



# Home Builders Association of Greater Little Rock 2010 HOME SHOW<sup>SM</sup>

## At-a-Glance

**February 26 – February 28**

General Admission fee is \$8.00.

Children 12 and under are admitted free with an adult.

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## 58TH ANNUAL HOME SHOW<sup>SM</sup>

FRIDAY, FEBRUARY 26, 12 PM—7 PM

SATURDAY, FEBRUARY 27, 10 AM—6PM

SUNDAY, FEBRUARY 28, 10 AM—5 PM

VERIZON ARENA (formerly Alltel Arena)

NORTH LITTLE ROCK, ARKANSAS

### General Information

The Home Builders Association of Greater Little Rock will present HOME SHOW<sup>SM</sup> on February 26-28 at the VERIZON Arena in North Little Rock, Arkansas.

### Why Exhibit in the HOME SHOW<sup>SM</sup>?

Simply put, you won't find a better venue to market your products and services to the consumer public. The Home Show draws nearly 10,000 people annually and is the most well-attended consumer trade show in Arkansas. As a vendor, you'll receive the direct benefit of our comprehensive marketing strategy, reaching audiences through print, television, radio, billboards and internet. But don't just take our word for it. See what last year's vendor's had to say on the attached page.

### Who Should Exhibit?

Businesses related to the home building industry.

### Who Will Attend the HOME SHOW<sup>SM</sup>?

Builders, trade contractors, home owners, realtors and the general public.

### \*Important Reasons to Exhibit\*

- Increase marketing exposure to thousands of professionals and consumers
- Meet one-on-one with builders, remodelers, trade contractors, and other trade professionals
- Increase sales and revenue
- Enhance Company Brand, Product and Services
- Gain new contacts and create a prospect list
- Promote new products and services to your target market
- Strengthen existing customer relations

### Contact Information:

Home Builders Association of Greater Little Rock

PO Box 755

N Little Rock, AR 72115

Phone: 501-758-3646

Fax: 501-758-3649

Email: [shannon@hbaglr.com](mailto:shannon@hbaglr.com)

[www.hbaglr.com](http://www.hbaglr.com)

## **What People Had to Say About Last Year's HOME SHOW<sup>SM</sup>**

*“Having never participated in the SHOW before 2009, I asked the thoughts of previous vendors. Upon their advice, I signed up for the show and took a few hundred sets of materials. Halfway through the Show's second day (Saturday), I ran out of literature. I brought more on Sunday and ran out again! Once it was over, I had generated five times more leads than I anticipated. Saying that this was “great” falls short. It was “overwhelming” and “fantastic”. To date, I've booked 50% of leads that I've called on. I'll certainly be back next year...I can't afford not to be!”*

**Gerry Bailey**

**MagiKrete**

*“As a Manufacturers representative for over 14 years, I'm no stranger to consumer trade shows. Without a doubt, Little Rock's Home Show is the best one I've ever worked. It's very well organized and professional. It's evident that the Home Builders Association takes great pride in planning, producing and advertising this show. Given the tough economic times we're in, the HBA managed to get thousands of people out. What's more is that the attendees were attentive and serious – not just simply looking for a free gift or hand out. We generated wonderful leads and they'll no doubt turn into new business. I couldn't be happier!”*

**Rick Blair**

**Dealer Territory Manager**

**AR, AL, LA, MS, OK, TX**

**Hearth & Home Technologies**

*PSSST! Attention vendors! The greatest secret in town is the Home Show sponsored by the Home Builders Association of Greater Little Rock. For years, this has been one of our favorite and most profitable shows. If you're not there, you are missing the best opportunity to:*

- *Connect qualified buyers with your product*
- *Work in a friendly and clean environment*
- *Network with fellow vendors for mutual benefit*

*Greater Little Rock is very fortunate to have such an active HBA and one that is tuned into the needs of consumers and vendors alike. Hopefully, we'll see you next year because we will be there...we wouldn't miss it!*

**Kevin and Andi Jackson**

**Kitchen Craft Cookware**