

It's All About You!



We look forward to your involvement in the Philadelphia Home Show scheduled January 16 – 24, 2010 at the Pennsylvania Convention Center. We thank you for your support of the show, as this year promises to be one of the best ever!

Our number one priority is to deliver a qualified audience anxious to buy your products and services. We are approaching this task in a variety of new ways this year and want to share them with you. We value you as an exhibitor as well as a partner. Please take the time to review this information and be prepared to take advantage of the free promotional tools available to your company.

Exhibitor Based Initiatives: Each exhibitor will receive 20 free admission passes per 10x10 booth (limit 50 per exhibitor). ***Passes will be valid any one time, not just on weekdays!*** Incredible incentives are available to exhibitors for purchasing additional admission passes. See enclosed sheet.

New, Free Promotional Tools: As an exhibitor you are entitled to free admission passes, posters, e-tools and marketing assistance to help you promote your presence at this event. See enclosed form for details.

We are looking forward to working with you towards a mutually successful event. We look at our exhibitors as year-long partners. Let's work together to make the 2010 Philadelphia Home Show the best ever!

Please feel free to contact us at 267-513-1906 or 1-800-274-6948 with any questions.

Sincerely,

Alyson Caplan

Alyson Caplan
Show Manager
267-513-1906

Carol Graves

Carol Graves
Exhibit Sales
800-274-6948
Ext. 204

Donna Fial

Donna Fial
Admin. Asst.
800-274-6948
Ext. 210



Marketing Tools

Free Marketing Tools are provided to all Philadelphia Home Show exhibitors. These tools are designed to help your company promote your presence at the Philadelphia Home Show. Please take a few minutes to review and take advantage of these offerings.

Free VIP Tickets: You are entitled to 20 free VIP tickets per 10x10 exhibit space (limit 50 tickets per exhibitor). These VIP tickets are for you to give to your special customers and friends. You will receive these once your company is PAID IN FULL.

You can purchase additional VIP tickets at incredible savings!

Box office price: \$12.00/Adult

Exhibitor Discount \$6.00/Adult

WOW! Incredible 50% savings!

Posters: We will provide your company with as many Home Show posters as you would like. Use these posters to hang in your store windows, attach to windows of your company vehicles, etc. to promote your involvement in the show. Place your order now! **See enclosed order form.**

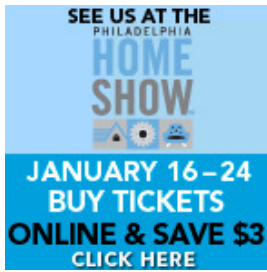
E-Tools: Please see next page.

Show Only Discount: If you plan to promote and extend a special "SHOW ONLY" discount to consumers at the show then send us the advertisement for the special in jpeg or PDF format and it will be added to the official Philadelphia Home Show website at no additional charge (\$350 value). **E-mail JPEG or PDF format to donna@marketplaceevents.com.**

Questions? Call Donna Fial at 1-800-274-6948 ext. 210; donna@marketplaceevents.com

ON-LINE OPPORTUNITIES

Web Site Link – Pass along the Savings!



You can add a Philadelphia Home Show link button (icon on left) to your website to help draw your customers to the Show and your booth. The best ticket deals will be offered on-line. We will supply you with a jpeg file that can be posted on your website. You merely need to link the button to our home page to set it up at: www.phillyhomeshow.com

We provide E-Newsletter Copy and Artwork!

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 the Philadelphia Home Show website for Show information and online ticket deals! (sample next page)

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 Philadelphia Home Show from JANUARY 16 – 24, 2010.

Sample copy:

JOIN US AT THE PHILADELPHIA HOME SHOW
January 16 – 24, 2010
At the Pennsylvania Convention Center

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

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### SEND ME THE FOLLOWING (Check all that apply):

- Philadelphia Home Show Logo (Free of Charge)
- Artwork for Email Blast (Free of Charge)
- Web Link Button (Free of Charge)

My e-mail address is: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email address: \_\_\_\_\_

FAX BACK TO: 716-631-2425



# Marketing Tools Order Form

**EXTRA VIP TICKETS: \$6.00/Adult**

10       20       40       60       100       Other \_\_\_\_\_

**Posters** (Free of charge)

1       2       3       4       5       Other \_\_\_\_\_

**Web Button and Email Blast Coupon – Please email us these marketing tools for our website.**

(Free of charge)

Email address: \_\_\_\_\_

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PLEASE SEND MY PROMOTIONAL TOOLS TO:

Company _____

Contact _____

Address _____

City _____ **State** _____ **Zip** _____ **Email** _____

Phone _____ **Fax** _____

Email _____

***For VIP Tickets – please provide payment information.**

I prefer to pay for the additional Admission passes by:

Check for \$ _____ Enclosed (_____ Admission passes @ \$6.00 each)

(Checks payable to Marketplace Events)

Credit Card: VISA MASTERCARD AMEX (_____ Admission passes @ \$6.00 each)

Credit Card Account Number: _____ Exp. Date: _____

Card Holder's Name: _____ Amount: \$ _____

Signature: _____ Date: _____

Philadelphia Home Show
325 Essjay Road, Suite 100
Williamsville, NY 14221
www.phillyhomeshow.com



Advertise the Show...

...and be automatically entered for a chance to win a \$100.00 gift certificate to a local restaurant of your choice.

Advertise your participation in the 2010 Philadelphia Home Show and receive 10 complimentary Admission Passes.

How do you qualify?

- Advertise in your local or community newspapers or magazines. Include the Philadelphia Home Show logo, dates and location in your print ad.
- Mention the Show name, dates and location in your radio advertising and/or TV advertising.
- Include the Philadelphia Home Show logo, dates and location in a direct mail piece, newsletter, e-newsletter and/or email blast
- and/or any other co-op marketing opportunities that you have in mind!

Call us today and we can talk about it!

Advertise your participation in the Show any time, through JANUARY 16 – 24, 2010 to qualify. (Please provide documentation of your advertising for our records.)

Send in this form and we will send you jpegs of the approved Philadelphia Home Show logo and "Come See Us at the Philadelphia Home Show" artwork.

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE #: _____ FAX#: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

FAX BACK TO: 716- 631-2425

Marketing Tips to Maximize Your Show Participation...

- **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.
- **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.homeandgardenshow.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, complimentary Show passes and a map of the exhibit hall with your booth location highlighted. 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 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:

Alyson Caplan, Show Manager
267-513-1906
alysonc@marketplaceevents.com

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

www.phillyhomeshow.com



The #1 reason consumers attend a Home Show...
to see **New Products & Services!**

The #1 request from the media is...
“What’s New at the Home Show?”

What’s New?

Let’s tell the media and show attendees about “Hot New” products and trends that will be featured at the Philadelphia Home Show. Here’s your chance to gain extra exposure for your company!

If your entry is chosen, you will receive:

- Inclusion in a press release, media kit & media tip sheets
- Website exposure prior to the show
- On-site signage
- Live appearance on the Home Idea Stage to showcase your product or service



Submission Deadline: *December 23, 2009*

“Hot New Products and/or Trends” that my company will have on display include:

Company: _____ Booth #: _____

Contact: _____ Phone: _____

Fax: _____ Cell: _____

Email: _____ Website: _____

Share your news with us! Send a photo and/or literature of your product or service.

Please fax, email, phone, or mail this form ASAP to:

Alyson Caplan, Show Manager
Email: alysonc@marketplaceevents.com
Phone: 267-513-1906
Mail: Marketplace Events, 500 Office Center Drive, Suite 400, Fort Washington, PA 19034

Fax Now To: 716-631-2425

HOT NEW PRODUCTS