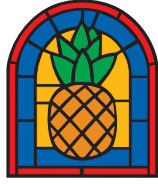


# DOWNTOWN RALEIGH HOME SHOW

Raleigh Convention Center



## SOUTHERN Ideal home show®

North Carolina State Fairgrounds

# Marketing Opportunities for EXHIBITORS\*

We can help you drive traffic to your booth, generate more leads, promote new products, increase brand awareness... and more!

\*Cost per show.

## ONLINE

### WEB BANNERS

**Medium Rectangle Ad  
\$400**

In the 30 days prior to the show, 26,046 unique visitors browsed the Fall show website and 81,522 unique visitors browsed the Spring show website. Show websites received 75,794 page views for Fall and 139,596 page views in for Spring. Medium Rectangle Ad appears on all pages of the show site. All ads run in rotation.



### EMAIL BLAST

**Per Blast  
Three Blasts**

**\$375  
\$975**

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 (*more than 13,000 and growing in our consumer database*).

Advertise a show special, announce a contest, launch a new product, promote your booth location and keep your business top-of-mind.



## SHOW GUIDE

### SHOW GUIDE ADVERTISING

**\$750 - \$2,000**

*Show Guide will be published by: TBD*

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 IN SHOW GUIDE

**\$375**

*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!

# AT THE SHOW

## ENTRANCE & EXIT DISTRIBUTION FROM \$2,000

Want to get your product or information in the hands of everyone? Exit and entrance rights are available. *Limit two Companies for three days.*

## FLOOR DECALS

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.



**\$500 for two**

## SIGNAGE

Reinforce your brand with eye catching signage.

## AISLE SIGNS

### \$500 FOR TWO SIGNS (4 IMAGES)

Bring awareness to your booth location by purchasing an aisle sign. For a small investment, your company name and logo will be able to be seen from across the show floor. *Subject to availability.*



## CALL FOR PRICING

# SOCIAL MEDIA

## SPONSORED BLOG POST

**\$500**

Spotlight: Sponsor/Exhibitor is given a list of questions to answer. Their answers are turned into a blog post which is then cross promoted on Facebook (1x) and on Twitter (4x) **OR** Sponsor/Exhibitor may contribute editorial content including tips, DIYs, tricks, advice or interesting product/service information. This will be cross-promoted on Facebook (1x) and Twitter (4x).

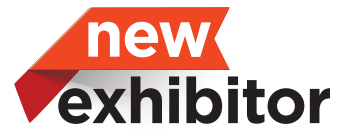
## SPONSORED BLOG SERIES

**\$1,000**

Exhibitor or sponsor may work with Marketplace Events to coordinate a series of blog posts (4x). Posts will be cross promoted on Facebook (1x/per post) and Twitter (4x/per post).

Promote your presence with a variety of high-exposure and high-impact marketing vehicles to help achieve your goals before, during and after the show. Call today and create a custom-designed program to generate qualified leads, promote new products and help drive traffic to your booth.

# NEW EXHIBITOR MARKETING PACKAGE



## MARKETING PACKAGE (REQUIRED)

**\$100**

If you are a new exhibitor, we have created a cost-effective, high-impact package that will surely drive traffic to your booth at the show. It's the perfect mix of pre-show and on-site branding.

You will be identified with a new exhibitor icon marketed...

## ONLINE

- New Exhibitor Icon on the Detailed Exhibitor Listing page
- New Exhibitor Icon on the first page of Exhibitor Listing
- New Exhibitor Icon on the New Exhibitor Category page

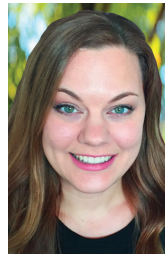
## AT THE SHOW

- New Exhibitor tent card for your booth
- Signage listing all New Exhibitors at the show

## PRINT

- NEW EXHIBITOR icon in the show guide next to your listing.

## CALL TODAY!



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