THE GREAT BIG HOME & GARDEN EXPO

Presented By Time Warner Cable

PROMOTION TOOL KIT

Dear Show Exhibitor:

We would like to take the opportunity to thank you for participating in the upcoming 2012 Great Big Home & Garden Expo presented by Time Warner Cable.

As the exhibit contact you will be receiving all the information that we send out. Should another individual assume your responsibilities, be sure that we are promptly informed so we can keep our records current.

Attached is THE PROMOTION TOOL KIT. Please take time now to review the promotions, noting that some of the forms have deadlines.

1. FINAL PAYMENT is due **DECEMBER 16, 2011**. Penalties for non-payment include loss of space and monies paid in part for space.

2. PROMOTION/PUBLICITY - What's new? We urge you to keep us informed of anything that will be interesting to the media especially new products that are being introduced and anything with a media "hook." If you have information at this time, *pass it along to us now!*

3. SPONSORHIP AND MARKETING OPPORTUNITIES - There are a few opportunities that are available, please contact Rosanna Hrabnicky, Show & Sponsorship Manager at 440-248-5710 ext 1.

4. ADVERTISING - If you advertise independently (electronic, television, radio, and/or print), remember the show. Make it part of your marketing plan. Include the show in your ads, to receive our show logo, call Peggi Wenham at 440-248-5710 ext 2.

We appreciate your being part of the 2012 show. Should you have any questions or concerns, feel free to contact us at 440-248-5710 or 1-888-463-3663, Ext. 1.

Sincerely,

Rosanna Hrabnicky

Show Manager

Promotional Tools

As an exhibitor you are entitled to free promotional tools. These tools are designed to help your company promote your presence at The Great Big Home & Garden Expo presented by Time Warner Cable. Please take a few minutes to take advantage of these special offerings and send in your order today**.**

Complimentary Tickets: 15 tickets for 100-299 square feet, 20 tickets for 300-599 square feet, 30 tickets for 600 plus square feet. *Arts & Crafts Exhibitors receive 5 tickets for 100-299 square feet and 10 tickets for 300-599 square feet.* Mail or distribute complimentary show tickets to your prospects and customers!

You can purchase additional tickets at incredible savings!

Box Office Price:	$14.00/Adult
Exhibitor Discount:	$ 9.00/Adult

But wait…your offer gets better! For every 20 tickets you purchase, we will give you an additional 5 tickets FREE.

Order form is enclosed

Posters:

Show posters are available upon request, terrific for your retail locations!

Order form is enclosed

Flyers:

Show flyers are available upon request

Order form is enclosed

Promotional Tools Order Form

ADDITIONAL TICKETS: $9.00/Adult

☐ 10 ☐ 20 ☐ 40 ☐ 60 ☐ 100 ☐ Other ______

POSTERS (Free of Charge)

☐ 1 ☐ 3 ☐ Other________________

FLYERS (Free of Charge)

☐ 10 ☐ 50 ☐ Other________________

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PLEASE SEND MY PROMOTIONAL TOOLS TO:

Company____

Contact____

Address____

City__________________________**State**_______**Zip**__________**Email**__________________________________

Phone____________________________________**Fax**____

Email____

*For Tickets – please provide payment information.

Mail payment to Marketplace Events 31300 Solon Road, Suite 3 Solon, Ohio 44139

I prefer to pay for the additional tickets by:

☐ Check for $__________ Enclosed (__________ tickets @ $9.00 each)

(Checks payable to Marketplace Events)

☐ Credit Card: ☐ VISA ☐ MASTERCARD ☐ AMEX (__________ tickets @ $9.00 each)

Credit Card Account Number: ____ Exp. Date: ________________

Card Holder's Name: ____Amount: $______________________

Signature:____ Date: _________________
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Exhibitor Opportunities at the Show!

Exhibitors, do you have an experienced speaker for our main stage?

Do you have a Celebrity Spokesperson you are planning to have at the Show?

Are you going to be offering Special Show Prices or Show Deals?

Please contact Rosanna Hrabnicky at 440-248-5710 ext 1 and/or fax the form(s) to 440-248-5790 with the following information:

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Exhibitor: _______________________________ Phone: ____________________

☐ My company would like to present on the main stage.
  - Topic: ____
  - Length of presentation________________________________
  - Bio on speaker/reference on speaker (attach)
  - Other speaking engagements performed include___________
    ____

☐ Yes! I have a Celebrity Spokesperson and/or client I'd like to have at the Show.
  - Celebrity____
  - Contact Name/Number_________________________________

☐ Special Show Price/Show-Related Financial Offer:

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ONLINE OPPORTUNITIES
Web Button

CLEVELAND WEB BUTTON HERE

You can add a Great Big Home & Garden Expo link button to your website to help draw your customers to the Show and your booth. The best ticket deals will be offered online. We will supply you with a jpeg file that can be posted on your website. You merely need to link the button to our on-line ticket page to set it up at: https://www.microspec.com/tix123/eTic.cfm?code=GBIGHGE12

Offer your customers a discount to the show

CLEVELAND WEB BUTTON WITH PROMO CODE HERE

You can add The Great Big Home & Garden Expo Web Button with Promo Code to offer your customers and prospects an additional $1.00 off on line ticket discount. Use this button on your website.

Customized Email Blast

If you would like to send an email blast to your database of customers and prospects we can send you artwork that will include your logo. This email blast can then link to our website for Show information and online ticket deals with your promo code!

The below copy may be added to your e-newsletters or direct mail pieces to let customers and prospects know that they can find you at The Great Big Home & Garden Expo!

Sample Copy:

JOIN US AT THE GREAT BIG HOME & GARDEN EXPO
FEBRUARY 4-12TH AT THE I-X CENTER

Discover the latest styles, trends and products for your home. Consult with experts. Gather new ideas and solutions. We are excited to be part of this event, visit us in booth **(# - fill in your booth #)** to see **(fill in your new product line, key features or show specials).**

For more information and discount tickets visit www.greatbighomeandgardenexpo.com Use promo code _________________ for an additional dollar off!

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SEND ME THE FOLLOWING

- ☐ Web Button (free of charge)
- ☐ Web Button with Promo Code (free of charge)
- ☐ Artwork For Customized Email Blast (free of charge)

My email address is: ____

Company Name: ____ Booth #: ____________________

Contact Name: ____

Phone number__________________________ Email Address: __________________________________

FAX BACK TO: 440-248-5790
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Advertise The Great Big Home & Garden Expo

presented by Time Warner Cable

- Advertise in your local or community newspapers or magazines. Include "The Great Big Home & Garden Expo presented by Time Warner Cable" dates and location in your print ad.
- Mention the show name, dates and location in your radio advertising and/or TV advertising.
- Include "The Great Big Home & Garden Expo presented by Time Warner Cable" logo, dates and location in a direct mail piece, newsletter, e-newsletter and/or email blasts.

FAX this form along with your ad and we will email you jpeg's of the approved Great Big Home & Garden Expo presented by Time Warner Cable logo and "Come See Us at The Great Big Home & Garden Expo presented by Time Warner Cable" artwork.

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY: _____STATE: _____ ZIP: _____

PHONE #: _____ FAX #: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

FAX BACK TO: 440-248-5790

Marketing Tips to Maximize Your Return on Investment

- **Advertising** – Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.

- **Media Promotions and Contests** – With the donation of a product or service you can take advantage of thousands of free dollars in TV, radio and newspaper advertising space.

- **Direct Mail/Email Campaigns** – We can work with you to develop postcards, newsletters, coupons, e-newsletters or advertisements promoting your participation in the Show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.

- **In-Store Flyer Distribution** – Promote your participation in the Show and offer your customers an online discount to attend.

- **Stickers --** Print up stickers with your booth number and the show name, date, and facility name. In the months before the event, affix the stickers to all communications—invoices, letters, packages, etc. Provide each salesperson with a batch of stickers, too.

- **Website Link** -- Be sure your website is linked to www.greatbighomeandgardenexpo.com. Create a mini-site off of your company website that describes your activities at the upcoming Show. Include product announcements, show hours, contact information for staff working the Show, speaking engagement schedule—whatever will inform or excite your customers and prospects.

- **Invitation** -- Send a letter of invitation and complimentary tickets. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?

- **Show Appointment Book**. Set up appointments with your key customers and prospects at the show. Send a handwritten note to your customers reminding them of your appointment.

- **Prizes** --Offer a time-limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a free gift that they can pick up at your booth.

- **Personal Call** --Have your sales reps personally deliver show invitations and/or complimentary tickets to customers and hot prospects.

For more information on Marketing Opportunities please contact:

Rosanna Hrabnicky, Show & Sponsorship Mgr.
440-248-5710 ext 1
rosannah@marketplaceevents.com

Bruce Evans, Regional Marketing Director
800.466.7469 ext. 113
brucee@marketplaceevents.com

Exclusive offer for Great Big Home & Garden Expo presented by Time Warner Cable
Exhibitors and Sponsors Only
from Post Up Stand!

Showcase your message anytime, anywhere! Post Up Stand's innovative banner stands and large format printing services are perfect for consumer shows, trade shows, lobbies and point-of-sale displays. View a list of some of their customers and testimonials from customers that were satisfied with their products and services.

Post-Up Stand Inc. provides banner stand displays and mobile presentation solutions to consumer shows, trade shows, retail stores, restaurants, hotel lobbies and any advertising displays users. Their banner stand displays are lightweight and easy to use, so you will look like a pro wherever you show. Their new table top Post-Up stands are perfect for show exhibits or countertop displays. Please take some time to review their show banner displays and products, and feel free to e-mail Post Up Stand with any of your questions.

Post-Up Stand manufactures banner stand displays and retractable banners that are sure to meet your advertising needs. Whether you're looking for banner stand displays, retractable banner stands, or other fabric banner printing services, they have the products you need at the price you want. Incredibly versatile and lightweight, their banner stand displays offer high-quality graphic imaging. Post-Up Stand retractable banner stands can be set up in less than one minute.

Visit www.postupstand.com
800-935-3534

When ordering, please use Promo Code: CL11

EXHIBITOR AWARDS

And The Winners are…

<u>BEST IN SHOW</u>: Most outstanding and visually appealing booth design.

One winner from each category below:

100 square foot booths

200-400 square foot booths

400 + square foot booths

1 winner for Arts & Crafts

1 winner for Gifts and Gadgets

<u>Best Dressed</u>

<u>Best Attitude of the Day</u>

<u>Most tickets sold through promo code</u>