



MARCH 27-29, 2020

GREENSBORO COLISEUM COMPLEX

ANNOUNCING TRADE DAY

MARKETPLACE EVENTS' PARTNERSHIP WITH **MIKE ROWE** MAKES IT THE PERFECT TIME TO LAUNCH THIS NEW SHOW ELEMENT!

The Greensboro Ideal Home Show and Marketplace Events recognize the important need to hire qualified workers in the home and landscaping industries. From plumbers and electricians, to builders and HVAC professionals, it's an ongoing challenge to find the right employees.

TRADE DAY was created to bring potential trade professionals to those exhibitors in search of skilled workers. This is an opportunity for potential employees to learn more about your company and various industries in a casual setting. Plus, it is an opportunity for you to meet potential employees face-to-face!

WHAT IS TRADE DAY?

- 1st Day of Show (Friday) offering free admission to trade workers. *Valid business card or student I.D. required for admission.*
- Special presentations for trade workers
- Participating Exhibitors may place "Now Hiring" signs within space during Trade Day. *Small signs to be provide by show management.*
- **Job Board** to be created by show management in area of show. Exhibitors have opportunity to post open positions on this board. Job Board to be on display all 3 days. **Job Board** to be promoted in select show marketing.
- All Exhibitors are eligible to be part of Trade Day at no added cost.



ADDED EXPOSURE

Trade Day will be promoted significantly in select marketing, online, in social media and included in PR efforts. In addition, the Show will partner with local Vocational and Trade Schools to drive potential trade workers to Trade Day.



Marketplace Events' partnership with skilled-trade advocate **Mike Rowe**, is further proof they are committed to helping companies finding skilled workers. Marketplace Events also works closely with Rowe's Foundation, the mikerowe-WORKS Foundation, which awards Work Ethic Scholarships to students pursuing a career in the skilled trades.

**WE'RE EXCITED TO HAVE YOUR BUSINESS PART OF TRADE DAY!
ASK ANY OF THE SHOW TEAM FOR MORE INFORMATION!**



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