



49,357 CONSUMERS ARE LOOKING FOR YOU!

FEBRUARY 28-MARCH 1 & MARCH 6-8, 2020

The Park Expo and Conference Center

MEET YOUR NEXT FEW THOUSAND CUSTOMERS HERE.

Thousands of homeowners attend the **Southern Spring Home & Garden Show** annually seeking helpful advice, solutions and new products for their next renovation, décor or landscape project. The **Southern Spring Home & Garden Show** features high-interest exhibits, high-profile industry personalities and the latest trends to bring in customers who are ready to move ahead with their home improvement projects.

EXHIBITOR PRODUCT CATEGORIES INCLUDE:

- Appliances
- Construction & Renovation
- Financial & Mortgage Agents
- Garage & Automotive
- Garden & Outdoors
- Gutters & Roofing
- Heating & Air Conditioning
- Home Entertainment & Electronics
- Recreation & Fitness
- Utility Companies
- Kitchen & Bath
- Windows, Window Coverings & Doors
- Pools & Spas
- Home Décor, Art, Design & Furnishings



WE ATTRACT A MORE QUALIFIED AUDIENCE



96%

of visitors are unique to EACH of our shows

95%

plan to complete a project

93%

are homeowners

74%

attend with a spouse or partner - meet BOTH decision makers

71%

are ages 35-64

70%

have a home renovation budget of up to \$50,000

\$112,470

average annual household income across all our U.S. shows

Source: 2018 Marketplace Events Attendee Survey



MARKETPLACE EVENTS IS THE LARGEST PRODUCER OF HOME SHOWS IN NORTH AMERICA. WE PRODUCE 68 CONSUMER HOME SHOWS, FIVE HOLIDAY SHOWS AND TWO BRIDAL SHOWS IN 33 MARKETS EACH YEAR THAT COLLECTIVELY ATTRACT 22,000 EXHIBITORS AND 1.9 MILLION ATTENDEES.

MORE THAN JUST A BOOTH

- Standard pipe & drape
- Five exhibitor badges per 100 sq. ft. (20 maximum)
- Five admission passes per 100 sq. ft. (30 maximum)
- FREE listing in the official Show Guide
- Exhibitor manual for pre-show planning
- 24-hour security
- Online Exhibitor Listing (your own Web page!)
- Sponsorship Opportunities
- Promotional opportunities with major media partners
- Three complimentary parking passes per an exhibitor (Parking passes are for 6-acre lot)



HEAR WHAT ONE OF OUR EXHIBITORS HAD TO SAY.

"Marketplace Events consistently produces the best home shows in the industry. If you're not already exhibiting with them, you should definitely consider it—you won't regret it."

Steven Fahey, PASSANANTE'S HOME FOOD SERVICES

SHOW HOURS

| | | |
|-----|--------|------------------------|
| Fri | FEB 28 | 10:00 a.m. – 8:00 p.m. |
| Sat | FEB 29 | 10:00 a.m. – 8:00 p.m. |
| Sun | MAR 1 | 10:00 a.m. – 5:00 p.m. |
| | | |
| Fri | MAR 6 | 10:00 a.m. – 8:00 p.m. |
| Sat | MAR 7 | 10:00 a.m. – 8:00 p.m. |
| Sun | MAR 8 | 10:00 a.m. – 5:00 p.m. |

MOVE-IN HOURS

| | | |
|-----|--------|---|
| Tue | FEB 25 | 8:00 a.m. – 8:00 p.m. <i>Liberty Hall Only</i> |
| Wed | FEB 26 | 8:00 a.m. – 8:00 p.m. |
| Thu | FEB 27 | 8:00 a.m. – 6:00 p.m. |

MOVE-OUT HOURS

| | | |
|-----|-------|-----------------------|
| Sun | MAR 8 | 5:01 p.m. – 9:00 p.m. |
| Mon | MAR 9 | 8:00 a.m. – 3:00 p.m. |

Hours subject to change.

BOOTH PRICING

| | |
|--|-----------------|
| Exhibit Space Rate | \$16.69/sq. ft. |
| Bulk Space Rate (booths 400 sq. ft. and up) | \$15.89/sq. ft. |
| Marketplace Exhibit Space Rate | \$12.69/sq. ft. |
| Arts & Crafts Exhibit Space Rate | \$8.69/sq. ft. |
| REQUIRED: | |
| Exhibitor Listing | \$99 |
| New Exhibitor Marketing Package | \$100 |
| ADDITIONALLY: | |
| Corner Premium | \$175 |
| Main Aisle Premium | \$200 |
| Direct Sell Fee | \$200/booth |

MARKETPLACE EVENTS is proud to partner with Mike Rowe and the mikeroweWORKS Foundation

BOOK YOUR BOOTH FOR A CHANCE TO MEET MIKE ROWE AT OUR SHOW IN MINNEAPOLIS IN FEBRUARY 2020!



Photo credit:
Michael Segal

BENEFITS TO EXHIBITORS

- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year

**GREATER CHARLOTTE HOME
+ LANDSCAPE SHOW
JANUARY 24-26, 2020
Cabarrus Events Center**

**SOUTHERN SPRING HOME
& GARDEN SHOW
FEB. 28-MARCH 1 & MARCH 6-8, 2020
The Park Expo & Conference Center**

**DON'T MISS OUT ON GROWING YOUR BUSINESS!
CALL TODAY! 704-916-5000**