

WELCOME TO

EXHIBIT LIKE AN EXPERT
A FREE How-To Seminar

BUFFALO
**HOME
SHOW**

Sponsored by the Better Business Bureau





YOUR Team

Carlie Chepke, Show / Office Administrator

Kevin Grace, Operations Manager

Jean Sukys, Show Manager



Today's Agenda

- 2020 Show Overview
- Features & Celebrities
- Exhibit Like an Expert
- Sponsorship Opportunities
- Media Plan
- PR Agency - FARM
- Better Business Bureau
- Awards
- Questions?



Dates/Hours

Friday March 6 th	10am-9pm
Saturday March 7 th	10am-9pm
Sunday March 8 th	10am-6pm
Friday March 13 th	10am-9pm
Saturday March 14 th	10am-9pm
Sunday March 15 ^h	10am-6pm

What's included with your booth

- 8ft Back drape
- 3ft Side drape
- 6 exhibitor badges per 10x10
- 24 Hour security including dark days
- Exhibitor listing on website
- 25 VIP tickets per 10x10

2020 Show Overview

- Celebrity Designer Rooms Presented by MP Carol Hardwood – partners are Ethan Allen, MP Carol Hardwood and WGRZ Ch.2
- Garden Lobby Feature – Designed by A-1 Land Care
- Trade Day
- Craft Beer Corner Sponsored by the Craft Beer Consortium & 103.3 WEDG.



Celebrity Sightings



Ati Williams of HGTV's *DC Flippers* will be on stage March 6-7



Mina Starsiak from the HGTV'S *Good Bones* on stage March 13-14

PLAN YOUR BOOTH

- **This is your show room!**

Put your best foot forward

- **3 Second Rule –**

*Company Name, What you do, Why
you do it better*



Decide How Much Space

- Show Budget
- Product Selection
- Desired Objectives
- 10x10 space – 3 seconds, 3 steps

 **Signage – below 8ft. No banners on poles**

 **Stay within your booth dimensions**

 **Flooring is required upstairs**

 **Finish BACK of displays**

 **Tables - Cloth tablecloths / NO paper or plastic!**

 **NO pop-up tents.**

 **Move-in Schedule – scheduled day based on your location**

 **Staffing booth from open to close each show day is required.**

Booth Requirements

Pictures of Booths Done Correctly



WE DO SWAMP & DUCT REMOVAL

aisle 1900

Introducing Solatube Smart LED
Save up to 94% on Lighting Energy
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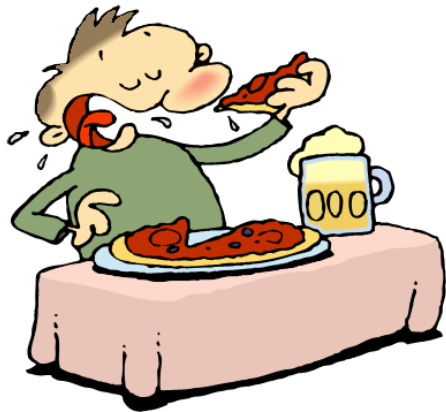
SOLATUBE
Innovation in Daylighting™

Bright Concepts





Fabulous 10x20 booth



How NOT to Exhibit

- **Don't overstaff your booth**
- Don't text or talk on phone
- Don't hold a buffet in your booth
- Don't go MIA
- **Don't stalk attendees in the aisles**
- Don't complain
- Don't treat the show like a vacation from the office

Bamboo
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Oh My!

Complete Your Exhibitor Listing

Your own full page listing on our website *included* in your contract price.

Grow your business through our online Exhibitor Listing; 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!

PLAN FOR SALES

1. What is Your Sales Goal?

How are you going to get there?

System for tracking leads

2. How are you going to excite your staff?

Incentives, contests?

3. Don't show up late! Do not leave early!

Sponsorship Availability – Stand out from the competition

- **Official Product Sponsorship** (various categories)-Apply to become one of the event's "Official Products". Limit one per category. Be recognized as the leader in your product category. Categories Available:

- *Concrete* *Deck* *Fencing* *Kitchen & Bath*
- *Landscaper* *Pool & Spa* *Realtor* *Remodeler* *Sunroom*

- **Presenting Sponsor of the Lobby Garden** Your company will be mentioned anytime the Lobby feature is mentioned. Including, print, radio, and show guide.

- **Circle of Excellence** there are still spots available to be a member of this exclusive group. Ask me if you qualify for these perks, free items and extra exposure.

The logo for the Buffalo Home Show, featuring the words "BUFFALO HOME SHOW" in a bold, sans-serif font. "BUFFALO" is in a smaller font size above "HOME" and "SHOW". The text is white and set against a white square background.

BUFFALO
HOME
SHOW

A wide-angle photograph of a vast, green field under a dramatic sunset sky. The sun is low on the horizon, creating a bright glow and long shadows. The field is filled with tall grasses, and a line of trees is visible in the distance.

2020 Advertising & Promotion Overview

The logo for Marketplace Events, consisting of the words "MARKETPLACE" and "EVENTS" in a bold, sans-serif font. "MARKETPLACE" is in grey and "EVENTS" is in red. A vertical line separates the two words.

MARKETPLACE | **EVENTS**



Television Advertising

TV commercials will air Monday, March 2 -Saturday, March 14. Approximately 360 commercials and promotional announcements primarily in news programming as well as other areas such as prime time.



Television Features

Appearances on WNY Living on WGRZ and AM Buffalo on WKBW.



Radio Advertising

Radio commercials will air Monday, March 2nd through Saturday, March 4th . Approximately 1300 commercials and promotional announcements will air throughout the day and weekends.



Radio Events

Craft Beer Tasting

March 6, 2020 5:00 pm-7:00 pm

Presented by 103.3 The Edge and Try-It Distributing

Hosted by Tom Ragan

Appearances by Ati Williams & Mina Starsiak

Promoted on The Edge, 97 Rock, and WHTT Radio

Promoted On-Line, Facebook & Twitter

**Additional promotion by WN Craft Beer Magazine
and the Buffalo Beer League**



Radio Events

Live from the Home Show:

- WYRK – Remote broadcast from the Home Show – March 7th
- Mix 96 – Remote broadcast from the Home Show – March 14th
- WBEN – Remote broadcast from the Home Show – March 7th and 14th





THE BUFFALO NEWS

Newspaper

Buffalo News

- 8 color newspaper ads, March 2nd – March 15th
- Home Show 11 x 17 Show Guide Insert in Buffalo News full circulation on March 5th
 - Additional copies delivered to select homes who do not receive The News – over 200,000 households in total
- Buffalo Magazine ad, Sunday, February 23rd
- 200,000 on line banner ads
- Promotional B&W ad in Gusto on Saturday, February 29th

Billboards

- Home Show will be featured on Electron Billboards
- From February 15th through March 15th
- 6 Electron Billboards
- Located on major Expressways throughout the City, Northtowns and Southtowns
- 10,000 ads per day.



Discount Tickets Promotions



THE BUFFALO NEWS





Earn \$1/ticket for any online tickets you sell using your exclusive promo code.

Participation is easy!

- We'll provide you with an exclusive promo code. Start promoting by including in your advertising, newsletters, tweets, website posts, emails.... By using your promo code, your customer will get \$1.00 off the online ticket price.
- We will track everything for you in our ticketing system. If you sell a **minimum** of 25 tickets, we'll pay your company \$1 for every ticket sold with your promo code. Sell 35, make \$35. Sell 1,000, make \$1,000. It that simple.



2020 Buffalo Home Show Orientation

Better Business Bureau of Upstate New York



BBB Accredited Business Plaque

Bring your plaque to display at the show!



Why?

Because BBB uses signs, banners, emails, and social media to encourage people to look for the plaque while at the show

DON'T

FORGET

YOUR

PLAQUE



Home Show Marketing



BBB's Home Show Tips

- Encourage people to check out your Business Profile at bbb.org
- Ask for reviews! See me about our free review app!
- Engage with potential customers
 - Leave your phone in your pocket
- Use social media during the show
 - Tag us
 - Tag the show
 - Use relevant hash tags

And....DON'T FORGET YOUR PLAQUE!



Contact BBB

Call me at 716-276-3738

or email

mmcgovern@upstatenybbb.org

Good luck at the show!



And the winners are...
