

WELCOME TO

EXHIBIT LIKE AN EXPERT **A FREE How-To Seminar**

CLEVELAND
HOME
+REMODELING
EXPO

MARCH 20-22, 2020
Cleveland's I-X Center

HomeAndRemodelingExpo.com

Introduction

- **Marketplace Events**

- Our Mission: To create vibrant marketplaces connecting enthusiasts with experts, products and services in dynamic face-to-face environments.

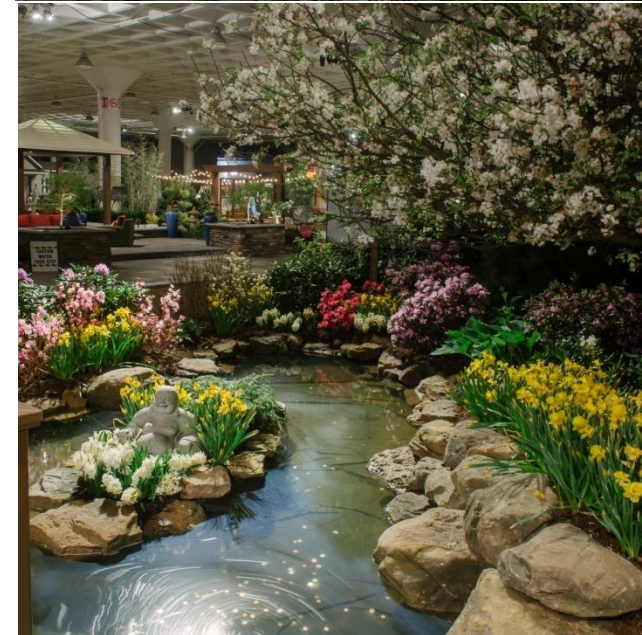
- **YOUR Team**

- Kevin Grace, Operations Manager
- Rosanna Hrabnicky, Group Manager & National Sponsorship Manager
- Rese Pardue, Senior Exhibit Sales Consultant
- Cathy Berthold, Senior Exhibit Sales Consultant
- Caitlin Dorney, Assistant Show Manager
- Kelsey Christopher, Show | Operations Administrator
- Maddy Fox, Administrative Assistant



Today's Agenda

- 2020 Show Updates
- Marketing Research and Opportunities
Research, Creative, Opportunities and more
- Sponsorship and Features
- Exhibit Like an Expert
- Testimonials and Q&A



Who Attends?



Who Attends?

- **94% are homeowners**
 - **72% attend with a project in mind**
 - **\$98k average annual household income**
 - **85% are likely to return to the show in the future**
 - **69% attend with spouse – You meet BOTH decision makers!**
-
- **77% saw everything they came to the show to specifically see**
 - **85% spent more than 3 hours at the show**
 - **92% had not attended a home show in prior 6 months**
 - **70% were satisfied or very satisfied with the show**

Source: 2019 Marketplace Events Attendee Survey

What are they shopping for?

- 26% Bathroom Renovation
- 26% Landscaping
- 19% Kitchen Renovation
- 16% Flooring
- 16% Cabinets/Countertops
- 12% Painting



2020 Show Updates

- White Claw Lounge
- Main Stage
- Celebrity Appearances
 - Ty Pennington
- Art Flow – Tie Dye Workshop
- Blossom Cleveland - Flower Bar Workshop
- The Marketplace
- From Drab to Fab – Upcycle Challenge
- Tiny Home
- Media Promotions



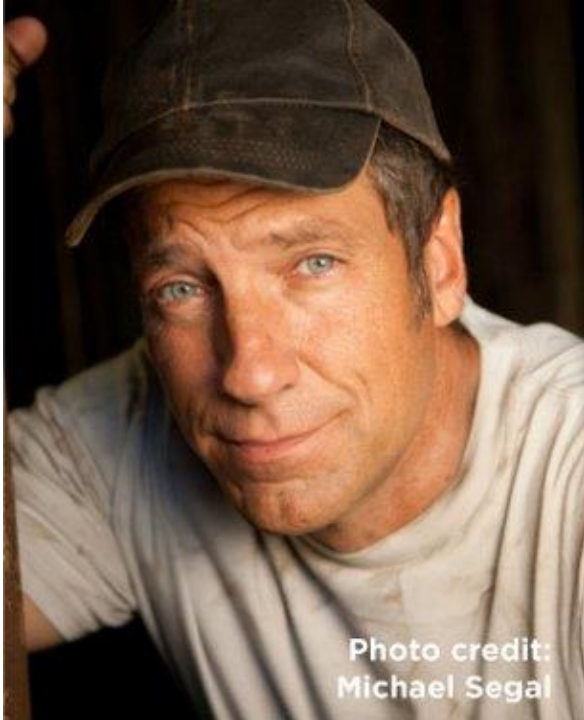
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Maximizing Your Show Experience Through Marketing

PARTNERSHIP WITH MIKE ROWE



“There’s really no place like these shows that puts you face to face with qualified homeowners. With so many companies struggling to find workers, getting the right jobs has never been more important.”

– Mike Rowe
Skilled Trade Advocate & MPE Partner

Marketplace Events is proud to announce a three-year partnership with Mike Rowe to serve as spokesperson for our 60+ home shows, beginning in May 2019.

Mike is best known as the host of “Dirty Jobs” but it is his foundation, mikeroweWORKS, that promotes careers in the skilled trades, that drew us to this partnership. Mike speaks out extensively about the widening skills gap – an issue that directly impacts our exhibitors and the home improvement industry.

Benefits to Exhibitors:

- An association with one of Forbes’ 10 Most Trustworthy Celebrities.
- Turbo-charged show advertising with his image and voice
- Opportunities to partner with his foundation, mikeroweWORKS
- Trade Day with free admission for skilled laborers, educational sessions and participation by vocational schools
- New job boards on the show websites to help exhibitors attract staff
- Live appearances by Mike Rowe at select shows each year



Marketing Strategy

➤ Media Campaign

- 51 shows to test, track and gather research
- Strategic marketing and PR that attracts qualified homeowners
- A strong media buy with strong partnerships with key media

➤ Promotions & Contest Highlights

- Unique tie-ins and promotions with all media partners
- Attendance-driving celebrity appearances and features
- Digital: Behavioral ad campaign based on our target demo
- Award winning social media that drives ticket sales

➤ YEAR ROUND

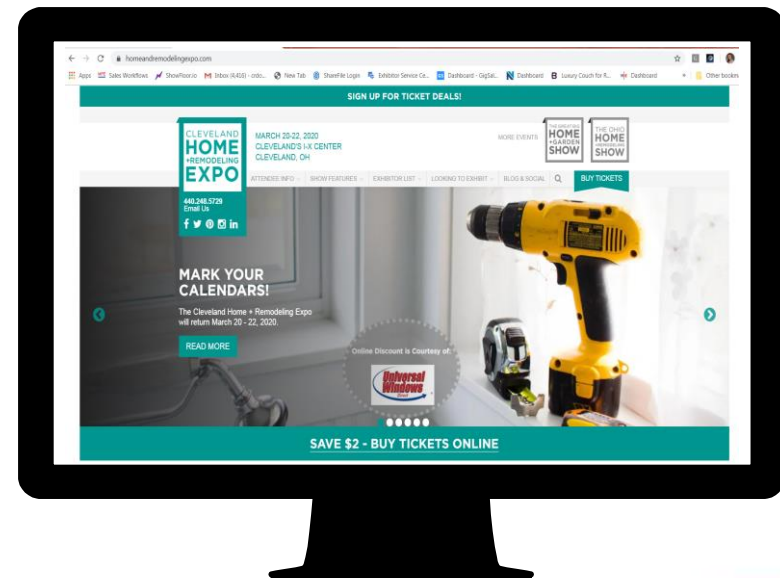
- Email: Email blasts to our 47,000+ opt-in database
- Social Media: Facebook, Twitter, Instagram

**TOTAL
VALUE
\$525,000!**

2020 Show Marketing

How did consumers hear about the show?

TV	34%
Newspaper	13%
Radio	19%
Online	7%
Email	40%
Friend or Relative	12%
Billboard/Poster	5%
Social Media	12%
Magazine	3%
Exhibitor	2%



Driving Traffic through our Show Website

Top 5 visited pages on website

1) Home Page

 2) Exhibitor List (*Online Web Listing*)

3) Sponsors Page

4) Ticket Prices

5) General Info – Dates/Hours/Location

PROMOTE YOUR PARTICIPATION

In Your Company's Own Marketing & Advertising

- Include “**VISIT US AT THE HOME SHOW, BOOTH #123**” in your existing advertising...
- Email signature and voicemail messaging
- Your website
- Your Facebook page, your Twitter site
- Forward the show's email blasts to your company's consumer contact list
- All advertising



NEW! Ticketing Program

- We will pay your company commission (\$1/ticket) for any online tickets you sell using your exclusive promo code.
- Promo code gives customer \$1 off the online ticket price
- Must sell minimum of 25 tickets



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Sponsors To Date

sleep  number.



Why Sponsor?

Elevate your presence before and during the Event by ***setting yourself apart from the competition.***

We customize to reach your marketing goals and fit within your budget.

- Drive booth traffic
- Drive consumers back to your retail locations and websites
- Product/service awareness
- Increase brand loyalty
- Reinforce image
- Close sales on show floor
- Gather qualified leads which results in sales
- Invaluable research information

Sponsorship Opportunities at the Show



FEATURES

➤ Official Product Sponsor

Windows
Roofing
Mattresses
HVAC
Painting
Gutter Protection



MAIN STAGE

➤ Create your own...

Ask the Expert / DIY Stage
Make It, Take It
Ultimate Garage
Electronics and technology area
Designer Vignettes / Home Decorating

Marketing Opportunities at Affordable Pricing

- Banner Ad
- Floor Decals
- Email Blast Inclusion
- Promotional Contests

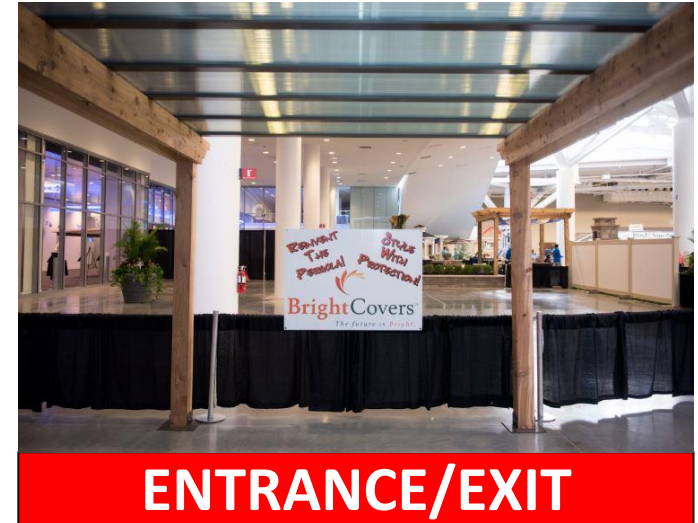
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**TRAFFIC DRIVERS FOR
EXHIBITORS**
Are you looking for a way to get a leg up on the competition... stand out from the crowd... drive booth traffic or create awareness? We have affordable **OPTIONS!**

**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 (54,722* in our consumer database). Maximum three ads per email.
*As of July 2019.
YOUR COMPANY LOGO AND COUPON PRINTED ON ONLINE TICKETS \$300
About 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 messaging to drive traffic to you at the show! *Limited availability.*

**SHOW GUIDE**
SHOW GUIDE ADVERTISING
Purchase an ad in our event's Official Show Guide to be handed out at the main entrance to all attendees. 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.
LOGO ID IN SHOW GUIDE \$300
Logo due by: January 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 (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!

Marketing Opportunities at the Show



Show Guide

*Insert in Cleveland Magazine February Issue
40,000 subscriptions and 300,000 readership*



Preparing for the SHOW

Cathy Berthold & Rese Pardue



MOVE IN

All Exhibitors will be called with move in date/time closer to the show

Tues, March 17 8:00 am -4:30 pm; larger exhibits

Wed, March 18 8:00 am – 4:30 pm

Thurs, March 19 8:00 am – 4:30 pm

**Vehicles must be off the show floor by Noon*

Fri, March 20 8:00 am – 11:00 am – NO drive ins

Move In Continued

Move In Hours:

The I-X Center will remain open until **8:00pm Tuesday-Thursday** for set up. Drive in stops at Noon Thursday.

Hand Carry:

Are you a TWO WHEEL DOLLY move in?

Hand carry needs to come in Thursday or Friday

Food:

The I-X Center has concession stand open during move in with limited selections

Move In and Move Out

NON-COMMERCIAL DRIVE INS



COMMERCIAL DRIVE INS



Show Time!

Show Office: located at door 35. We will be open during all move in and move out and show hours

Exhibitor Entrance: Door 35



Show Hours:

Friday, March 20

Noon- 9:00 pm

Saturday, March 21

10:00 am- 9:00 pm

Sunday, March 22

10:00 am- 6:00 pm

Show Time!

Exhibitors may enter building **ONE HOUR** prior to show

Exhibitors must staff booth for entire duration of show – **no leaving early!**

Exhibitors can stay in building a **HALF HOUR** after show close each day

Exhibitors should enter through Exhibitor Entrance (**Door 35**) everyday

Exhibitors exiting the show floor during the show with merchandise/valuables must fill out **Product Information Form** when exiting. See Security for this form.

NON-EXHIBITORS IN YOUR BOOTH: please contact show team on how they can be identified. They may not distribute literature in any way in the facility

Move Out Hours

Move out is not scheduled.

Sunday, March 22nd— 6:01pm – 10:00pm

Vehicles permitted in the building approx. 8:00 pm

Monday, March 23rd— 8:00am – 3:00pm

All commercial vehicles / trailers are encouraged to come Monday morning, so you don't pay double time on Sunday for labor. 😊

Move Out

Exhibit tear down begins at 6:01pm March 22nd– early tear down is not permitted

General move out is permitted until 10:00pm on Sunday evening – MPE will have Block Labor: 4 laborers at doors 33 & 35 for exhibitors

I-X Center has limited 4-wheel dollies – only permitted to use with I-X laborer (first come first serve)

4-wheel dollies **are** permitted (you can bring your own!) for MOVE OUT ON SUNDAY ONLY!

All landscaping from booths **MUST** be removed from the show floor on Sunday during move-out

Show Info on Website

Where to find important information:

- www.homeandremodelingexpo.com
- Scroll all the way down to the bottom

INFORMATION FOR EXHIBITORS



EXHIBITOR KIT



EXHIBITOR
EMAIL OPT-IN



- Any important forms will be posted to this page
- Exhibitor Kit
 - Rules & Regulations
- I-X Center Service's Guide
 - Order and pay for services by March 3, 2020 to receive advanced rates!

CLEVELAND HOME + REMODELING EXPO
EXHIBITOR SERVICES

[2020 Cleveland Home + Remodeling Exhibitor Manual](#)

[I-X Center Exhibitor Services Guide](#)

[Exhibitor Must Do's](#)

[Show Overview](#)

[Exhibitor Listing Setup Instructions](#)

[Traffic Drivers](#)

I-X Center Order Form

Order services by March 3rd to SAVE!

- Order form is page 2 of the service guide. Please fax the form to 216-265-7300
- You can contact the I-X Center Service team at 216-265-2500 with questions on ordering décor or services.
- Parking passes can be purchased ahead of time with this form or you can buy them during move-in.
- Rent carpeting, tables, chairs, and other décor and internet.

*Cleveland Home + Remodeling Expo
Exhibitor Services Guide
March 20-22, 2020*

I-X SERVICE CENTER EXHIBITOR ORDERING INFORMATION

The attached includes a description of available services, pricing, an I-X Services Order Form, and a self-addressed envelope. Please return your completed order with payment to:

**I-X Service Center
One I-X Center Drive
Cleveland, Ohio 44135
Phone: 216-265-2500
Toll-free: 800-IXCENTER
Facsimile: 216-265-7300
Email: services@ixcenter.com**

Payment Policy:

- Service orders received with full payment by **MARCH 3, 2020** qualify for **ADVANCE RATES**.
- Service orders will be processed upon receipt of full payment. Please note that the I-X Service Center is not responsible for lost or misdirected mail.
- A tax exemption certificate must accompany order if you qualify for exemption from Ohio state sales tax.
- Acceptable forms of payment are cash (on-site), checks, travelers checks, money orders and charge cards (Visa, MasterCard, American Express, Discover).
- Please make checks payable to the I-X Service Center.
- Payments must be made in U. S. funds payable on a U. S. bank.
- A \$30 fee will be assessed for returned checks and an alternative form of payment will be required.
- Unless indicated otherwise, supplied charge card authorization will be used for on-site service orders.
- Please contact the I-X Service Center regarding billing discrepancies. Adjustments will only be considered prior to the close of the show. Credit balances will be refunded via I-X Center corporate check or applied to your charge card on file prior to final invoicing. A 1% monthly interest charge will be added to any unpaid balance.

Third Party Authorization:

If you have arranged for a third party to manage your display and assume responsibility for ordering services and payment of charges, the "AUTHORIZATION FOR THIRD PARTY BILLING" form must accompany your service order form. Should the designated third party fail to comply with the above payment policy, the exhibiting company is responsible for full payment of outstanding charges.

INSTRUCTIONS FOR COMPLETING I-X SERVICE ORDER FORM

1. List the event name, booth number, and company billing information.
2. Record all pertinent information for non-taxable service(s) ordered in Section A.
3. Sub-total all non-taxable services and enter the dollar amount on Line 1 and Line 4.
4. Record all pertinent information for taxable service(s) ordered in Section B.
5. Sub-total all taxable services and enter the dollar amount on Line 2.
6. Multiply amount recorded on Line 2 by 8% and enter Ohio state sales tax on Line 3.
7. Add Lines 2, 3, and 4, and enter total due on Line 5.
8. Forward all forms and utility layouts with payment to the I-X Service Center.

I-X SERVICE CENTER • ONE I-X CENTER DRIVE • CLEVELAND, OHIO 44135 • 216-265-2500 OR 800-IXCENTER • FAX 216-265-7300 • EMAIL: [SERVICES@IXCENTER.COM](mailto:services@ixcenter.com)

I-X Center Rules and Regulations

READ THE I-X Center Services Guide and call your sales consultant with specific questions

Important items to know...

- Two-wheel dollies permitted during move in/out
- You **can** use four-wheel dollies during **move out only on Sunday night**
- Power operated equipment cannot be used without work order/labor
- Hand or battery-operated tools **are** permitted
- No more than 3 people can set up or tear down booth display without a work order/labor

COMPLIMENTARY TICKETS

Your comp tickets will be in your file at the show office at door 35

- They will be mailed out to you before the show
- They can be used at the West and Exhibitor Entrance
- You can leave complimentary tickets at the will call office

Comp tickets are provided are determined by booth size

- 10 complimentary tickets for 100-399 square feet
- 15 complimentary tickets for 400+ square feet
- 5 complimentary tickets for “Marketplace” vendors



EXHIBITOR WALLET CARDS

Wallet Cards provided are determined by booth size:

6 wallet cards for 100-299 square feet

8 wallet cards for 300-599 square feet

20 wallet cards for 600+ square feet

4 wallet cards for “Marketplace” vendors

If you lose your wallet card, it can be replaced with an exhibitor ticket that is \$7 per day

Wallet cards can ONLY be used at the Exhibitor Entrance at Door 35



Hotel Accommodations

- **Sheraton Cleveland Airport**
5300 Riverside Dr. Cleveland, OH 44135
Exhibitor Room Rate: \$80
Reservations: 216.267.1500
- **Radisson Hotel Cleveland Airport West**
24601 Country Club Blvd. North Olmsted, OH 44070
Exhibitor Room Rate: \$85
Reservations: 440.617.6306
- **Hampton Inn Olmsted- CLE Airport**
24601 Country Club Blvd. North Olmsted, OH 44070
Exhibitor Room Rate: \$85
Reservations: 440.617.6306
- **Sonesta ES Suites Cleveland Airport**
17525 Rosbough Blvd. Middleburg Heights, OH 44130
Exhibitor Room Rate: \$89
Reservations: 440.234.6688

Parking at Show (not move-in/ move-out)



Daily- \$10.00 cash or credit card per day

Pass for all 3 days with in/out privileges \$30

*“You never get a 2nd chance to
make a 1st impression!”*

**People form an opinion of you within
a few seconds...make it count!**



BOOTH MECHANICS

The Basics...

- Carpeting or flooring required
- Tables – professionally skirted OR cloth (no paper or plastic please!)
- Table options
- 8' maximum height, including signage
- Finish BACK of displays
- No handwritten signs



BOOTH MECHANICS (cont.)

- Mock up booth in office, warehouse, garage
- Tape off exact size on floor
- Contents fit?
- Room for staff/visitors?
- Goldilocks Test: too much, too little, just right?
- Consider expanding ? *“3-Second/3-Step rule”*



BOOTH MECHANICS (cont.)

Ask yourself, “*Do we have...*”

- neat, attractive display?
- neat, well-groomed, uniformed staff?
- inviting booth that welcomes guests?
- clear, concise signs? (THINK billboard not brochure!)
- a “Show Special” clearly advertised?
- lights, color, movement?

SUCCESS AT THE SHOW

Did you...

- train staff, role play, share tips with team?
- review booth etiquette? No eating, cell phone or iPad use, sitting, etc.
- provide an incentive for folks to stop and engage with your team? (contest or give away at the booth?)

SUCCESS AT THE SHOW (cont.)

Did you...

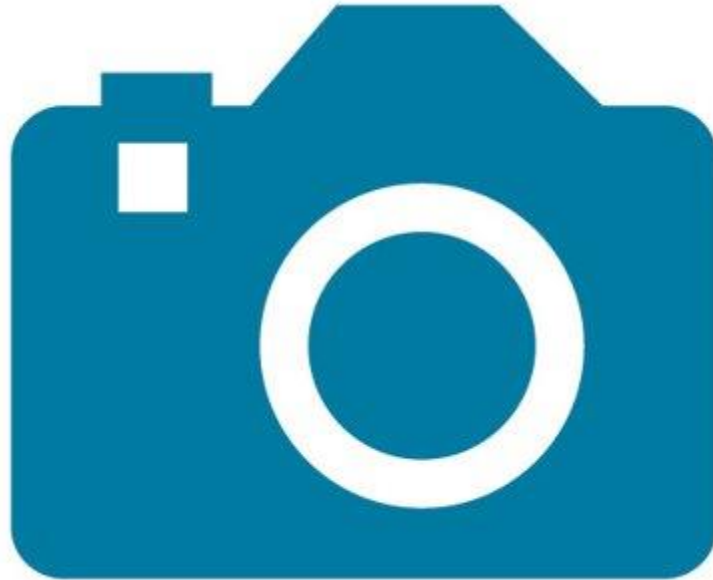
- set sales goals for team/show? Are they realistic, attainable and measurable?
- set incentive contests for your team?
This keeps them engaged and makes it FUN!!

FACT: less than 25% of exhibitors set goals!

More Tips for Show Fun + Success

- Mail VIP tickets to top prospects; include nice note to visit you at show (include your booth # 😊)
- Thank NEW customers with VIP tickets
- Hold drawing at your store/showroom OR via social media to win VIP tickets to the show

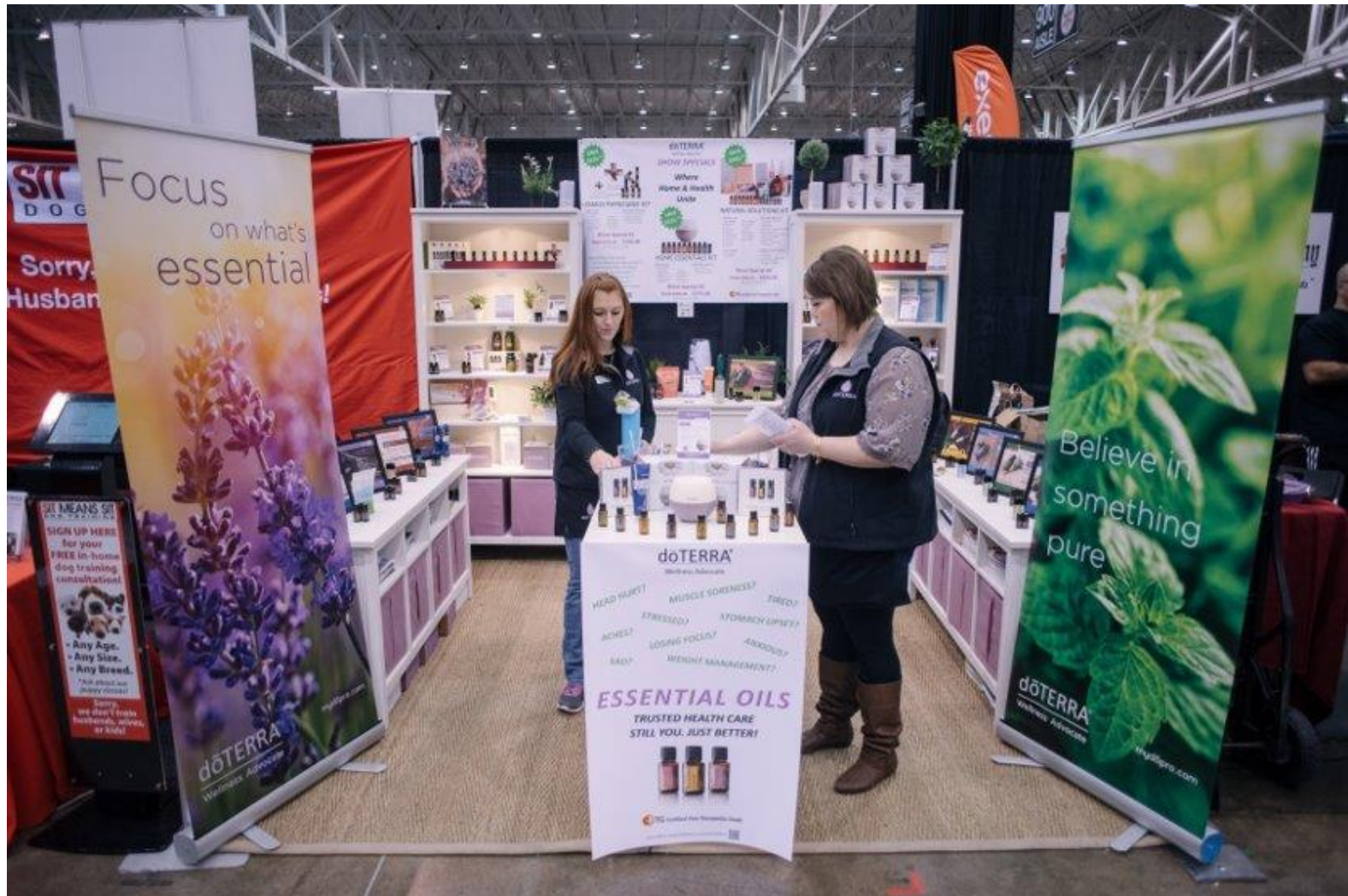
Show Photos



Neat, product in flooring



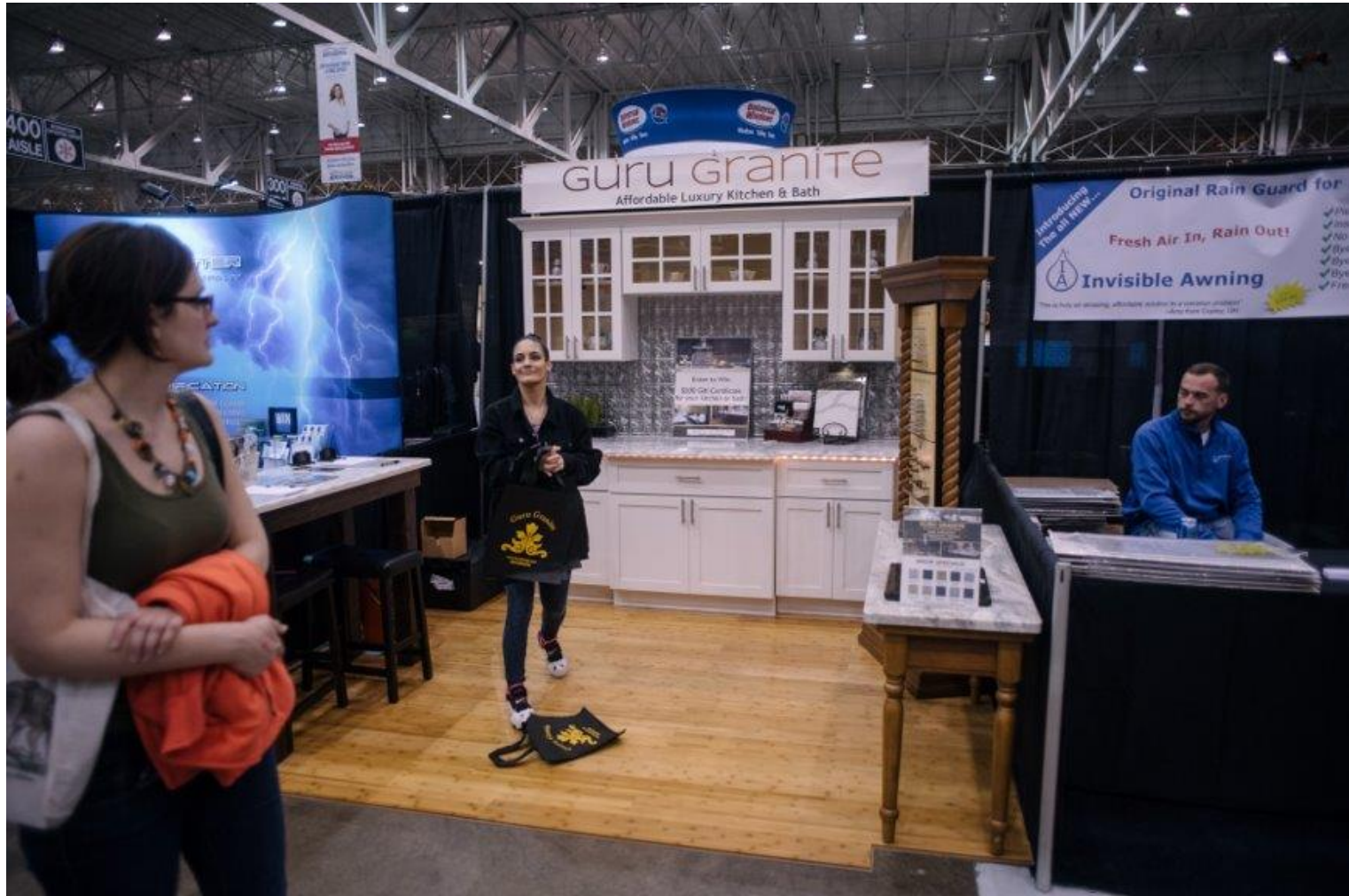
Amazing what you can do with 100 square feet!



Great 10'x10'



10'x10' vs 10'x20'



10'x10' vs. 10'x20'



Simple and effective!



No doubt what they do



Custom booth ➡ “Showstopper”



Oboy Construction

Booth progression – year one



Oboy Construction

Booth progression – year two



Professional/Neat

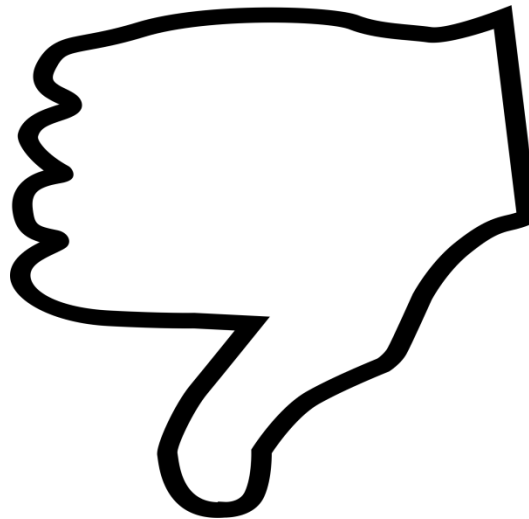
(but beware of “Castlebuilding”)



More room for engagement!



EXHIBIT SPACE DON'TS



Would you hire them for YOUR home?



Too much!



How about this firm?



What went wrong here?



Should be in a 10x20 booth



Messy table coverings & floor coverings → uninviting!



View your booth from all angles!



8' max height rule



8' max height rule (front)



8' max height rule (back)



8' max height rule (front)



8' max height rule (back)



Booth Awards

Best in Show

1 for each category

- 100 square foot booths
- 200 - 400 square foot booths
- 400 + square foot booths
- 1 winner for Marketplace
- 1 winner for Gifts & Gadgets

Daily Awards (several winners!!)

- Best Dressed
- Best Attitude



Welcome Rob Robincheck of **Cutco**



Welcome Jordan Elliott of **All American Gutter Protection**



BOOK TODAY!



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CALL TODAY!
440-248-5729

HomeAndRemodelingExpo.com

MARKETPLACE | EVENTS
Exposition Area Pavilion | In North Hallway

MarketplaceEvents.com

MARKETPLACE | EVENTS

And the winners are...

Thanks for joining us and see you at
the show!

