

remodeling SHOW

co-located with

deck EXPO

Official Sponsor: **NAHB**
NAHB Remodelers

Official Sponsor: **NADRA**
NORTH AMERICAN DECK AND RAILWAY ASSOCIATION

SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL: OCTOBER 10-11, 2018
CONFERENCE: OCTOBER 9-11, 2018
Baltimore Convention Center | Maryland

POST-SHOW OUTREACH

Take advantage of the one to six months following the show, and continue to promote your product and services, drive traffic to your website, and conduct surveys via e-mail to all 2017 registered attendees. These are your valued customers, registered to attend RDJ 2017, who understand the importance of enhancing their business with the recent education and insight to the latest and greatest products and services.

November 2018 – March 2019 \$2,750 for one e-mail
\$6,000 for three e-mails



LIVE DEMONSTRATIONS

BUILDING CLINICS



LEAD SPONSOR

With this sponsorship, your brand is the prime focus of the clinic while we incorporate non-competing products into the demonstration to enhance the educational value for our attendees. All content is written to achieve maximum exposure and display of your building product. Set design, presentations, and visibility are planned to create a major impact throughout the show. Your brand is showcased in six to eight, one-hour demonstrations as the main subject of the entire clinic.

INVESTMENT: \$17,000

SUPPORTING SPONSOR

As the supporting sponsor, your brand and product will be integrated into the demonstrations in a way that is designed specifically to maximize, highlight, and feature your building product in the presentation. Your brand will be seen in two, one hour demonstrations hosted by a leading industry personality during each day of the show.

INVESTMENT: \$7,500

CONTRIBUTING SPONSOR

As a contributing sponsor, your building product will be embedded into the content and used as visual support of the live action demonstration. Your brand will be seen in one, one-hour demonstration hosted by a leading industry personality each day.

INVESTMENT: \$4,000

LIVE DEMONSTRATIONS



DECK & ROOFING WORKSHOPS

Your product will be highlighted during one of our deck building or roofing presentations. Your product will be used in the most effective and appropriate way by a leading industry personality during the demonstration.

INVESTMENT: \$3,500



EXHIBITOR DEMONSTRATION

This program is designed to assist and promote exhibiting companies that wish to lead their own LIVE, informercial-style presentation on the show floor—either within their booth or on a separate, stand-alone stage. Similar to our interactive building clinics, the exhibitor demonstrations are promoted extensively both pre-show and on-site. Demonstrations are performed by your company representatives at your scheduled presentation times throughout the two days of the show.

IN-BOOTH DEMONSTRATION

A minimum of 400 SF of booth space is required to host your demonstrations within your booth.

INVESTMENT: \$7,500 *Non-exclusive*

STAND-ALONE DEMONSTRATION STAGE

The stand-alone 600-800 square foot demonstration stage area positioned near the sponsor's exhibit space.

INVESTMENT: \$19,000 *Non-Exclusive, Limited Opportunities Available*

HIGH PROFILE OPTIONS

WELCOME PARTY



This is THE event of the week for our attendees. As the sponsor, you will gain recognition via pre-show marketing efforts, on-site marketing and signage, and you can also work with show management to personalize the event.

CALL FOR PRICING

REGISTRATION TICKET



Planning on holding a raffle or giveaway at your booth? If so, you can sponsor a registration ticket, which is pre-populated with contact information and included with attendee badges. This ticket will lead attendees to your booth and offer them an easy way to enter your drawing, and you collect the leads from the tickets. Contact information is limited to: name and title, company, address, phone and fax numbers, and e-mail.

INVESTMENT: \$5,000 *Non-exclusive*

BADGE SPONSOR



Keep your brand front-of-mind by placing it on both the front and back of the attendee badge that attendees wear each day of the show in order to gain access into conference classes, the exhibit hall floor, and networking events.

INVESTMENT: \$5,000 *Exclusive*

HIGH PROFILE OPTIONS

LANYARD SPONSOR



Maximize your exposure by putting your brand around every attendee's neck. You can either provide lanyards or we'll be happy to work with you to produce them for you.

INVESTMENT: \$5,000 *Exclusive*

SHOW BAG



Place your company's brand on the official show bag that will be handed out at registration to every attendee. With attendees carrying your bag throughout the event and after, your brand is guaranteed constant exposure. You can either provide the bags or we'll be happy to work with you to produce them for you.

INVESTMENT: \$4,500 *Exclusive*

SHOW T-SHIRT



Attendees love free stuff—especially free T-shirts, so make sure your brand goes home with our attendees in the form of a T-shirt! As the exclusive T-shirt sponsor, your logo will be included on the T-shirt, and we will provide the shirts to you to distribute in your booth along with distributing them at various other key locations on-site.

INVESTMENT: \$2,500 *Exclusive*

HIGH PROFILE OPTIONS

MEETING ROOM

Need somewhere private you can close business deals, host buyers, or showcase specific products and services to select customers? Reserve meeting space at the show by the hour or by the day to ensure you have the perfect place to conduct your business at the show. Meeting room sponsorship includes set-up and tear-down based on the exhibiting company's needs.

INVESTMENT: Call for Pricing

Non-Exclusive, Limited Availability

ON-FLOOR EDUCATION

Perfect for associations, business service providers, and manufacturers that have educational offerings, our on-floor classroom provides exhibitors the ideal location to education attendees. Priced per 30-minute session, you can choose to offer multiple topics throughout the day or multiple opportunities for attendees to stop in. With this sponsorship, you will receive a highlight on the on-floor classroom section of the website, inclusion in the exhibit hall brochure and program and event guide, and a mention in one of the pre-show e-mails to registered attendees.

INVESTMENT: \$1,000

Non-Exclusive, Limited Availability

ON-FLOOR MEET-UPS

Remodeling Show and DeckExpo provide attendees the ability to meet-up and network with each other in a casual lounge atmosphere. Exhibiting companies have the opportunity to sponsor one or more meet-ups on the show floor. Meet-ups can be tailored to help exhibiting companies meet specific types of attendees, including: emerging pros, architects and designers, women in construction, design-build pros, company owners, etc. Meet-Up sponsorship includes the ability to speak at the start and end of the event, pass out marketing materials, and offer participants food and beverages.

INVESTMENT: Starting at \$2,500

Exclusive



DIGITAL OPTIONS

TARGETED CUSTOM E-MAIL



VISIT BOOTH 1729

Dear %first_name%,

You've put in the hours, now get the tools that can help you raise the bar and move your business forward. Visit the American Express OPEN® **Booth 1729** to speak with a Business Consultant to learn how a Business Card from American Express OPEN can give you the tools, services and unique tradeshow amenities that can help you move your business forward.

Reach highly targeted registered attendees before, during, and after the show with a targeted e-mail. Exhibitors can provide HTML or choose one of our two pre-designed templates. Custom performance metrics provided.

INVESTMENT: \$2,750 *Limited Availability*

SHARED PRODUCT E-MAIL

THE QUICK DOOR HANGER

Booth #1019

A high strength, fast and easy to use bracket system for perfectly installing pre-hung interior doors 5x faster than shimming. Available at most Home Depot locations and HomeDepot.com!

- Average door install time is under 4 minutes!
- No Shimming, Up to 5x faster!
- Easy adjustment for perfect door install!
- Zero nailing through jamb, no nail holes to patch!
- FREE SAMPLES at booth #1019!

[Learn more about TheQuickDoorHanger](#)



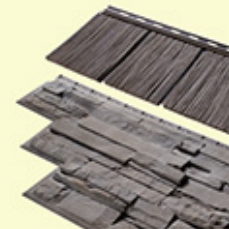
NOVIK

SHAKES, STONE AND ACCENTS

Booth #219

Novik® provides beautiful shakes and stone that faithfully reproduce traditional materials at the cutting edge of technology, offering an option that is very attractive, realistic and easy to install. Visit us at booth #219 to learn more about NovikStone, NovikShake and our exclusive Stainatural Color Collection. Don't miss the Novik sessions "Attainable Luxury for Any Home: NovikStone Installation" at the Durable Exterior Details Clinic!

[Learn more about Novik](#)



Shared product e-mails are the budget-friendly way to reach registered attendee e-mail database. Ten spots are available on each shared prospect e-mail. Exhibitors are listed in alphabetical order unless premium placement is chosen. Your company logo, booth number, website, and customized announcement are included.

INVESTMENT: \$800 *Premium Placement*

\$550 *Standard Placement*

DIGITAL OPTIONS

PREMIER WEB SPONSOR



This mobile app sponsorship includes: rotating banner ad, full-screen landing page, option to include a video within the exhibitor mobile profile, and upgraded exhibitor listing in the mobile app and online.

INVESTMENT: \$2,500 *Exclusive*

PREMIUM WEB AD



Place your linking web ad on the most prominent page of the show website where attendees will be sure to see it. Performance metrics will be provided upon campaign completion.

INVESTMENT: \$1,500 *Limited Availability*

ONLINE REGISTRATION



Place your brand prominently on everything that our attendees interact with including the online registration system, and registration confirmations. Your company's brand will be included on everything attendees are required to bring to the show in order to pick up their badge.

INVESTMENT: \$2,750 *Exclusive*

DIGITAL OPTIONS

PLATINUM ONLINE PROFILE

Bosch Power Tools & Accessories - Booth O30200 [Map It](#)

[Overview](#) [News & Events](#)



Robert Bosch Tool Corp. offers innovative power tools and building solutions for construction professionals who demand the industry's highest standards for precision, power and durability. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has come to represent engineering excellence and quality to trade professionals worldwide. Bosch associates maintain a legacy of world-class design, manufacture and sales for power tools, including products for concrete, construction and woodworking trades, oscillating tools, accessories and measuring tools. And that's why Bosch is the number one manufacturer of portable electric power tools, accessories and measuring tools worldwide. For more information, call toll-free [877-BOSCH-99 \(877-267-2499\)](tel:877-BOSCH-99) or visit www.robertboschtoolcorporation.com.

Product Categories

Cutting & Drilling

- Saws, hand-held power

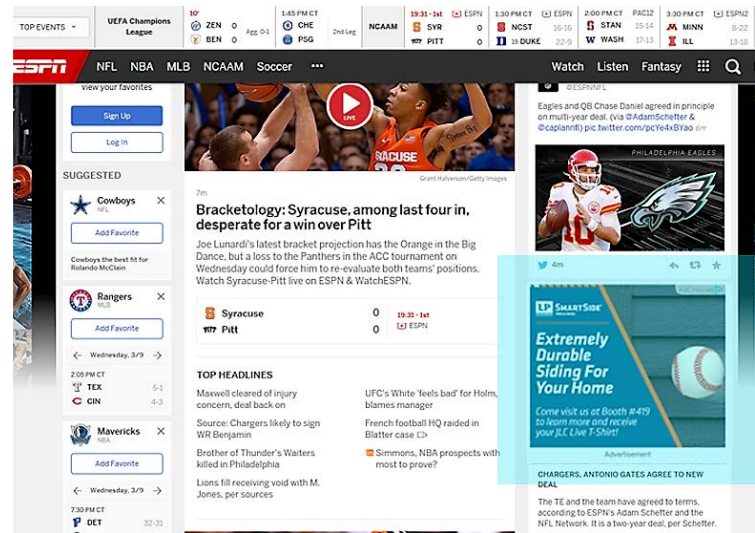
Demolition Equipment & Materials

- Demolition equipment, breakers
- Demolition equipment, other

General Construction Tools

- Fastening tools
- Tools, hand
- Tools, power

ONLINE AD RETARGETING



Make your company stand out among the other exhibitors. Upgraded online profiles include: online floor plan logo; highlighted exhibitor listing online and within the mobile app.

INVESTMENT: \$500 *Non-exclusive*

Remind prospective attendees about your company and products even when they aren't on the show website with retargeting ads. These ads will display on other sites our attendees visit like CNN, Wall Street Journal, and others.

INVESTMENT: \$3,000 *100,000 Impressions*

\$1,500 *50,000 Impressions*

Limited Availability

DIGITAL OPTIONS

MOBILE APP SPONSORSHIP



Reach our audience with advertising units throughout the official show mobile application. This opportunity includes a fullscreen landing page, a rotating banner ad on the app's primary dashboard, an upgraded exhibitor listing within the app and our event website. You'll also get a watermarked logo on the schedule section of the app, company branding on all app promotion. Additionally, you'll be the sole sponsor of our online floor plan.

INVESTMENT: \$3,000 *Exclusive*

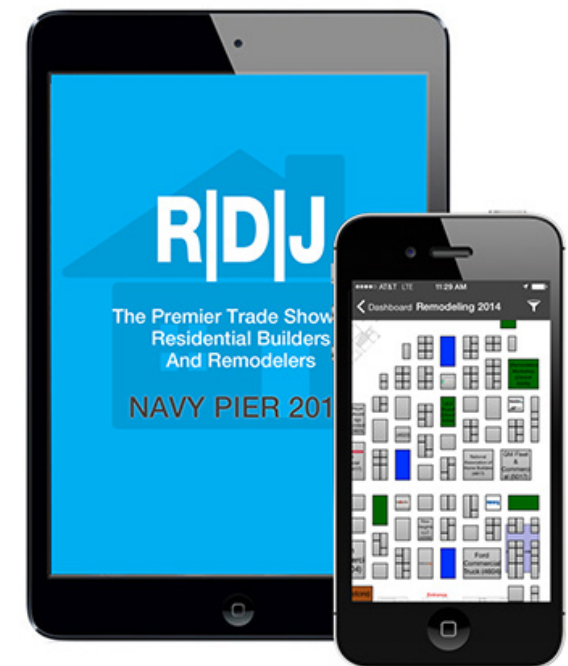
MULTIMEDIA PACKAGE



Receive prime recognition on every page of the show website. Your ad graphic will be placed in the top corner of the show website, and will also be linked to your online exhibitor profile.

INVESTMENT: \$1,000 *Non-exclusive*

MOBILE APP CUSTOM PUSH ALERT



Drive on-site booth traffic and let attendees know about promotions being offered at your booth by sending them a custom message via the show mobile app. Only a few push alerts are available, so grab yours today!

INVESTMENT: \$500 *Limited Availability*

PROFESSIONAL QUALITY PRODUCT VIDEO

Showcase your product in a fully produced and edited one to two-minute professional video, delivered to you electronically. You will be given full rights to use and promote the video on your website, in presentations, and on social media. Complete benefits include:

- Professionally shot and edited video (1-2 minutes), filmed at booth during a pre-determined time
- Product interview or script approval
- Incorporation of logos and/or graphics provided by sponsor
- On-screen graphics and/or text
- One (1) review/edit of video (additional charges for additional edits)
- Distribution through show mobile app, website, one-year presence on show YouTube channel, and two post-show e-mails to show attendees and prospects driving traffic to video

INVESTMENT: \$3,200 *Non-exclusive*



ON-SITE OPTIONS

AISLE SIGNS

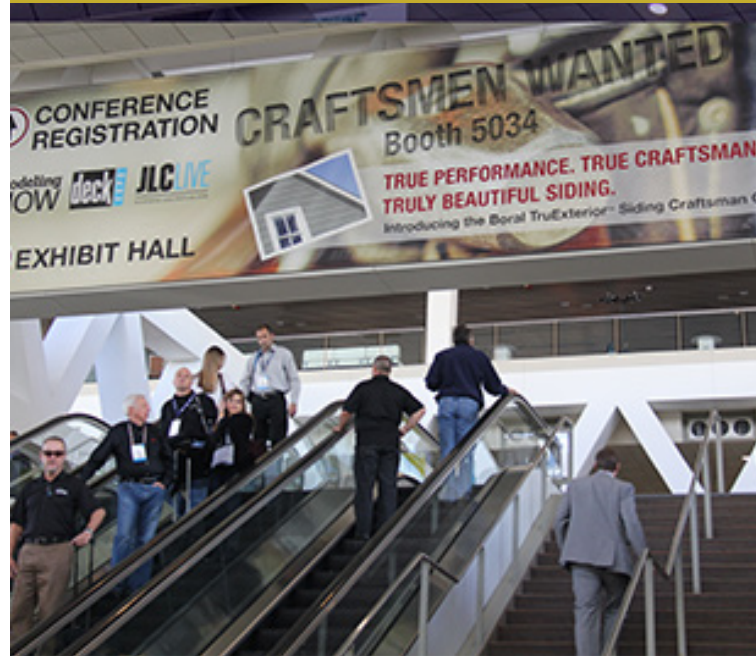


Aisle signs are a simple and cost-effective way to broaden your company's exposure across the exhibit halls. As attendees work their way through the hall, they will see your logo on every aisle sign.

INVESTMENT: Starting at \$1,500

Non-exclusive

ON-SITE BANNERS



Draw attendees to your booth with a hanging banner. Hanging banner locations are limited, so contact your account executive today to review placement and banner specifications.

INVESTMENT: Starting at \$2,500

Non-exclusive

REGISTRATION AREA



Every attendee, whether they registered online or on-site, will have to go to registration to pick up their badge, lanyard, and show bag. Make sure your brand is the first one they see when they arrive on-site. Your brand will be placed within the registration area and on the on-site registration signage.

INVESTMENT: \$7,500 *Exclusive*

ON-SITE OPTIONS

ESCALATOR CLINGS



Make your brand highly visible on window clings, facing highly trafficked areas near the convention center. Multiple sizes available, [check for availability here.](#)

INVESTMENT: Starting at \$2,500

Limited Availability

MOBILE DEVICE CHARGING STATIONS



Attendees constantly use mobile devices on-site, which means their device's battery will be dead in a matter of hours. Your brand will be placed throughout an on-floor charging station that provides attendees with extended battery life, without leaving the exhibit hall! You can even place the station in your booth!

INVESTMENT: \$5,500 *Non-exclusive*

PRODUCT SHOWCASE

Maximize your brand recognition and visibility with this great opportunity to place your product line front and center in the showcase on the show floor.

INVESTMENT: \$250 *Non-exclusive*

HOSPITALITY SUITE

Looking to host a happy hour, lunch-n-learn, or customer appreciate event during the week of the show? Let Show Management take the hassle out of booking venues and meeting food and beverage minimums by hosting your event at the show in one of our hospitality suites.

INVESTMENT: Call for Pricing

Non-exclusive, Limited Opportunities Available

ON-SITE OPTIONS

BEVERAGE CART

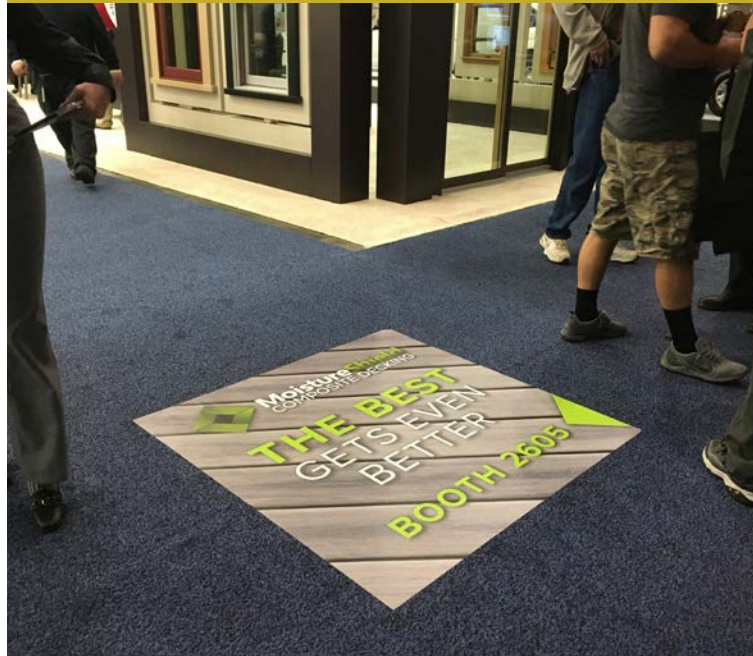


Product discounts and giveaways drive traffic to your booth, but free coffee or free beer drive even more traffic to your booth. Sponsor a beverage cart in your booth and watch the attendees flock to your area for a free drink!

INVESTMENT: Starting at \$1,750

Non-exclusive

FLOOR GRAPHICS



Want to really grab attention with your brand? Sponsor a carpet logo, which will stand out among the solid-colored trade show carpet. What a better way to lead attendees to your booth than with an attractive advertisement right at their feet?

INVESTMENT: Starting at \$125

Non-exclusive

CONFERENCE TABLE TENTS



Increase your exposure and drive booth traffic by placing your brand on tables in 40 conference sessions.

INVESTMENT: \$1,500 *Non-exclusive*

PRINT ADVERTISING - ON SITE

PROGRAM & EVENT GUIDE ADVERTISING



Drive traffic to your booth with an ad in the on-site Program & Event Guide. Attendees refer to the Program & Event Guide throughout the show, and throughout the year, for full event schedules, detailed descriptions, exhibiting companies, and special events taking place at the show. This piece is distributed on-site in registration and in the exhibit hall.

On-site Distribution: Up to 4,000

Reservation Deadline: September 6, 2018

Ad Materials Deadline: September 13, 2018

Front Cover Call-Out Square

\$4,750 *Exclusive*

Full-Page Advertisement — Inside Front Cover

\$4,500 *Exclusive*

Full-Page Advertisement — Back Cover

\$4,500 *Exclusive*

Full-Page Advertisement — Inside Back Cover

\$3,750 *Exclusive*

Full-Page Advertisement

\$2,750 *Non-exclusive*

Half-Page Advertisement

\$1,500 *Non-exclusive*

Quarter-Page Advertisement

\$995 *Non-exclusive*

Belly Band Advertisement

Call for Pricing *Exclusive*

PRINT ADVERTISING - PRE SHOW

CONFERENCE BROCHURE ADVERTISING

Drive traffic to your booth with an ad in the Conference Brochure. Attendees refer to the Conference Brochure for the conference schedule, detailed descriptions, speaker information, and special conference events taking place at the show.

Distribution Quantity: Up to 40,000
Reservation Deadline: June 12, 2018
Ad Materials Deadline: June 19, 2018

PREMIER BROCHURE SPONSOR

Includes Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 *Exclusive*

FULL-PANEL ADVERTISEMENT

Investment: \$1,250 *Limit two ads available*

PANEL BANNER ADVERTISEMENT

Investment: \$750 *Limit four ads available*

EXHIBIT HALL BROCHURE ADVERTISING

Drive traffic to your booth with an ad in the Exhibit Hall Brochure. Attendees refer to the Exhibit Hall Brochure for the show schedules, detailed descriptions, exhibiting companies, and special conference events taking place at the show.

Distribution Quantity: Up to 40,000
Reservation Deadline: July 9, 2018
Ad Materials Deadline: July 16, 2018

PREMIER BROCHURE SPONSOR

Includes 4"x4" Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 *Exclusive*

FULL-PANEL ADVERTISEMENT

Investment: \$1,250 *Limit two ads available*

PANEL BANNER ADVERTISEMENT

Investment: \$750 *Limit four ads available*

PRINT ADVERTISING

UPGRADED PRINTED EXHIBITOR LISTING

Your profile, in the printed show program, will be highlighted in a different color and include your company's logo next to your name.

INVESTMENT: \$350 *Non-exclusive*

ATTENDEE MAILING LIST RENTAL

Interested in promoting your presence at the show to our past attendees or pre-registered attendees, or maybe you have a special giveaway or show-only deal you would like to promote to our database of attendees? Rent either the past attendee list or the pre-registered 2018 attendee mailing list to send out your own print piece to potential clients you may not otherwise have access to with this one-time direct mailing.

- List is provided directly to bonded third party mail house
- List DOES NOT include e-mail addresses
- List includes up to 5,000 US-addresses
- List is good for one mailing, but you may rent the list as many times as you like

INVESTMENT: \$1,500 *Non-exclusive*



ADDITIONAL INFORMATION

CUSTOM PACKAGES

The sponsorship options provided in this brochure are standard, a-la-carte offerings, but we can work with you to develop a sponsorship package that will help you meet your trade show goals, increase your leads, and ensure that your brand is the first one that comes to industry professionals' minds.

Exhibiting at multiple Informa-owned events?

Packages can be created across events that will maximize your efforts in the most cost-effective way. Contact our sales team to begin creating your perfect branding package today.



TAMI SVARFVAR
BUSINESS DEVELOPMENT
Tami.Svarfvar@informa.com
802-476-8584



GLEN REYNOLDS
ACCOUNTS A-K, #'S
Glen.Reynolds@informa.com
972-536-6639



AMY SCOTT
ACCOUNTS L-Z
Amy.Scott@informa.com
972-536-6473