

2012 Marketing Kit

It's All About You!



Thank you for your commitment to exhibit in the Philadelphia Home Show January 14-22, 2012 at the Pennsylvania Convention Center. We want to help you promote your presence at this event in an effort to maximize your sales.

Our number one priority is to deliver a qualified audience ready to buy your products and services. Please take the time to review this marketing kit and plan to take advantage of the free *promotional tools* available to your company.

We are all looking forward to working with you towards a successful show.

Sincerely,

Alyson Caplan
Group Manager

Carol Graves
Exhibit Sales

Diana Philipova
Operations Coordinator

Kelly Baugh
Administrative Asst.

Your Promotional Tools



As an exhibitor you are entitled to free promotional tools. These tools are designed to help your company promote your presence at the Philadelphia Home Show. Your sales will increase if you take advantage of these tools.

Free Admission Passes: You are entitled to 20 free admission passes/10' x 10' exhibit space (maximum of 50). These passes are for you to give to your special customers, prospects, business associates, family and friends. You will receive the passes once your company has paid for your exhibit space in full.

You can purchase additional admission passes at incredible savings!

Box Office Price: \$13.00/Adult

Exhibitor Discount: \$6.50/Adult – 50% savings!!

Posters: We will provide your company with as many Home Show posters as you would like. Hang these posters in your store windows, attach to windows of your company vehicles, etc. to promote your involvement in the show.

Order your admission passes and posters today! See enclosed order form.

Show Only Discount – If you plan to promote and extend a special “SHOW ONLY” discount to consumers at the show then send us the advertisement for the special in jpeg or PDF format and it will be added to the official Philadelphia Home Show website at no additional charge (\$350 Value). **Email JPEG or PDF format of special discount or offer to dianap@marketplaceevents.com.**

Questions? Call Diana Philipova at 267-513-1909 or email dianap@marketplaceevents.com



Promotional Tools Order Form

**Act Fast
Deadline:
Dec 1st**

Additional Admission Passes: \$6.50/Adult

10 _____ 20 _____ 40 _____ 60 _____ 100 _____ Other _____

Posters (free of charge)

10 _____ 20 _____ 25 _____ 40 _____ 50 _____ Other _____

SEND ME THE FOLLOWING (Check all that apply):

- Additional Admission Passes (payment method see below)
- Posters
- Philadelphia Home Show Logo

My email address is: _____

Company name: _____ Contact: _____

Phone number (_____) _____

PLEASE SEND MY PROMOTIONAL TOOLS TO:

Company _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

*For Additional Admission Passes – please provide payment information.

Check for \$_____ enclosed (V.I.P. passes @ \$6.50 each)
(checks payable to Philadelphia Home Show)

I prefer to pay for the _____ additional V.I.P. passes by credit card.
Please charge to my (circle one) VISA MASTERCARD AMEX

Credit Card Account Number: _____

Exp Date: ____/____ Amount: \$ _____

Card Holder's Name: _____ Signature: _____

Fax Back to 866-662-8382



Advertise the Show...

Advertise your participation in the 2012 Philadelphia Home Show and receive 10 complimentary Admission Passes.

How do you qualify?

- Advertise in your local or community newspapers or magazines. Include the Philadelphia Home Show logo, dates and location in your print ad.
- Mention the Show name, dates and location in your radio advertising and/or TV advertising.
- Include the Philadelphia Home Show logo, dates and location in a direct mail piece, newsletter, e-newsletter and/or email blast
- and/or any other co-op marketing opportunities that you have in mind!

Call us today and we can talk about it!

Advertise your participation in the Show any time, through JANUARY 14 – 22, 2012 to qualify. (Please provide documentation of your advertising for our records.)

Send in this form and we will send you jpegs of the approved Philadelphia Home Show logo and “Come See Us at the Philadelphia Home Show” artwork.

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE #: _____ FAX#: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

FAX BACK TO: 866-662-8382

PHILADELPHIA
**HOME
SHOW**™



January 14 – 22, 2012
Pennsylvania Convention Center
Philadelphia, PA

Reward YOUR customers with an exclusive ticket discount to the Philadelphia Home Show!

Let us create a customized **web button** for your website
AND/OR
a customized **email blast** your database

Sample Web Button



INSTRUCTIONS

1. E-mail your company name and logo to dianap@marketplaceevents.com.
2. Indicate if you would like the customized e-mail blast, web button, or both.
3. Post it to your website and link to www.capitalhomeshow.com.
4. Send an e-mail blast to your database one week prior to the start of the show.

Sample E-Mail Blast

QUESTIONS?

Call or email your Exhibit Sales Consultant, or
Diana Philipova
267-513-1909
dianap@marketplaceevents.com

MARKETPLACE | EVENTS
Largest Home Show Producer | in North America

Marketing Tips to Maximize Your Show Participation...

- **Advertising** – Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.
- **Direct Mail/Email Campaigns** – We can work with you to develop postcards, newsletters, coupons, e-newsletters or advertisements promoting your participation in the Show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.
- **In-Store Flyer Distribution** – Promote your participation in the Show and offer your customers an online discount to attend.
- **Stickers** -- Print up stickers with your booth number and the show name, date, and facility name. In the months before the event, affix the stickers to all communications—invoices, letters, packages, etc. Provide each salesperson with a batch of stickers, too.
- **Website Link** -- Be sure your website is linked to www.phillyhomeshow.com. Create a mini-site off of your company website that describes your activities at the upcoming Show. Include product announcements, show hours, contact information for staff working the Show, speaking engagement schedule—whatever will inform or excite your customers and prospects.
- **Invitation** -- Send a letter of invitation, complimentary Show passes and a map of the exhibit hall with your booth location highlighted. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?
- **Show Appointment Book**. Set up appointments with your key customers at the Show. Send a handwritten note to your customers reminding them of your appointment.
- **Prizes** --Offer a time-limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a free gift that they can pick up at your booth.
- **Personal Call** --Have your sales reps personally deliver show invitations and/or complimentary tickets to customers and hot prospects.

For more information on Marketing Opportunities please contact:

Carol Graves, Exhibit Sales
716.276.2230 ext. 204
carolg@marketplaceevents.com

Alyson Caplan, Group Manager
267-513-1906
alysonc@marketplaceevents.com

Bruce Evans, Marketing Director - US
800.466.7469 ext. 113
brucee@marketplaceevents.com

www.phillyhomeshow.com