

# about inspired expos



## benefits to your business:

### CONNECT WITH THOUSANDS OF QUALIFIED CLIENTS IN 2 DAYS:

- Would your business benefit from gaining exposure to over 4,000 local residents, currently in the market for home improvement projects, in just two days?
- Let the Inspired Home Expos bring thousands of qualified potential new clients to your business

### BUILD THE STRENGTH OF THE COMMUNITY AND YOUR BUSINESS:

- Word of Mouth Marketing WORKS!
- Get face-to-face with the local community, and build the relationships you need to grow your business!

### BE PART OF A HUGE MARKETING EFFECT FOR THE INSPIRED HOME EXPOS:

- Inspired Home Expos invests in extensive marketing campaigns to promote the event; this brings thousands of qualified attendees to the expo

### SET AN ADDITIONAL SELLING STAGE:

- With a captive audience attending the expos to purchase the products and services related to your business
- The Inspired Home Expos create a unique selling venue and the opportunity to increase your sales

### INSPIRED HOME EXPOS STAFF IS DEDICATED TO HELPING YOU GROW YOUR BUSINESS:

- Inspired Home Expos offers online training tutorials to help you get the most impact possible from the expos. Our team is also available to work with you on how to construct a booth display for optimal results

Inspired Home Expos are produced by Simply Clear Marketing, a family owned and operated marketing & production company based on the Central Coast. Simply Clear Marketing has produced over 50 Home Improvement Expos throughout the Central Coast since 2006. Our measure of success is based on our clients input regarding their leads and the quality of attendees.

## what makes inspired home expos a success?

### STRATEGIC MARKETING TO THE COMMUNITY:

Inspired Home Expos is not only dedicated to highly organized well planned expos we are dedicated to a strong marketing effort. We believe that an expo is never truly successful without inviting the community. Through the use of traditional medias such as newspaper, television and radio as well as the use of social media, internet and grass roots efforts we invite the community to our expos.

### STRONG FLOOR PLAN:

We believe that our job is to get as many people to your booth as possible. We have constructed a floorplan that ensures 90% of the exhibitors receive 100% of the traffic. This eliminates direction choices for the attendees so they can focus on buying decisions.

### WE ARE HERE FOR YOU:

At all Inspired Home Expos the production staff is there to help you throughout the weekend. We will assist you with any needs you may have to ensure a successful event.

### OUR MISSION:

To help small businesses grow by connecting them with potential clients through events and marketing.



dream · plan · build

## Paso Robles Expos

Spring: Feb. 23 & 24, 2019 | Fall: Aug. 24 & 25, 2019

## San Luis Obispo Expos

Spring: May 4 & 5, 2019 | Fall: Sep. 21 & 22, 2019

## why exhibit at inspired expos?

CONNECT with 3,000 to 5,000 qualified clients in 2 days.

INCREASE brand recognition.

ACQUIRE leads and set appointments.

EDUCATE the community on your services.

RESERVE  
YOUR SPACE  
TODAY

(805) 772-4600



InspiredExpos.com

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# INSPIRED HOME EXPO ATTENDEE DEMOGRAPHICS:

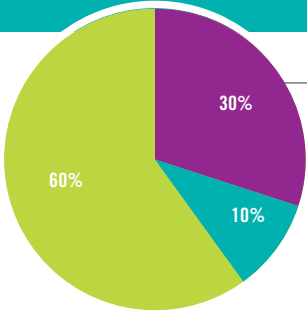
## Paso Robles Home, Garden & Gourmet Expo

at the Paso Robles Event Center

**91%** are building or remodeling

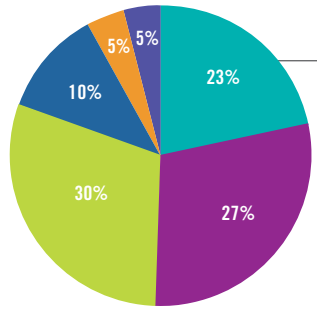
**14%** are home & garden professionals

**9%** are purchasing a home



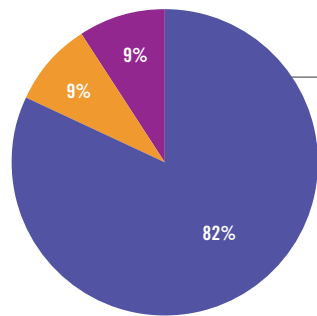
### average attendee age

- age 20-35 10%
- age 36-54 30%
- age 55-70+ 60%



### income

- 35k-50k 23%
- 50k-80k 27%
- 80k-120k 30%
- 120k-160k 10%
- 160k-200k 5%
- 200k+ 5%



### area of residency

- North County 82%
- North Coast 9%
- South County 9%

"I love the **interaction** with people who are looking for help improving their home. They **find qualified people they can trust**. The event provides quality people."

- Richard Blake of Paso Robles Handyman

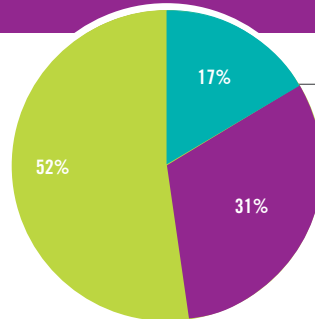
## San Luis Obispo Home & Garden Expo

at the Alex Madonna Expo Center

**91%** are building or remodeling

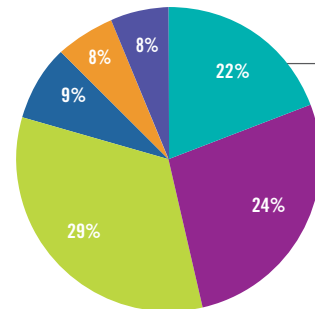
**10%** are home & garden professionals

**9%** are purchasing a home



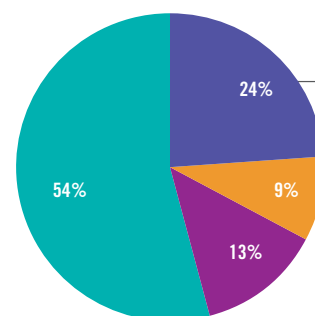
### average attendee age

- age 20-35 17%
- age 36-54 31%
- age 55-70+ 52%



### income

- 35k-50k 22%
- 50k-80k 24%
- 80k-120k 29%
- 120k-160k 9%
- 160k-200k 8%
- 200k+ 8%



### area of residency

- San Luis Obispo 24%
- North Coast 13%
- North County 9%
- South County 54%

"**GREAT SHOW!** This is our fourth show and as promised... it was the best! Lots of only positive talk and comments about the economy from visitors and exhibitors alike...finally. I feel the overall marketing by Simply Clear was spot on and generated **lots of foot traffic**...kudos to the team! We generated 116 leads to follow up on, that should keep us busy."

- Brian Metcalf of Pacific Coast Kitchen and Bath

