

# BUFFALO HOME SHOW

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

**Produced by:**

**MARKETPLACE | EVENTS**

# BUFFALO HOME SHOW

MARCH 9-11 & 16-17, 2018  
Buffalo Niagara Convention Center

## MARKETING KIT

### Promote Your Presence – Increase Your Sales!

We are pleased that you will be exhibiting in the **Buffalo Home Show** on March 9-11 & 16-18, 2018. 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](mailto:LisaG@mpeshows.com)

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## STAGE PRESENTATION SUBMISSION FORM

**Deadline: February 9, 2018**

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](mailto: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](mailto:lisag@mpeshows.com).

**DEADLINE IS FEBRUARY 19, 2018**

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](http://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!**

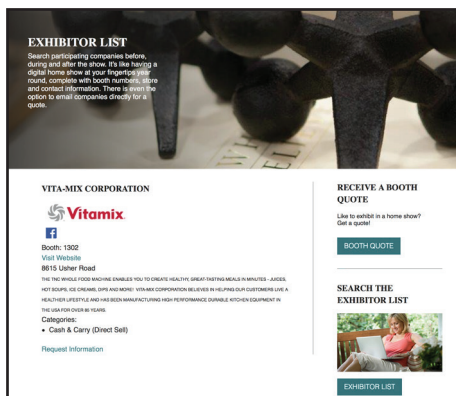
# BUFFALO HOME SHOW

# EXHIBITOR LISTING

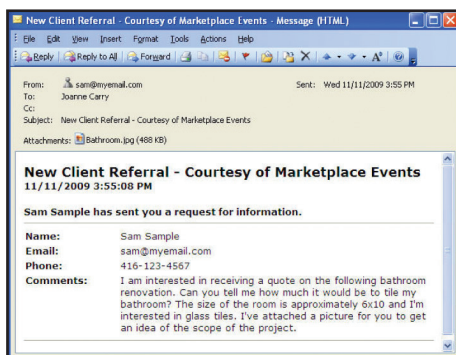
# \$109

REQUIRED WITH  
BOOTH SPACE

MARCH 9-11 & 16-18, 2018 | BUFFALO NIAGARA CONVENTION CENTER



Sample of Exhibitor Listing on website



Sample email of what you will receive when you receive a request for a quote.

## Increase your exposure!

Grow your business through our online Exhibitor List; a resource where buyers can search by company name, category or product. Promote your company to unique visitors before, during and after the show. Buyers can even email you directly to receive a quote on their project!

## What's in it for you?

- Receive a full-page on our website dedicated to your company – much more than just one line in a static list of companies
- The Exhibitor List search tool will be promoted prominently on the show's home page, in our official Show Guide and in consumer emails

## About our website

- The Exhibitor List page is continuously in the top three pages viewed by visitors
- We send regular e-blasts to our subscribers, post Facebook and Twitter messages and work with media partners to drive web traffic all year
- Our address is heavily promoted in all consumer advertising

## How-to get set up

Once you reserve a booth at the show, your sales representative will send you login information and instructions to enter your company's information online.

## Submission Deadline: MARCH 2, 2018

(The sooner you post it, the sooner you gain the exposure!)

## Contact Us TODAY!

### LISA GARDON

Show Manager  
716-429-6626  
lisag@MPEshows.com

"The Exhibitor Listing is awesome! We received two phone calls and six emails from the listing on the show website. This is a great addition and if these turn into clients, my show will be paid for before it even starts."

*Ed Del Portillo, DEMCO REFINISH PROS*

"We had 48 visitors to our website from the link on the show website... pretty good!"

*Brendan G. Charters, EURODALE DEVELOPMENTS*

BuffaloHomeShow.com

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

MARKETPLACE EVENTS  
Largest Home Show Producer | in North America



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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: **BUFMarch** and password: **BUFMarEX8**  
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 *Get a Quote* 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](http://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](mailto:jens@MPeshows.com).

The screenshot displays the Buffalo Home Show website interface. At the top, there's a navigation bar with 'BUFFALO HOME SHOW' and 'MARCH 9-11 & 16-18, 2018 BUFFALO NIAGARA CONVENTION CENTER BUFFALO, NY'. Below the navigation, there's a large image of a fountain with the text 'EXHIBITOR LISTINGS'. The main content area is divided into two columns. The left column is titled 'ADD YOUR EXHIBITOR LISTING' and contains a form with fields for: Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website, Facebook page, Twitter page, and a checkbox for 'Please enter your fax or Buffalo Blue Box (before if applicable)'. Below the form, there's a note: 'Upload company logo or product photo (100KB max, 400x400 pixels max and 400x400 pixels)'. The right column is titled 'RECEIVE A BOOTH QUOTE' and contains a 'REQUEST QUOTE' button. Below that, there's a 'SEARCH THE EXHIBITOR LIST' section with a search bar and a 'FIND NOW' button. At the bottom right, there are two promotional banners: 'GET NOTICED advertise here' and 'get noticed! ADVERTISE HERE'.

# 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: \_\_\_\_\_

# 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: \_\_\_\_\_