

# BUFFALO HOME SHOW

**MARCH 9-11 & 16-18, 2018**  
Buffalo Niagara 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

##### 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

**\$300**

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 (*19,840 in our consumer database*).

#### ONLINE TICKET SPONSOR

**\$7,500**

Approximately 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 special offer to drive traffic to you at the show! *Limited availability.*

### 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

## **BAG SPONSOR PRICES START AT \$4,500**

Opportunities to distribute bags with company logo at front entrances of show. A great way to create awareness and be a "walking billboard" in front of our guests.

## **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 the main stage and sign autographs in your booth location.

## **FLOOR DECALS PRICES START AT \$300**

Bring awareness to your booth location and make your presence known. With your logo and booth number on our floor decals you will not be missed. You can choose to have decals in the section of floor leading to your booth or in other areas of the show approved by show management. *Subject to availability.*

# 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).

# SPONSORSHIP

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.

## **OFFICIAL PRODUCT SPONSORS CALL FOR PRICING**

Apply to become one of the event's "Official Products". Limit one per category. Be recognized as the leader in your product category.

## **AVAILABLE SPONSORSHIPS...**

- Official Landscaper
- Official Remodeling Company
- Official Granite Company
- Official Deck and Railing Company
- Official Pool/Spas Company
- Official Gutter Protection Company

Marketing Solutions, a division of Marketplace Events, takes our tested and proven marketing strategies to help drive more customers to your business. We have a full suite of affordable promotional services to help you improve your ROI at our shows and drive sales year-round. To learn more, contact **Frank Bird** at 888-248-9751, ext. 127 or [frankb@marketingsolutionsmpe.com](mailto:frankb@marketingsolutionsmpe.com).

### **Our services include:**

SEM/SEO | Social Media | Websites | Exhibit Displays  
Sales Collateral | Lead Management

## CALL NOW!



### **LISA GARDON**

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For sponsorship rates and info for this or any Marketplace Events show, please contact Jill Kivett at 604-639-2288 or [jillk@MPEshows.com](mailto:jillk@MPEshows.com).