

EXHIBIT

HOME BUILDING & REMODELING SHOW



*Thinking about participating in the MBA Home Show?
Consider the following:*

The Audience

Who attends the show and how do they line up with your ideal prospects or clients?

- 5,000+ Attendees from the Metro Milwaukee area
- 83% of surveyed attendees are planning a project within the next 12-18 months
- Primary attendee demographic is 57% 45 - 64 year olds, with 25-44 year olds second at 26%.
- Annual household income for 62% of surveyed attendees is \$100k or more
- Of surveyed attendees, 83% are more likely to use an MBA Member to complete their next project

Show of Commitment

Exhibiting in the show brings legitimacy to your company.

Setting up a booth allows you to demonstrate who you are and what you do to future clients and other MBA Members. Let people see your value and that you are committed to your company, your customers, and the industry.

2022 Home Building & Remodeling Show Pricing		
Booth Type	<i>Price Per 10x10</i>	<i>Price Per 10x10</i>
	<i>Early Bird Pricing</i>	<i>After August 13</i>
Premium	\$1,225.00	\$1,350.00
Regular	\$1,045.00	\$1,150.00
Additional Fees May Apply		
<i>Total Cost is determined per number of 10'x10' booths requested. Premium pricing applies for booths designated on floorplan as premium</i>		
<i>~ Additional corner pricing will apply - \$50 per corner.</i>		
<i>~ Height variance pricing will apply for booths that have a structure taller than 8' - 0" - \$100.</i>		
<i>~ See Participant Packet for more information</i>		

The Exposure

Understanding the planned marketing promotions and how that will benefit the show and your organization is crucial.

The 2022 Home Building and Remodeling show will feature a \$40,000+ marketing and advertising campaign designed to generate awareness around the show, highlight its main attractions, and promote ticket sales and attendance as the main call to action. Advertising will be in-market mid-December, running through the duration of the show. The 2022 ad campaign was designed to include a strategic mix of marketing channels to best reach our desired target audience, including but not limited to:

- Radio advertising and promotions
- Digital outdoor billboards
- Newspaper / Magazine advertising
- Social media advertising
- Digital online display ads
- Targeted email marketing
- Public relations

Building Relationships

Meeting new people is beneficial to you and your customers.

People like to do business with people they have met, like, and trust. Giving customers an opportunity to meet you face-to-face will let them know you are serious about your company and the people you are doing business with.

Exhibiting also gives you an opportunity to get to know your competition. Talking to other companies allows you to build a relationship with them, learn new sales techniques, and see the latest trends.

UPCOMING SHOW DATES: JANUARY 14-16, 2022

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