

WELCOME TO

EXHIBIT LIKE AN EXPERT

A FREE How-To Seminar



ALL NEW
THE OHIO
HOME
+REMODELING
SHOW
JAN. 11-13, 2019
Greater Columbus
Convention Center

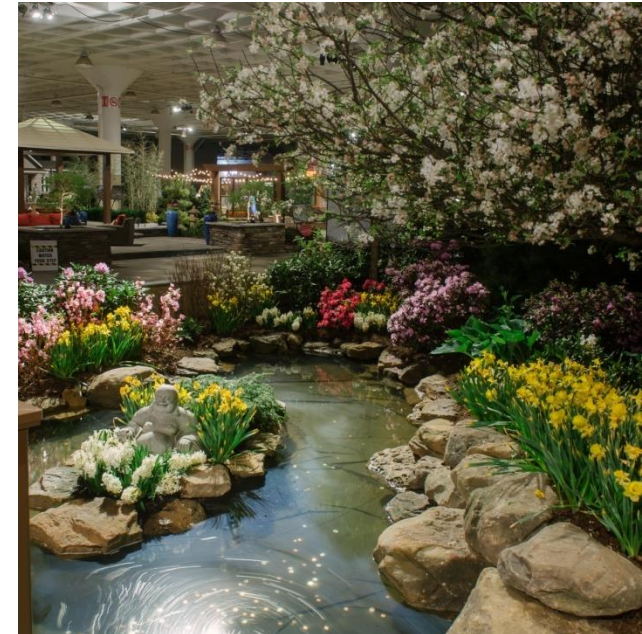
Introduction

- **Marketplace Events**
 - Our Mission: To create vibrant marketplaces connecting enthusiasts with experts, products and services in dynamic face-to-face environments.
- **YOUR Team**
 - Cathy Berthold, Senior Exhibit Sales Consultant
 - Rese Pardue, Senior Exhibit Sales Consultant
 - Teri Callahan, Show | Office Administrator
 - Caitlin Dorney, Assistant Show Manager
 - Rosanna Hrabnicky, Show & Sponsorship Manager



Today's Agenda

- 2019 Show Updates
- Marketing Research and Opportunities
Research, Creative, Opportunities and more
- Sponsorship and Features
- Exhibit Like an Expert



Who Attends?



Focus is on **remodeling, outdoor living, landscaping, new construction and décor.**
This branded show will attract the very serious project-minded homeowners.



Who Attends?

- **92% are homeowners**
- 72% attend with a project in mind
- **\$113k average annual household income**
- 84% are likely to recommend to return to the show in the future
- **74% attend with spouse – You meet BOTH decision makers!**

- **80% saw everything they came to the show to specifically see**
- 58% spent more than 3 hours at the show
- 80% had not attended a home show in prior 6 months
- **72% were satisfied or very satisfied with the show**

Source: 2018 Marketplace Events Benchmark

What are they shopping for?

- **56%** are planning to complete a major yard/garden, landscaping and/or patio/deck project
- **68%** kitchen/bath remodel
- **28%** will be shopping for flooring
- **79%** *have a home renovation project between \$5,000 – \$100,000*



Source: 2018 Marketplace Events Benchmark

2019 Show Updates

- Front Entrance Outdoor Living Oasis – Peabody Landscape
- Weaver Barns
- Tiny Homes
- Cambria Bistro
- Main Stage
- Celebrity Appearances – Clint Harp
- NARI Partnership
- The Marketplace
- Drab to Fab – Upcycle Challenge
- Home Sweet Gnome
- Media Promotions





OhioHomeAndRemodelingShow.com

Maximizing Your Show Experience Through Marketing

Marketing Strategy

➤ Media Campaign

- 66 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 52,000+ opt-in database
- Social Media: Facebook, Twitter, Instagram

**Media Buy
\$150,000!**

Show Marketing

How do consumers hear about the show?

- TV
- Newspaper/Magazine
- Radio
- Friend or Relative
- Billboard/Poster
- Digital / Social Media / Email

PR AGENCY *added value*

Advertising Section THE PLAIN DEALER Sunday, January 27, 2013

Use your web enabled mobile device to find your next home.

Go to www.plaindealer.com or call 800-222-1233 or scan the QR code on the left.

REAL ESTATE

THE PLAIN DEALER Get the latest listings [CLASSIFIEDS]

WITH THE RENTALS GUIDE INSIDE

A. Perrino's Tuscan-style ranch showcases exterior and interior design trends at the Great Big Home + Garden Show next weekend

Local Top Home - Designer A. Perrino's Tuscan-style ranch is showcasing exterior and interior design trends at the Great Big Home + Garden Show next weekend.

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WHOLE HOUSE CARPET CLEANING

VALUE PACKAGE	CLASSIC PACKAGE	PREMIUM PACKAGE
\$149	\$249	\$349

INCLUDES: Hot Water Extraction, Steam Cleaning, Shampoo, Spot Treatment, Deodorizer, Pet Stain Remover, and Carpet Protection.

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INSIDE & OUT

THE PLAIN DEALER - HOME AND GARDEN SHOW AT CLEVELAND EXHIBITION CENTER

Full House

Right at home in my own room

Twins Lovett and Taylor began working for his uncle, a furniture builder, at age 9. The younger man married Devin Lovett in 2003. Their brothers specialize in remodeling, painting, drying lumber and making dining room tables; their father has an antique shop.

Inside Rentals

Dinner and storage help add class to apartment outings

By now, it's a familiar sight: a dining table set up in a living room, a kitchen island with a stool, and a coffee table. The dining room has a built-in dining table, and a small table with a stool is set up in the living room.

Spring's in the air at garden show



Crowds of Northeast Ohioans escaped the cold and got a nice whiff of blossoming flowers during the opening weekend of the Great Big Home and Garden Show. The annual event at the International Exposition Center in Cleveland featured gardening seminars, celebrity-chef appearances and home and gardening celebrity presentations.

Live on Lakeside
1/31/2013 11:27 a.m.



FULL

review 21

Right at home in my own room

Twins Lovett Furniture in Frederickburg, Ohio, made the solid-wood furniture in this celebrity designer room for toddler 4 the collier Julia E. Washington. The children's room and others are on view at the Great Big Home and Garden Show at the U.S. Center through Sunday.



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AKRON BEACON JOURNAL

February 2, 2013

Organizing expert plays mind tricks with clutter

INSIDE

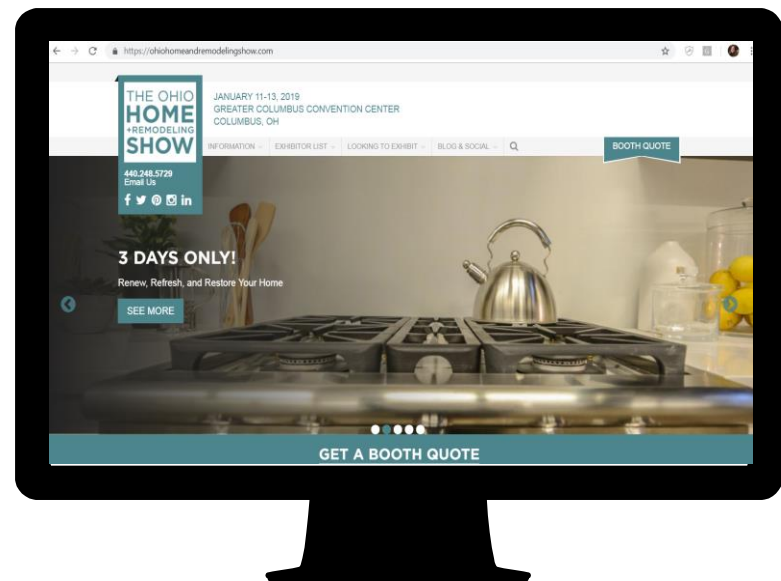
See who's hot in the city. From the best of the city to the most interesting people, we've got you covered.



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



Exhibitor Listing

- Instructions to set up your exhibitor listing are available on our show website under Exhibitor Kit

SEARCH BY KEYWORD

SEARCH

SEARCH BY CATEGORY

- [Appliances, Water Systems, Household Products](#)
- [Architecture, Home Design, Planning](#)
- [Cleaning Products and Service](#)
- [Closet, Organization, Storage, Moving](#)
- [Construction, Renovation, Remodeling, Flooring, Painting, Contractors, Foundations, Insulation, Engineer](#)
- [Crafts](#)
- [Food, Beverage](#)
- [Garden, Decks, Patios, Landscape, Outdoors](#)
- [Gifts and Gadgets \(Cash and Carry, Direct Sell Products\)](#)
- [Heating, Air Conditioning, Ventilation](#)
- [Home Décor, Art, Interior Design, Furnishings](#)
- [Kitchen, Bath](#)
- [Miscellaneous](#)
- [Plumbing](#)
- [Recreation, Pool and Spa, Health and Wellness, Fitness](#)

CREATED HARDWOOD, LTD.



Booth: 759

[Visit Website](#)

8454 State Route 93 NW

Dundee, OH 44624

Created™ Hardwood Ltd. combines thoughtful design with exceptional craftsmanship to produce a diverse and innovative selection of live edge and solid wood furniture, bar and countertops, and accessories for residential and commercial spaces. Visit their industry-leading [website](#) to browse a large inventory of live edge slabs, furniture and cutting boards, or build your own custom masterpiece with their CreateIt™ interactive virtual craftsman!

Categories:

- [Miscellaneous](#)

REQUEST INFORMATION

sleep  number.

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





Sponsors To Date



WELLNESS FOR LIFE[®]



Marketing Opportunities at Affordable Pricing

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



Marketing Opportunities 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.

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 **\$1,500**, this option allows you to ask two questions during the entry process to receive qualified leads and database.

EMAIL BLAST

Per Blast \$375
Three Blasts \$900
Advertiser to supply banner ad (or we can create for you for only \$40) to be included in email blast (post-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.

YOUR COMPANY LOGO AND COUPON PRINTED ON ONLINE TICKETS \$500

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: TBD

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

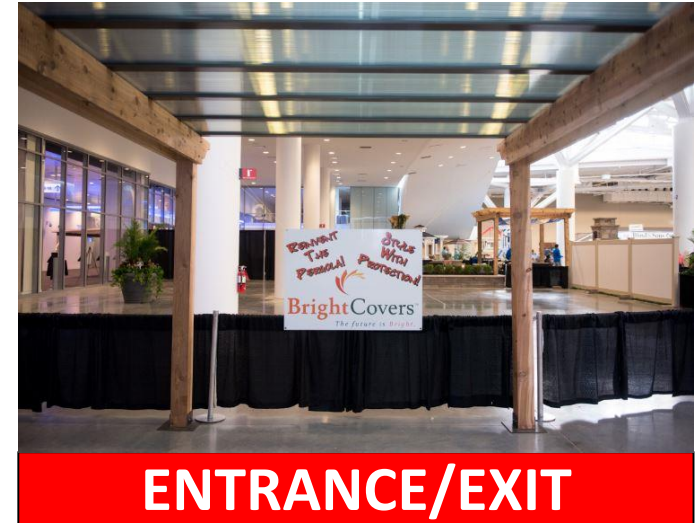
WEB/EMAIL BLAST BANNER \$40

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



Sponsorship Opportunities at the Show



FEATURES

➤ **Official Product Sponsor**

- Windows
- Roofing
- Mattresses
- Nature Stone Flooring
- 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

Show Guide – Inserted in Ohio Magazine

- Over 358,000 engaged readers
- Subscriber count of 53,000



Preparing for the SHOW

Cathy Berthold & Rese Pardue



General Show Information





Dates & Hours:

Friday, January 11th

Saturday, January 12th

Sunday, January 13th

Noon – 9:00 PM

10:00 AM – 9:00 PM

10:00 AM – 6:00 PM

Move-In:

Tuesday, January 8th

Wednesday, January 9th

Thursday, January 10th

Friday, January 11th

8:00 AM – 4:30 PM *Features Only

8:00 AM – 4:30 PM

8:00 AM – 1:00 PM

8:00 AM – 11:00 AM

Show will call you with your move-in times.

Move-Out:

Sunday, January 13th

Monday, January 14th

6:01 PM – 11:00 PM

8:00 AM – 3:00 PM

Move In

Commercial vehicles must purchase labor from FERN (i.e. semi-trucks, box trucks, or any vehicle with a lift).

1. Arrive at your installation time.
2. Proceed to loading dock area – Loading Dock for Halls C & D. 19 Convention Center Drive Columbus, OH 43215.
3. There is a designated unloading/loading area on Show floor (Hall A) **Pending*
4. Unload vehicles with your own personnel (allotted time for unloading/loading).
5. Drive your vehicle out of the building via specified door.
6. Return to booth and assemble your display.

**YOU MAY USE YOUR 2-WHEEL OR 4-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE.
FERN WILL HAVE A LIMITED AMOUNT OF CARTS TO USE**

Move Out

No exhibits may be taken down until Show closing on Sunday, January 13th at 6:01 PM – 11:00 PM & Monday, January 14th 8:00 AM – 3:00 PM

REMEMBER - Remove your entire exhibit. Bring your own TWO WHEELED OR FOUR WHEELED dollies for handling your exhibit material during move-out. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!" Keep in mind that even though we have security, move-in and move-out present the highest chance of damage and theft. We encourage exhibitors to remove as much as possible at Show closing.

IF YOU BRING IT IN, HAUL IT OUT! Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The Convention Center should be left in broom-clean condition

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 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

Included with your Booth

- Standard pipe & drape
- Complimentary tickets
- Exhibitor badges
- 24 hour security
- Online Exhibitor Listing
- Listing the official show guide
- Exhibitor training seminars
- Exhibitor manual for pre-show planning



Show Info on Website

Where to go to find important information:

- www.ohiohomeandremodelingshow.com
- **Scroll all the way down to the bottom**

EXHIBITOR LISTING SET UP INSTRUCTIONS

OHIO HOME & REMODELING SHOW EXHIBITOR SERVICES

Exhibitor Services Manual

IMPORTANT FORMS

Exhibitor Will Do's

Credit Card Authorization Form

Sampling Authorization Request Form

Greater Columbus Convention Center Safety and Security Information

- **Any important forms will be posted to this page**
- **Exhibitor Kit**
 - Rules & Regulations
- **FERN Services Guide**
 - Order and pay for services by December 14th, 2018 to receive advanced rates!

Hotel Accommodations:

Hyatt Columbus Downtown \$149.00
Reservations: 614-463-1234
(book by December 18th, 2018)

Parking at Show:

South Garage, Vine Garage, Goodale Garage, East Lot – rates vary between \$10-\$12 daily.

IMPORTANT – Trailers can **ONLY** be parked in the EAST SURFACE LOT. Spaces can be reserved in advance on the Greater Columbus Convention Center website.



COMPLIMENTARY TICKETS

Your comp tickets will be mailed out to you

- OR you can pick them up at move in or during the show
- You can leave complimentary tickets at the will call office

Comp tickets are provided are determined by booth size

- 10 complimentary tickets for 100-299 square feet
- 15 complimentary tickets for 300-599 square feet
- 20 complimentary tickets for 600+ square feet



EXHIBITOR BADGES

Badges provided are determined by booth size and are your admission into the Show:

6 badges for 100-299 sq ft

8 badges for 300-599 sq ft

20 badges for 600+ sq ft



*“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!)
- Seating – bar stools best
- 8' maximum height, including signage
- Finish BACK of displays
- No signage facing neighbors' booths
- 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...

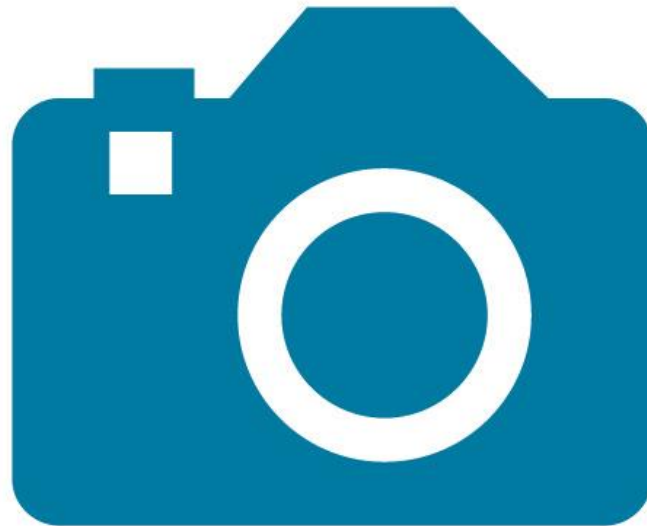
- set sales goals for team/show? Are they realistic, attainable and measurable?
- set incentive contests for your team? This keeps them engaged and makes it FUN!!

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
- Have a party at your booth! Invite prospects & customers on a weeknight – ask them to bring a guest!

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

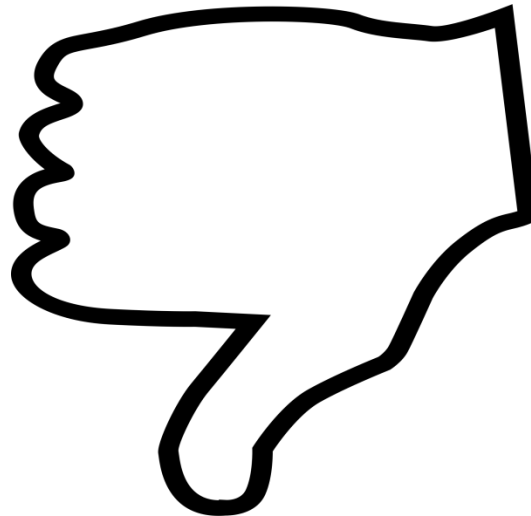
(but beware of “Castlebuilding”)



More room for engagement!



EXHIBIT SPACE DON'TS



Would you hire them for YOUR home?



Too much, too busy, messy



What went wrong here?



Should be in a 10'x20' booth



Messy table coverings & floor coverings → uninvited!



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

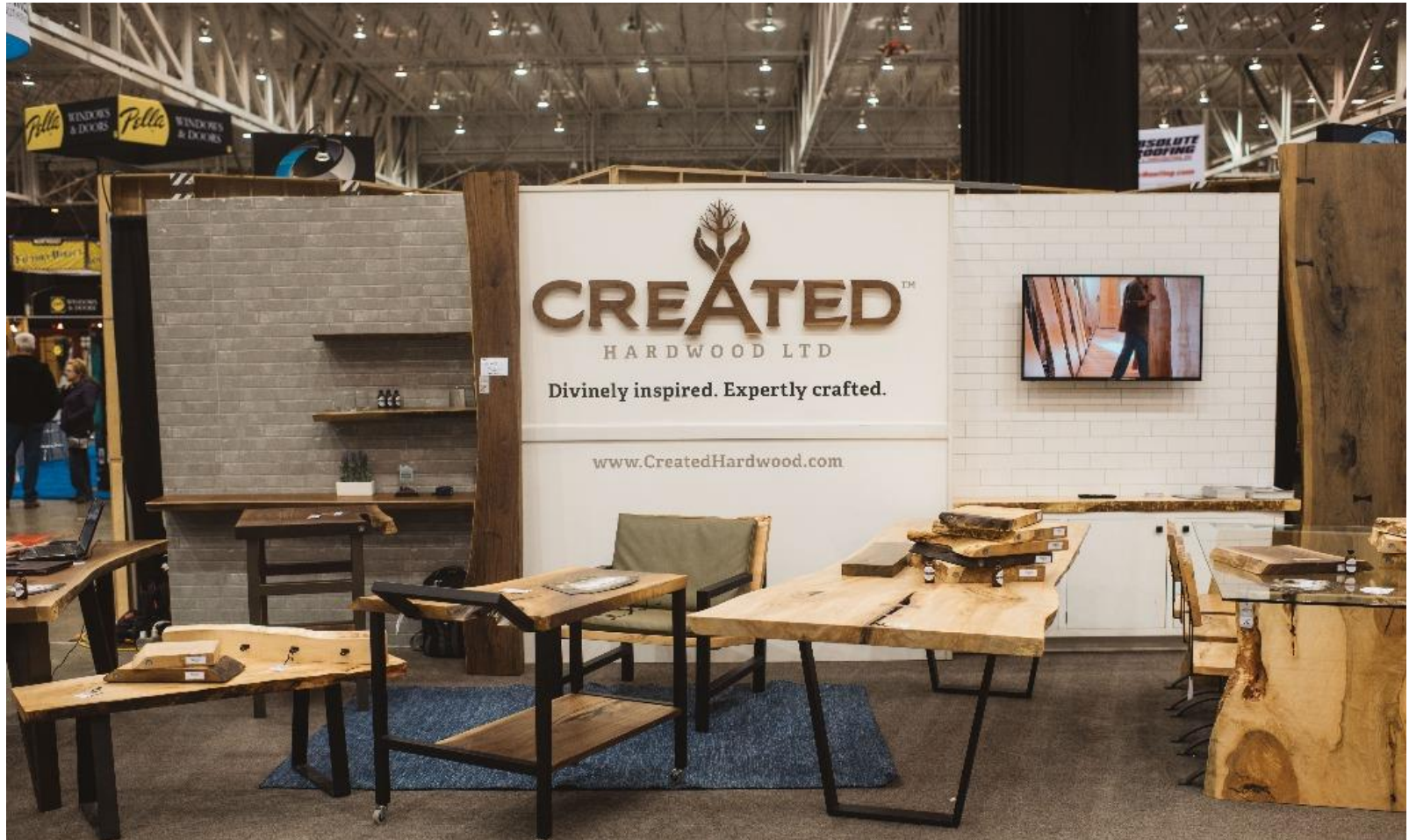
- 100 square foot booths
- 200 - 400 square foot booths
- 400 + square foot booths
- 1 winner for Marketplace
- 1 winner for Gifts & Gadgets

Daily Awards (several winners!!)

- Best Dressed
- Best Attitude



Welcome Phillip Hicks with Created Hardwood Ltd



Welcome Jhoan Salazar with **G/S Marble & Granite**



**MORE THAN
74% SOLD!**



*Floor plan as of October 16, 20

And the winners are...