



JAN. 25-27, 2019
U.S. Bank Stadium



FEBRUARY 15-17, 2019
Saint Paul RiverCentre



**FEBRUARY 22-24 &
MARCH 1-3, 2019**
Minneapolis Convention Center

Top 5 Ways to Distribute Complimentary Tickets

Every exhibitor receives 10 complimentary tickets to the show.

Make sure you use them to help your business!

1. Reward your best customers by giving them two complimentary tickets to the show.
2. Drive traffic and increase activity on your social media pages by doing giveaways or contests using your complimentary tickets:
 - “The first 4 people to like this post will win two free tickets to the Minneapolis Home + Garden Show. Visit us at booth #123.”
 - “The first person to answer this question right wins a 4 pack of tickets to the Minneapolis Home + Remodeling Show” – ask a trivia question or question about your business.
 - “The first five people to share our Facebook page will win two free tickets to the St. Paul Home + Landscape Show.” This is a great way to get your business page out to new people!
3. Do you have a retail location? Offer tickets to the first few customers on a certain day. Promote on your website, e-blasts or social media pages. It is a great way to drive traffic to your store!
4. Have any of your vendors/distributors gone the extra mile for you? Say thank you with two free tickets to the show.
5. Are you doing in-home estimates? Stand out from the other companies in the running for the job and give them two tickets to visit you at the show.

Top 5 Ways to Give Out Your Promo Code

We will create a personalized promo code for exhibitors to offer to their networks. This is a great way to offer a discount, courtesy of your company, and invite them to visit you at the show.

Email your sales rep to have them create your code today!

1. Do you send out a newsletter or promotional eblast to past or potential customers? Include your promo code for discounted tickets to the Minneapolis and St. Paul Home Shows! Everyone likes to save money!
2. Use your social media accounts to offer your followers a discount:
 - Visit us at the Minneapolis Home + Garden Show, we're booth #123. Use promo code “ABCRoofing” to save \$3.50 off your purchase.” (Link to homeandgardenshow.com).
3. Put the promo code on the bottom of your receipts along with the show website. It's a great way to say thank you for their purchase!
4. Advertise that you'll be at the show on your website. Put a banner ad or button “Visit us at booth #123 at the Minneapolis Home + Garden Show. Use promo code “ABCRoofing” to save \$3.50.” Link the ad or button back to the show website for easy purchase. **We can create this for you!**
5. Do you give out flyers? Advertise in magazines, newspapers, mailers? Include your promo code in your ads to get your prospective customers out to meet you face-to-face at the show!