

**remodeling
SHOW**

deck EXPO

JLC LIVE

RESIDENTIAL CONSTRUCTION SHOW

THE PREMIER TRADE EVENTS FOR RESIDENTIAL BUILDERS AND REMODELERS

NASHVILLE 2017

EXHIBIT HALL October 26–27

CONFERENCE October 25–27

Music City Center **NASHVILLE, TN**

EXHIBITOR PROSPECTUS



NAHB Remodelers

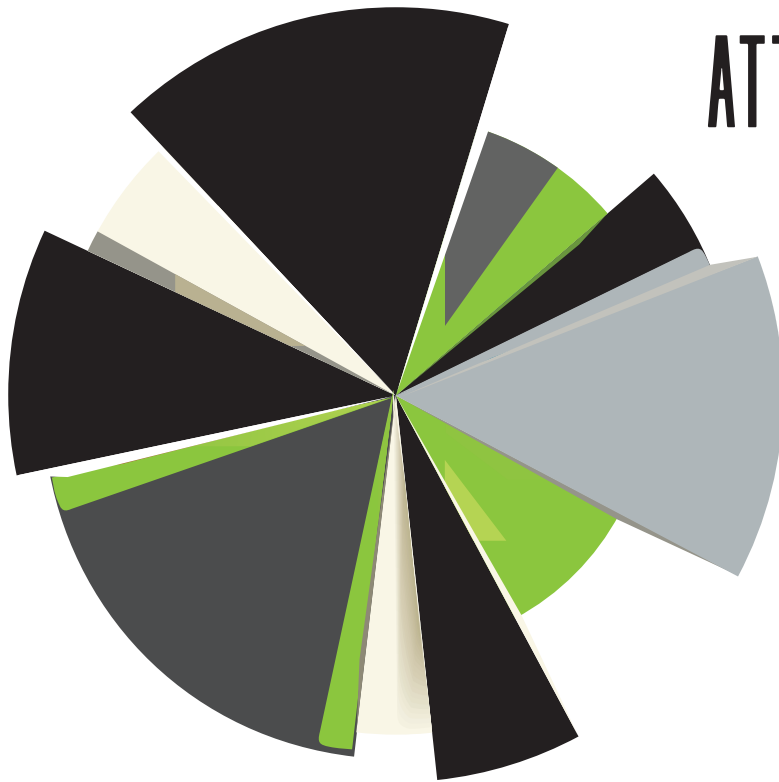
Official Remodeling Show
Sponsor



Official DeckExpo
Sponsor

R|D|J DEMOGRAPHICS

... as provided by official registration data, post-show reports, and survey responses from registered 2016 attendees



ATTENDEE BREAKDOWN

Typical Attendees

Owner / Project Manager	65%
Job Foremen / Field Crew	20%
Dealer / Distributor	11%

What Attendees Do

Kitchen & Bath Remodels	61%
Exterior Replacements	55%
Additions	52%
Whole House Alterations	46%
Commercial Remodels	29%

Whether your business goals are to reach more of your current market, expand your customer base, introduce new products or services, or rebrand existing ones, R|D|J brings you the industry professionals you want to meet with most.

TOP INTERESTS:

Exterior Building Products
Kitchen & Bath Products
Outdoor Living Products
Tools

ANNUAL COMPANY SALES VOLUME



OVER \$15 BILLION IN
TOTAL BUYING POWER

SPONSORSHIP OPPORTUNITIES

Industry professionals flock to R|D|J specifically for our exhibitor-led product demonstrations and LIVE installation clinics, led by trusted industry talent. Event sponsorship drives traffic to your booth, builds brand awareness, and helps your company stand out.

Building Clinics

Building Clinics are produced by the show with one of our on-staff industry experts leading the clinic. Past clinics include: Remodelers and Deck Builders Workshops, Roofing Clinic, Stairbuilding Clinic, Moisture Management, and many others. Clinics are developed around the participating sponsors to provide maximum product exposure.

There are three levels of building clinic sponsorship: lead sponsor, supporting sponsor, and contributing sponsor. Visit the Online Sponsorship Gallery to find out more about each sponsorship opportunity.

Exhibitor Demonstrations

Exhibitor Demonstrations are designed to assist and promote companies that wish to lead their own LIVE “infomercial” on the show floor. The setup is similar to the building clinics, except that you, as the exhibitor, are in charge of providing both the presenter and content for the demonstration.



ADDITIONAL OPPORTUNITIES:

R|D|J exhibitors have the ability to increase booth traffic and generate more leads by taking advantage of available sponsorship opportunities.

Opportunities include, but are not limited to:

- LIVE Building Clinics
- Product Demos
- Conference Program
- Print Advertising
- Custom E-mails
- Mobile App
- On-site options

Contact Tami Svarfvar for more information about custom sponsorship packages to help you meet your specific goals.



RESERVING BOOTH SPACE

PRICING

**\$34.00 per SF until
April 27, 2017**

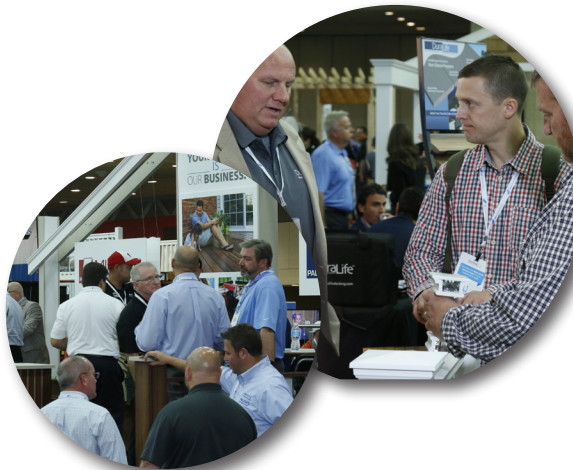
*(50% deposit due with contract,
remaining balance due on April 28, 2017)*

**\$35.50 per SF on or
after April 28, 2017**

(100% of balance due with contract)

Visit www.remodelingdeck.com for more information

- 1** Visit the Remodeling Show | DeckExpo | JLC LIVE website to view the floor plan
- 2** Submit an online contract and deposit
- 3** Review sponsorship options—contact Susanna Lione to create a customized package!



CONTACT INFORMATION

If you have any questions, or are interested in securing a booth, contact your account executive for more information!

A-K, #'S

GLEN REYNOLDS
972-536-6339

glen.reynolds@informa.com

L-Z

AMY SCOTT
972-536-6473

amy.scott@informa.com

**SPONSORSHIP
OPPORTUNITIES**

TAMI SVARFVAR
802-476-8584

tami.svarfvar@informa.com