

# remodeling SHOW

co-located with

# deck EXPO

Official Sponsor: **NAHB**  
National Association  
of Home Builders | NAHB Remodelers

Official Sponsor: **NADRA**  
National Association  
of Deck & Railing Contractors

# CONNECT. LEARN.

# ELEVATE YOUR CRAFT.



## SPONSORSHIP OPPORTUNITIES

**EXHIBIT HALL: NOVEMBER 7-8, 2019**

**CONFERENCE: NOVEMBER 6-8, 2019**

KENTUCKY INTERNATIONAL CONVENTION CENTER  
LOUISVILLE, KENTUCKY

# 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 WORKSHOPS

Your product will be highlighted during our deck building 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



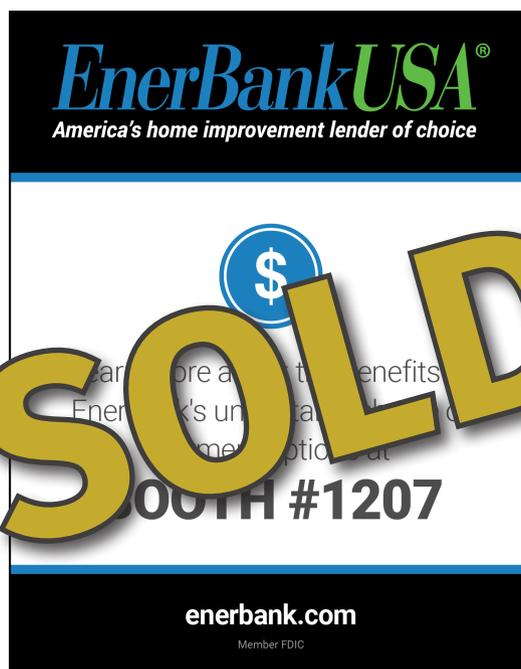
## WELCOME PARTY



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**

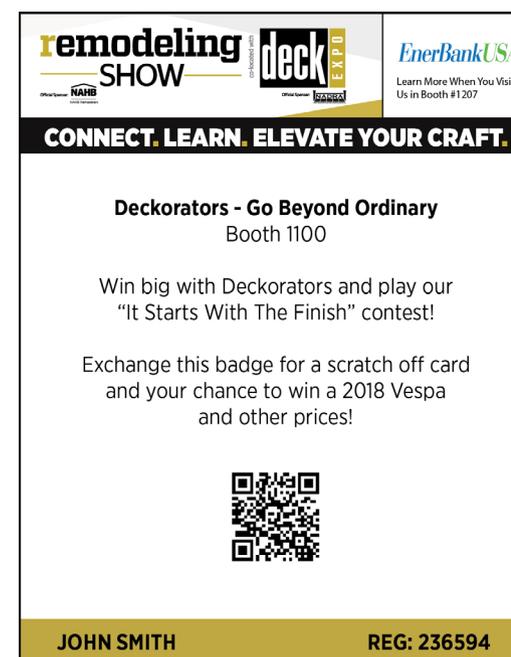
## BADGE SPONSOR



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*

## REGISTRATION TICKET GIVEAWAY



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*

# 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. Sponsor is responsible for the cost of producing the lanyards.

**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 and produce the bags for you at an additional cost. Sponsor is responsible for the cost of producing the show bags.

**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! T-shirts can be distributed in your booth along with a high-traffic location on-site. You can either provide the shirts, or we can work with you to produce them. Production costs are additional.

**INVESTMENT: \$2,500** *Exclusive*

# DIGITAL OPTIONS



## TARGETED E-MAIL BLAST



Start putting thousands of dollars back into your business.

Stop by the Spark Business® booth #1236 to learn about the Spark® Cash credit card and see how you can

- Earn **unlimited 2% cash back** every time you make purchases for inventory, equipment and everything in between

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** for one e-mail

**\$6,000** for three e-mails

*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](#)

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**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!

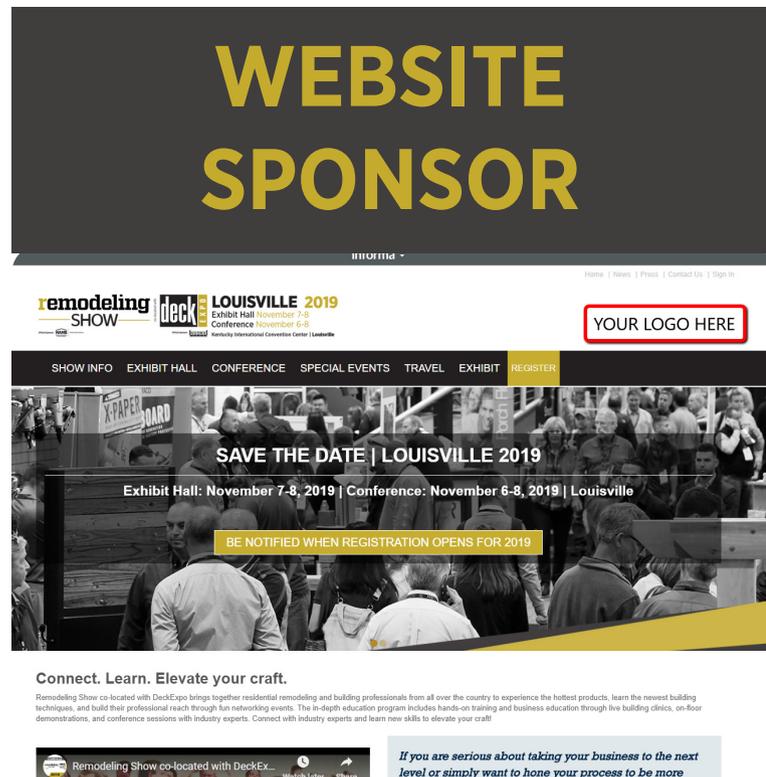
[Learn more about Novik](#)

Shared product e-mails are the budget-friendly way to reach registered attendees. Ten spots are available on each shared prospect e-mail. Exhibitors are listed by the date their order was received unless premium placement is chosen. Placement includes your logo, product image and customized announcement.

**INVESTMENT: \$800** Premium Placement

**\$550** Standard Placement

# DIGITAL OPTIONS



Place your linking logo on the website header, where your logo will appear on every page of the website.

**INVESTMENT: \$2,500** *Limited Availability*



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

**INVESTMENT: \$1,500** *Exclusive*



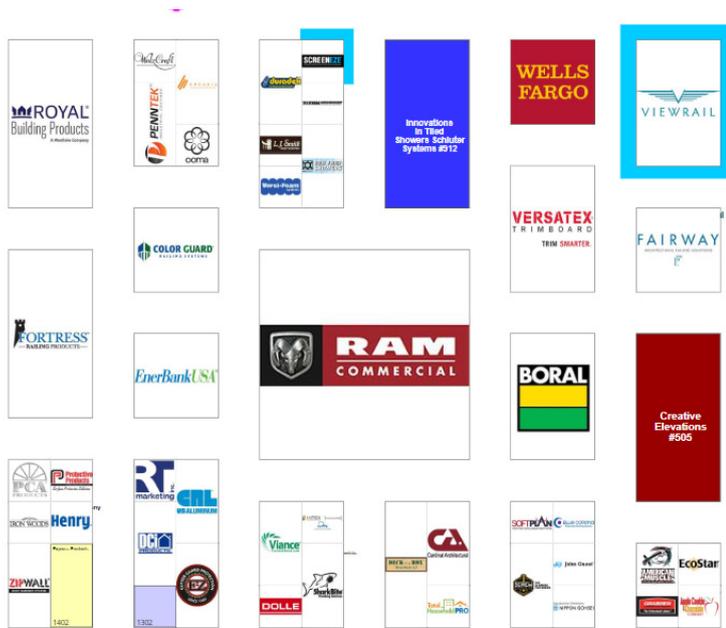
Place your brand prominently on everything our attendees interact with while registering for the event, including the email confirmation. Your company's brand will be included on everything attendees are required to bring to the show in order to pick up their badge.

**INVESTMENT: \$2,750** *Exclusive*

# DIGITAL OPTIONS



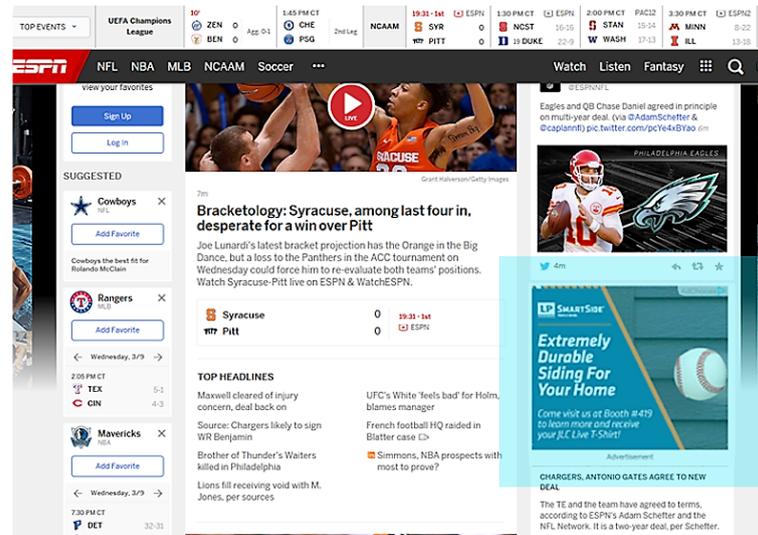
## LOGO ON DIGITAL & PRINTED FLOOR PLAN



Make your company stand out among the other exhibitors by having your logo shown on the online and show guide floor plan. This sponsorship is only available if you have a media upgrade.

**INVESTMENT: \$250** *With Media Upgrade*

## ONLINE AD RETARGETING



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*

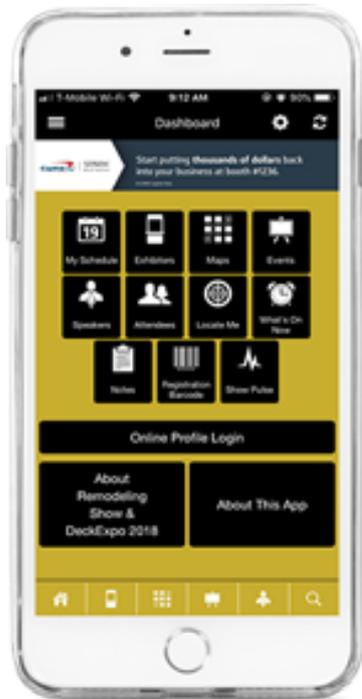
**\$1,500** *50,000 Impressions*

*Limited Availability*

# DIGITAL OPTIONS



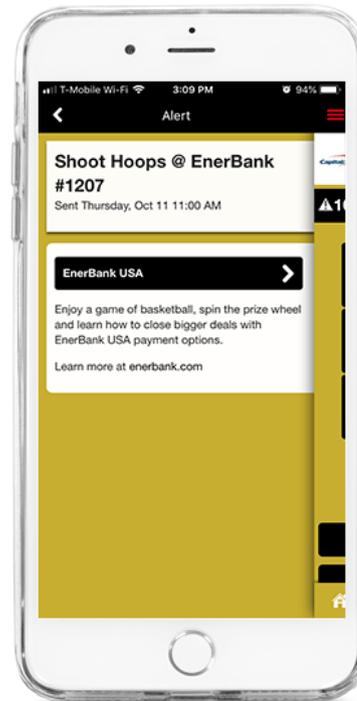
## MOBILE APP SPONSORSHIP



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.

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

# ON-SITE OPTIONS



## 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: CALL FOR PRICING**

*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*

## 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 OPTIONS

## 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: CALL FOR PRICING**

*Exclusive*

## 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*

## 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: CALL FOR PRICING**

*Non-exclusive*

# ON-SITE OPTIONS



## CONFERENCE TABLE TENTS



Increase your exposure and drive booth traffic by placing your brand on tables in the 50+ conference sessions.

**INVESTMENT: STARTING AT \$1,500**

*Non-exclusive*

## BRANDED WATER BOTTLES



With free water fill stations available throughout the convention center, branded water bottles are the perfect giveaway and will put your brand in attendees' hands as they stay hydrated throughout the show! You can either provide the water bottles or we'll be happy to work with you and produce the water bottles for you at an additional cost.

**INVESTMENT: CALL FOR PRICING**

*Non-exclusive*

## MEETING ROOM



Need somewhere private you can close business deals, host buyers, or showcase specific products and services to select customers? Reserve a meeting room at the show for either a half-day (up to 4 hours) or full-day (up to 8 hours) to ensure you have the perfect place to conduct your business. Meeting rooms will be located on Level 1, in the same area that our conference sessions are taking place. Any additional needs (such as AV, catering, etc.) will be at the expense of the exhibitor.

**INVESTMENT: \$500 FOR UP TO 4 HRS;  
\$1000 FOR UP TO 8 HRS**

*Non-Exclusive, Limited Availability*

# 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: October 1, 2019  
Ad Materials Deadline: October 8, 2019

**Full-Page Advertisement**  
**INVESTMENT: \$1,750** *Non-exclusive*

**Half-Page Advertisement**  
**INVESTMENT: \$950** *Non-exclusive*

**Quarter-Page Advertisement**  
**INVESTMENT: \$500** *Non-exclusive*

**Full-Page Advertisement — Inside Front Cover**  
**INVESTMENT: \$2,500** *Exclusive*

**Full-Page Advertisement — Back Cover**  
**INVESTMENT: \$2,500** *Exclusive*

**Full-Page Advertisement — Inside Back Cover**  
**INVESTMENT: \$2,000** *Exclusive*

**Front Cover Call-Out Square**  
**INVESTMENT: \$3,000** *Exclusive*



# PRINT ADVERTISING - PRE SHOW

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## CONFERENCE BROCHURE MAILER

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: July 12, 2019

Ad Materials Deadline: July 19, 2019

### PREMIER BROCHURE MAILER

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 MAILER

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: August 9, 2019

Ad Materials Deadline: August 16, 2019

### PREMIER BROCHURE MAILER

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*

# CONTACT US



## 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.



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