

BUFFALO HOME SHOW

MARCH 3-5 & 10-12, 2017
Buffalo Niagara Convention Center

Produced by:

MARKETPLACE | EVENTS

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MARKETING KIT

Promote Your Presence – Increase Your Sales!

We are pleased that you will be exhibiting in the **Buffalo Home Show** on March 3-5 & 10-12, 2017. This is a great way for your company to grab your share of remodeling, landscaping, renovation, and home décor projects. In an effort to help you promote your presence at this show, we have prepared this marketing kit to provide you with the necessary tools.

You are entitled to the following promotional items:

Free! Admission Passes: You will receive **25 free admission passes / 10' x 10' exhibit space** (maximum 60). Please share these with your special customers, prospects, business associates and neighbors. Once your company has paid the balance for your exhibit space, the passes will be mailed to you. You will also receive exhibitor badges. The badges are for the staff working your exhibit. Exhibitor badges will not be mailed and must be picked up during move-in or at the show.

Free! Web Button: You can reward your customers with an exclusive ticket discount for the show! Please expect an email from us which contains the web button. This will make it easy for you to promote your presence.

Buyers Guide: It is important for you to know that the only exhibitor listing on the show website will be the Buyers Guide. It is a more detailed listing of your company, products and services. **By now you should have activated your listing.** The sooner you do this the more traffic you will receive to your site. This is a powerful search tool for consumers. We do not want you to be left out. **See enclosed details regarding "how to activate" your listing.**

NOTE: Details are attached if you HAVE NOT activated your listing. Please activate today!

Stage Presentation Opportunity: Limited stage presentation opportunities are available to exhibiting companies. If you have a remodeling, renovation, gardening, landscaping, cooking or home décor related topic that you want to present at the show, let us know today. See enclosed form.

Feel free to contact us with any questions or concerns. Looking forward to working with you towards a successful show. Your presence is appreciated.

Sincerely,

Lisa

Lisa Gardon
Show Manager
716-429-6626
LisaG@mpeshows.com

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STAGE PRESENTATION SUBMISSION FORM

Deadline: February 13, 2017

Do you have an interactive, exciting topic for a stage presentation? If so, the topic should be related to remodeling, landscaping, renovation, or home décor. This is an excellent way to gain added exposure in front of homeowners at this event. Presentations must be educational and entertaining. Interactive demonstrations are strongly encouraged. Presentations should be about 20 minutes in length, with 10 minutes allowed for Q&A. We are fully equipped with all A/V needs - screen, laptop for PowerPoint, portable microphone and speakers.

Presentation Title & Description: _____

- Describe how you will conduct your presentation. i.e. slideshow, handouts, audience participation etc. _____

- How will your company promote your presentation prior to the show? i.e. special mailing, website, bill message, newsletter, email blast, direct mail piece etc. _____

- Can you offer a premium to presentation attendees? Tape measure, home accessory, information etc. _____

Company: _____

Booth #: _____

Contact: _____

Phone: _____

Fax: _____

Cell: _____

Email: _____

Website: _____

EMAIL FORM TO: lisag@mpeshows.com OR FAX TO: 716-625-1345

Contact: Lisa Gardon, Show Manager at 716-429-6626

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New Product **SUBMISSION FORM**

Time is running out! Complete this form today and fax to 716-626-1345 or email to

lisag@mpeshows.com.

DEADLINE IS FEBRUARY 18, 2017

If selected you will be contacted regarding details.

COMPANY NAME

SERVICE NAME

DESCRIPTION OF YOUR NEW PRODUCT OR SERVICE

WHAT MAKES THIS PRODUCT OR SERVICE SPECIAL?

*****Please feel free to attach any images/documents that may help us learn more about your product.***

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Must DO's

Please be aware of the following standards regarding exhibiting in the show! These are mandatory and will benefit your experience at the show.

I MUST provide carpet or other clean and professional flooring either by renting from the show decorator or providing my own, ensuring that it covers the entire footprint of my booth from corner to corner. If my booth does not have appropriate flooring, it will be carpeted at my expense by the show decorator. Taping down tarps is not allowed. Please see exhibitor manual for proper tape. **NO** electrical tape can be used to adhere flooring!

I MUST professionally drape and skirt any tables used in my booth either by renting them from the show decorator or providing my own table covering. Table covering must be floor length and cover all visible sides. Bed sheets and plastic are NOT permitted. If my table is not professional looking, it will be draped and skirted at my expense by the show decorator.

I MUST have all signs below 8 ft. I understand banners on poles are not allowed. Signs must be one-sided and not face into other exhibitors booth.

I MUST not have a tent or canopy. These are not permitted.

I MUST have a staff member from my company man my booth at all times. I will not leave my booth unattended during show hours. I will remain in my booth until the close of the show each evening.

I MUST stay completely within the dimensions of my booth without protruding into the aisles or into other exhibitors' booth space and I must conduct business only from within my booth (not in the aisle or roaming the show).

I MUST have the back and side of my booth professionally finished if the sides are higher than 8 ft. at the back and 3 ft. at the sides. (Please refer to the exhibitor manual on our website www.BuffaloHomeShow.com for a diagram.)

I MUST adhere to the move-in and move-out policy provided to me. (Move-in and move-out times will be assigned and sent out to you. This policy is designed for your convenience and safety.)

SIGNATURE: _____ COMPANY NAME: _____

PLEASE BE AWARE THAT FAILURE TO FOLLOW EACH OF THESE RULES MAY RESULT IN YOUR COMPANY NOT BEING PERMITTED TO EXHIBIT IN FUTURE SHOWS!

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How to set up your company's Exhibitor Listing

How-to create your listing – as easy as 1-2-3-4!

1. Enter your company info online at:
<http://www.buffalohomeshow.com/add-exhibitor-login>
2. Log in with the username: **BHSMarch** and password: **BHSMarEX7**
Please note that the password is case sensitive. Contact your show manager if you want to fax/email your information.
3. We will create your company profile and set up your *GetaQuote* form.
4. We will update and maintain your page through the year as required so you can promote product launches, store sales, events and more through your company page year-round!

Tips to get the most out of your listing

- Enter a full description of your company. The more information you provide the better, as it will help people find you using the search tool.
- Use as many keywords as possible. The keywords will help you appear in the search results. If you sell different types of products, be sure to list them all.
- Select the category that best represents your company. Your company will be listed under this heading.
- Include your booth number. Make sure customers can find your company on the show floor.

- Offer a show special or discount. Use a promo code or offer a percentage off to people who mention your listing, this way you can track the results.
- Follow up with email requests. Be sure and reply to any quote requests you receive – try and make appointments with customers during the show.

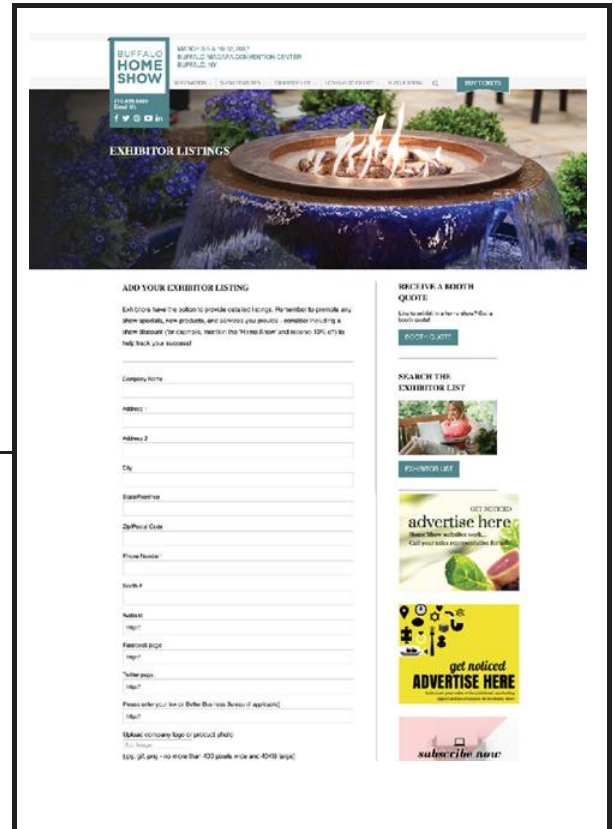
Benefits of creating your company listing

VISIBILITY – Receive a full page on our website! Detailed company information will remain on the Buffalo Home Show website (www.buffalohomeshow.com) for the entire show season.

SALES – Consumers can contact you through a search function and email form and you can immediately respond to requests for more information.

Need more help?

If you need technical help or want to make changes to your listing, please email **Jen Shaw** at jens@MPeshows.com.



LEAD CARD

BUFFALO HOME SHOW

Attendee's Name(s): _____
Address: _____
Phone(s): _____
Best Time to Call: _____
Email: _____
Budget in Mind: \$ _____
Appointment Date for Estimate: _____
Estimated Start Date: _____
Follow Up (if no appt set): _____
Preferred Method of Contact: _____

Circle One:
Fri Sat Sun
Fri Sat Sun

Personal Info:

Rate Interest:
Low 1 2 3 4 5 High

Sales Rep: _____

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