriors_Inc_29194.asp... ▾
A Never Paint Again Exterior Acrylic Application! We are home of the One-Acrylic-Coat!

[About Us - Painters Jacksonville FL-Workhorse Painting Company ...](#)
www.workhorsepainting.com/aboutus.html ▾
Interiors Exteriors Painting Contractors Jacksonville, FL. and the Bchs. About us WHPC painting contractors house painters interior and exterior of Jacksonville, ...

[American Home Exteriors - Jacksonville NC 28540 | 866-360-5897](#)
www.merchantcircle.com/.../American.Home.Exteriors.Jacksonville.NC... ▾

Denver Home Show Spring 2017 Marketing Opportunities

Promote Your Presence for Free

DENVER HOME SHOW | **GET INSPIRED. GET STARTED.**

MARCH 17-19
NATIONAL WESTERN COMPLEX

MAKE THE MOST OUT OF EVERY SQUARE INCH AND TOUR THE TINY HOME VILLAGE FOR THE LATEST TRENDS IN SMALL SPACE LIVING.

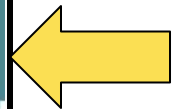
BUILT BY: **SIMBLISSITY**
tiny homes on wheels

FIND FRESH IDEAS FROM MORE THAN 400 EXPERTS IN REMODELING, KITCHENS & BATHS, LANDSCAPING, DÉCOR, FLOORING AND MORE! SATISFACTION GUARANTEED. WE'RE SO SURE YOU'LL ENJOY THE SHOW, WE'LL REFUND YOUR ADMISSION IF YOU DON'T.

GET RENOVATION & DESIGN IDEAS FROM MATT BLASHAW OF HGTV'S ELLEN'S DESIGN CHALLENGE & VACATION HOUSE FOR FREE ON FRI., SAT. & SUN.

BUY ONLINE & SAVE \$3
USE PROMO CODE: 5280
VALID ON ADULT ADMISSION ONLY.

HomeShowDenver.com
MARKETPLACE | EVENTS



POSTERS + E-BLASTS

Custom options available
Additional Discount for Exhibitors

WEB BUTTONS

Additional Discount for Exhibitors

VISIT US AT THE SHOW

DENVER HOME SHOW | **MARCH 17-19**
NATIONAL WESTERN COMPLEX

BUY NOW SAVE \$3
PROMO CODE: SAVINGS
CLICK HERE

Marketing Opportunities at Affordable Pricing

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

E-BLASTS Participate in our year-round newsletters to advertise a show special, launch a new product, promote your booth location and keep your business top-of-mind during and in between shows. Get in front of this highly specialized group of homeowners.

E-blast \$300.00



National Western Complex | March 17-19, 2017.



[SHOW INFO](#) | [EXHIBITORS & SPONSORS](#) | [CONTESTS](#) | [BUY TICKETS](#)

Denver Home Show tickets make a great stocking stuffer and right now you can [get 2-for-1!](#) Treat loved ones to decor inspiration, project ideas, and more.



Show Times

Friday, Mar 17: 10am - 9pm
Saturday, Mar 18: 10am - 9pm
Sunday, Mar 19: 10am - 5pm

Admission

Adults: \$11
Children 12 & Under: FREE



Making Wooden Ornaments

Project Tips & Ideas from Serena Appiah

Upcycled ornaments and decor can add the perfect amount of rustic charm to your space. Watch as Serena Appiah, the talent behind [thriftdiving.com](#), teaches us how to create some sweet pieces using a drill and some paint. Visit her website for more tool tips and DIY project ideas.

[Watch Video](#)



This holiday season surprise loved one with the gift that keeps on giving: smart windows and siding. **Paramount Siding & Windows** specializes in energy efficient windows and maintenance free



Not sure what to get family and friends this year? From coworkers to BFFs, finding the perfect gift to put under the tree can be a tricky task. Luckily for you, we've got a few **gift ideas** to help get your holiday shopping



Love Nicole Curtis, Drew and Jonathan Scott, and The Fabulous Beekman Boys? Enter our **Read 'Em & Renovate Sweepstakes** and you could win signed copies of their latest books, plus \$250 to

Marketing Opportunities at Affordable Pricing

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

WEB BANNERS Create a web banner for us to position on our website with a link back to your site. Through the year we send regular email blasts driving traffic to our website and our numbers spike tremendously around show time.

Web Banner Ad \$500.00



BUYER'S GUIDE

Search participating companies before, during and after the show. It's like having a digital home show at your fingertips year round, complete with booth numbers, store and contact information. There is even the option to email companies directly for a quote.

[SEARCH THE EXHIBITORS](#)



Visit HomeSmart at the
**DENVER HOME SHOW,
BOOTH 153.**



Come see us at the
show for your chance
to win a **FREE
FURNACE/AC
TUNE-UP (\$135 value)**
(303) 722-7587



**SEE US IN
BOOTH # 615**



The Knowledge to Adjust for
YOUR BEST SLEEP
Discover the only bed with SleepIQ® technology

sleep  number.
know better sleep™



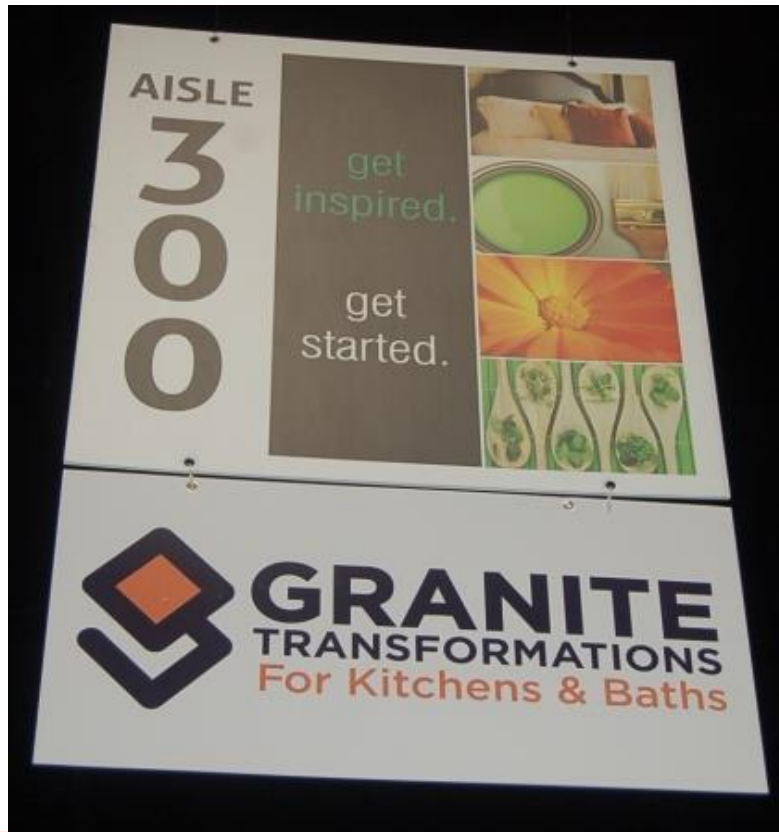
MARKETPLACEEVENTS.COM

Marketing Opportunities at Affordable Pricing

Aisle Signs Drive additional traffic to your booth along with getting extra exposure and brand recognition.

SOLD IN PAIRS **\$400**

ONLY AVAILABLE IN CERTAIN SECTIONS



FLOOR DECALS- Be seen in different areas of the show floor and drive traffic to your booth.
PACKAGE OF 3 **\$300**



Booth Awards



Booth Awards

- ROOKIE OF THE YEAR
- BEST USE OF SMALL SPACE
- BEST KITCHEN+BATH DISPLAY
- BEST PROMOTER OF THE SHOW
- BEST IN SHOW (200 sf and under)
- BEST IN SHOW (Over 200 sf)
- BEST NEW PRODUCT



THIS & THAT



**DENVER
HOME
SHOW**

MARCH 18 - 20, 2018
NATIONAL WESTERN COMPLEX
DENVER, CO

INFORMATION ▾

SHOW FEATURES ▾

BUYER'S GUIDE ▾

LOOKING TO EXHIBIT ▾

BLOG & SOCIAL



BUY TICKETS

407.363.7653
Email Us



GET INSPIRED. GET STARTED

Bring out your creative side for all spring projects.

SEE MORE

INFORMATION FOR EXHIBITORS



EXHIBITOR KIT



RENEWAL
OPPORTUNITIES



EXHIBITOR
REWARDS

IMPORTANT DOCUMENTS

Please check back closer to the show for the 2018 Exhibitor Manual.

Marketplace Events Exhibitor Manual: [CLICK HERE](#)

Move-In Schedule: [CLICK HERE](#) ***IMPORTANT***

Show Decorator Ordering Instructions: [CLICK HERE](#)

Show Decorator Manual: [CLICK HERE](#)

Advanced Order Discount Deadline: Friday, March 9, 2018

2018 Floor Plan: [CLICK HERE](#)

2018 National Western Complex Phone/Internet Order Form: *Will be available closer to the show.*

2018 National Western Complex WiFi Access: *Will be available closer to the show.*

2018 Electrical Order Form: [CLICK HERE](#)

Deadline for pre-show pricing is Tuesday, March 6th!

2018 Denver Sales Tax Forms: [CLICK HERE](#)

2018 Colorado Sales Tax Form: [CLICK HERE](#)

Marketing Opportunities: [CLICK HERE](#)

Lead Card (print, make copies & bring to show): [CLICK HERE](#)

SAVE MONEY - ORDER EARLY!

Hale Orders – March 9, 2018

Electrical Orders – March 6, 2018



MOVE-IN



Drive In Access Begins:

Monday, March 19, 2018 at 8am

Drive In Access Ends:

Thursday, March 22 at noon

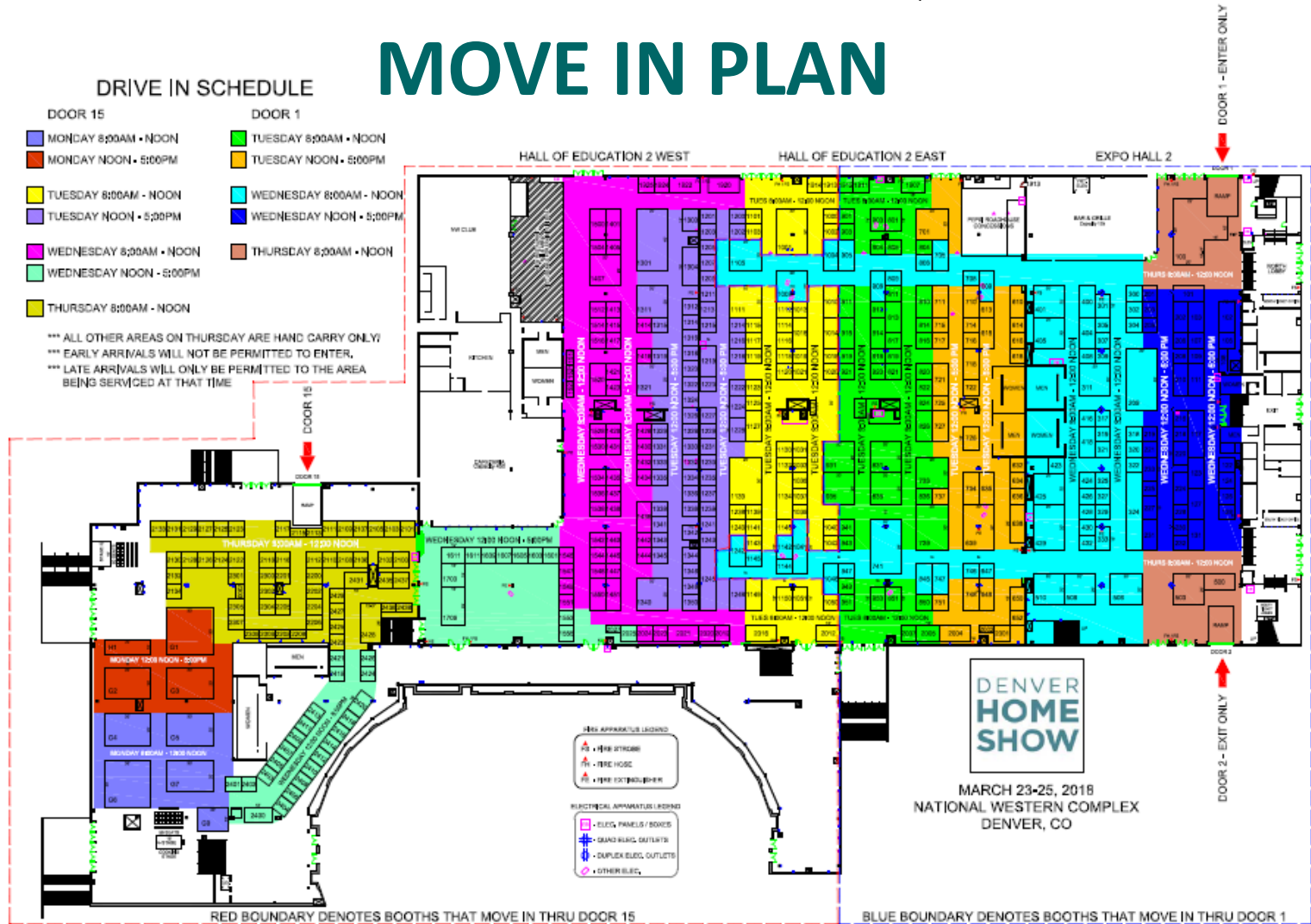
Please see the move in map for your specific move-in time based on your booth location. Note that early arrivals will not be permitted to enter. Late arrivals will only be permitted to the area being serviced at that time.

MOVE IN PLAN

DRIVE IN SCHEDULE

- | | |
|-------------------------|-------------------------|
| DOOR 15 | DOOR 1 |
| MONDAY 8:00AM - NOON | TUESDAY 8:00AM - NOON |
| MONDAY NOON - 5:00PM | TUESDAY NOON - 5:00PM |
| TUESDAY 8:00AM - NOON | WEDNESDAY 8:00AM - NOON |
| TUESDAY NOON - 5:00PM | WEDNESDAY NOON - 5:00PM |
| WEDNESDAY 8:00AM - NOON | THURSDAY 8:00AM - NOON |
| WEDNESDAY NOON - 5:00PM | |
| THURSDAY 8:00AM - NOON | |

*** ALL OTHER AREAS ON THURSDAY ARE HAND CARRY ONLY
 *** EARLY ARRIVALS WILL NOT BE PERMITTED TO ENTER,
 *** LATE ARRIVALS WILL ONLY BE PERMITTED TO THE AREA
 BEING SERVICED AT THAT TIME



RED BOUNDARY DENOTES BOOTHS THAT MOVE IN THRU DOOR 15

BLUE BOUNDARY DENOTES BOOTHS THAT MOVE IN THRU DOOR 1

MOVE-OUT

	Move-Out:
Sunday	5:01pm – 10pm
Monday	8am – <u>12 Noon</u>



PARKING, EXHIBITOR BADGES & TICKETS



SHOW TIME

Friday	10am – 9pm
Saturday	10am – 9pm
Sunday	10am – 5pm



NO LEAVING EARLY!

**We will be open during move in,
throughout the show and during move
out.**

**SHOW
OFFICE**

DENVER
**HOME
SHOW**



DRESS FOR SUCCESS



FLOORING

Flooring must cover your booth from corner to corner.

- Carpet or carpet tiles
- Laminate
- Synthetic grass
- Rubber/foam



TABLE COVERING

Tables must be covered on at least 3 sides, **NO PLASTIC OR PAPER**. Covering must go all the way to the floor.







**DENVER
HOME
SHOW**
MARCH 23-25, 2018
National Western Complex



Please be aware of the following standards regarding exhibiting in the show! These are mandatory and will benefit your experience at the show.

I MUST provide carpet or other clean and professional flooring either by renting from the show decorator or providing my own, ensuring that it covers the entire footprint of my booth from corner to corner. If my booth does not have appropriate flooring, it will be carpeted at my expense by the show decorator. Taping down tarps is not allowed.

I MUST professionally drape and skirt any tables used in my booth either by renting them from the show decorator or providing my own table covering. Table covering must be floor length and cover all visible sides. Bed sheets and plastic are NOT permitted. If my table is not professional looking, it will be draped and skirted at my expense by the show decorator.

I MUST have all signs professionally made. No handwritten signs are acceptable.

I MUST not have a tent or canopy. These are not permitted.

I MUST have a staff member from my company man my booth at all times. I will not leave my booth unattended during show hours. I will remain in my booth until the close of the show each evening.

I MUST stay completely within the dimensions of my booth without protruding into the aisles or into other exhibitors' booth space, and I must conduct business only from within my booth (not in the aisle or roaming the show).

I MUST have the back and side of my booth professionally finished if the sides are higher than 8 ft. at the back and 3 ft. at the sides. (Please refer to the exhibitor manual on our website www.HomeShowDenver.com for a diagram.)

I MUST adhere to the move-in and move-out policy as laid out in the exhibitor manual (available online at www.HomeShowDenver.com). This policy is designed for your convenience and safety.

SIGNATURE: _____ COMPANY NAME: _____

PLEASE BE AWARE THAT FAILURE TO FOLLOW EACH OF THESE RULES MAY RESULT IN YOUR COMPANY NOT BEING PERMITTED TO EXHIBIT IN FUTURE SHOWS!

HomeShowDenver.com

Once your booth has floor covering and properly skirted tables, it is a blank canvas ready to accessorize. Keep it simple or go all out















OH DEAR!















Questions anyone?



PRIZES