

PHILADELPHIA
**HOME
SHOW**™



JANUARY 14-22, 2012
Pennsylvania Convention Center

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

Top of Page Banner Ad	\$750
Tower Ad – Placement is on right side of page	\$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! Appears on all pages of show site in rotation.

PROMOTIONAL CONTESTS **\$1,500**

No charge to be listed on the show’s official website; however, this option allows you to ask two questions during the entry process to receive qualified leads and database.

EMAIL BLAST

Per Blast	\$500
Three Blasts	\$750

Advertiser to supply verbiage and logo to be included in email blast (post show, holidays, thank you, 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**
Limited availability.

Show Guide

SHOW GUIDE ADVERTISING **TBD**

Show Guide will be published by House & Home Magazine: TBD for 2012

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 **\$400**

Logo due by: TBD for 2012

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).

For questions regarding the Show Guide, please contact Alyson Caplan at 267-513-1906.

At the Show

ENTRANCE & EXIT DISTRIBUTION **Prices start at \$4,000**
Want to get your product or information in the hands of everyone? Exit and entrance rights are available. Limited number available.

CELEBRITY **All celebrity charges**
Bring in a celebrity or spokesperson to be sponsored by your company, (i.e., Cheryl Tiegs Presented by Cambria). The show will promote in show advertising and the official show website. Celebrity will have the opportunity to do media interviews, presentations on main stage and sign autographs in your booth location.

ROAMING RIGHTS **Prices start at \$250**
Have your company's mascot roam designated areas of the show floor.

FLOOR DECALS **Prices start at \$500**
Bring awareness to your booth location and make your presence known. By sponsoring our floor decals you will not be missed. You can choose to sponsor your section of floor, subject to availability, leading to your booth.

Sponsorships

Sponsorship Packages are also available for additional exposure. Sponsorships work to elevate your presence at an event. Create the experience! Partnership opportunities involve participating in the creation of a complete, engaging and fulfilling visitor experience designed to maximize your exposure. Call now for details on tailoring a package to fit your marketing needs and budget.

ONLINE DISCOUNT TICKET SPONSOR **Call for pricing**
Promote your brand, build your database and use our online ticketing to conduct some valuable market research! Discount mention – Courtesy of "Company" will be promoted in all paid print, TV & radio where discount is mentioned. Ticket purchasers will answer two questions supplied by "Company" during ticket ordering process. Company to receive leads and database.

OFFICIAL PRODUCT SPONSOR **\$3,000**
Apply to become one of the event's "Official Products". Limit one per category. Be recognized as the leader in your product category.

Sponsorships still available...

- Title Sponsorship
- Presenting Sponsorship
- Feature Sponsorships
 - Designer Rooms
 - "Green Products"
 - Information Booths
 - Ticket Booths
- Create a Feature
 - Home Electronics & Technology Area
 - Do It Yourself Renovation Area
 - Home Decorating
- Create your own

CALL TODAY!

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MARKETPLACE EVENTS | 500 OFFICE CENTER DRIVE, SUITE 400 | FORT WASHINGTON, PA 19034

PhillyHomeShow.com

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Largest Home Show Producer in North America

For information on other Marketplace Events shows, contact Rosanna Hrabnicky at 866-463-3663 x1 or rosannah@marketplaceevents.com.