

# Maximize Your Home Show Investment!



To inquire about sponsorships  
please contact:  
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Use the 2012 HOME  
SHOW to get an edge on  
your competition!

With your sponsorship, you and  
your company will receive more  
exposure than ever before! We're  
talking TV ads, radio spots and  
written media. And that's just the  
beginning. Read on to learn  
more about the tremendous  
opportunities in store for 2012.

# 2012 Premier HOME SHOW Sponsorships

## PLATINUM SPONSOR—\$7,500 (~~only 2 available~~) 1 remaining

### MEDIA VALUE:

Inclusion of company name in the following media:

Television ~100 spots

Newsprint 3 ads

Tabloid\* Front Cover

Outdoor 9 Billboards

\*95,000 metro distribution + SHOW distribution

Live on-air television appearance\*\*

\*\*Contingent on station availability

Live segment on radio remote

Banners

Posters

Inclusion on Passport during the SHOW weekend

Logo on all admission tickets

Recognition in all HOME SHOW press releases

Preferred exhibit booth placement

### ADDITIONAL VALUE:

One premier exhibit booth (included)

Logo on Verizon Arena I-30 electronic sign

Recognition in HOME SHOW-related newsletters

Recognition & advertising on association website

150 complimentary show passes

Two ½ page ads in association newsletter

VIP parking pass

**TOTAL PLATINUM PACKAGE VALUE: \$48,000**

## “ASK A BUILDER” BOOTH

Day Sponsors (only 2 available)

Saturday-\$650 Sunday-\$500

You and your staff will enjoy spending quality time with a variety of builder members throughout the weekend. This is one of the single best ways to build rapport and promote your company's products or services to builders.

## GOLD SPONSOR—\$2,500 (~~only 5 available~~) 2 remaining

### MEDIA VALUE:

Inclusion of sponsor name in Tabloid editorial\*

\*95,000 metro distribution + SHOW distribution

Live segment on radio remote

Recognition in all HOME SHOW press releases

Preferred exhibit booth placement

### ADDITIONAL VALUE:

50% off one exhibit booth

Discount on HOME SHOW Passport

Recognition in HOME SHOW-related newsletters

Recognition on association website

50 complimentary show passes

3"x3" ad in post-HOME SHOW newsletter

**TOTAL GOLD PACKAGE VALUE: \$8,000**

## ADMISSION TICKET SPONSOR—\$1,000 (~~only 1 available~~)

Ticket stubs retained by attendees are perfect to highlight a special offer from your business! Print a discount, prize entry, sale notification, or information on your company. Remember, thousands of people attended throughout the entire 2011 weekend.

**Sold**

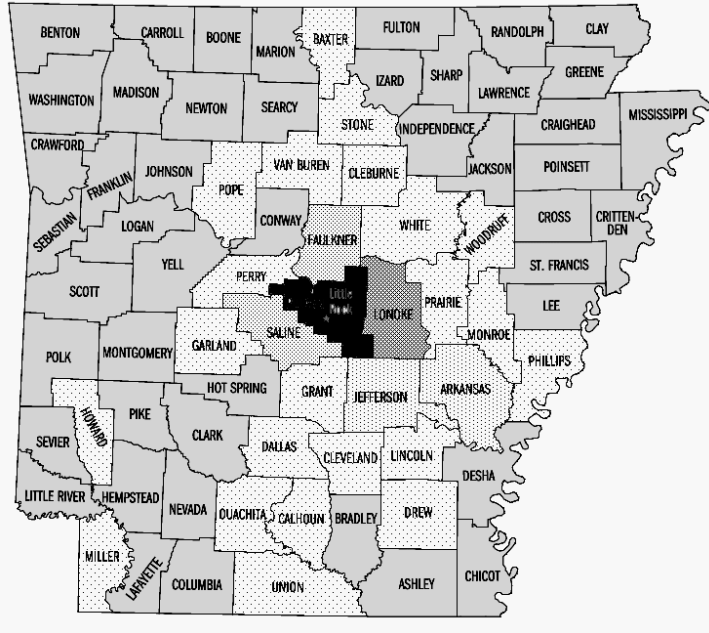
## VENDOR HOSPITALITY SUITE

### Day Sponsors (only 3 available)

Friday—\$500 Saturday—\$600 Sunday—\$450

Do you have a business that serves other businesses? Then sponsoring the Vendor Hospitality Suite makes good sense for you! This is a place for exhibitors to relax, take a break, talk shop and grab refreshments for three-days. They certainly won't forget who kept them going through the Show! Remember, we had nearly 1000 total exhibitors throughout the entire 2011 weekend.

# 2011 HOME SHOW demographics



## location

**67%**

Of attendees live in  
Pulaski, Faulkner, Saline &  
Lonoke Counties.

**28**

Total Arkansas Counties  
represented by HOME  
SHOW attendees

## gender & age

**43%**

male

**57%**

female

average age - 49 years  
median age - 52 years  
age range - 20 to 81 years

## first time attendee?

**51%**

yes

**49%**

no

## In 2011, are you planning ...

**67%**

Remodeling Project

**45%**

Energy Saving  
Changes

**20%**

Build a New Home

SOURCE: 2011 HOME SHOW exit survey.

Home Builders Association of Greater Little Rock • 501-758-3646 • www.hbaglr.com