

# Premium Marketing Campaign



## Mass Media

- **40 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **25 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company **or Behavior Targeting** mass internet advertising on corporate websites for one month.
- **¼ Page Ad** in Home Expo Program

## Event Exposure

- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Floor Cling** with your company logo on a floor cling advertisement
- **Featured Product** your logo or product at entrance of event
- **Logo Featured Around Event**
- **Passport** given to all attendees Highlighting your booth space as a must-stop destination

## One Hour Free Marketing Consultation Included

Must be scheduled within one month of signed agreement.

**YOUR INVESTMENT: \$3,475**

## Social Media/Internet Promotion

- **5 Social Media Posts:** on Facebook, Pinterest, Twitter, Houzz, etc.
  - 2 Boosted Posts on Facebook or Instagram
  - 1 Video or Slideshow Post
- **e-Newsletter Email Message** featuring your company sent out to our attendee database
- **Your Logo and Link to your website** featured on our expo website
- **Rotating Banner Ad** featured on our expo website
- **Vendor Profile Page** featured on our expo website
- **1 Blog Post** (content provided by you) on our company website
- **Complimentary Digital Audit**



## Targeted Branding

Your Company Logo included in:

- Home Expo Television Ads
- Home Expo Print Ads
- Home Expo Poster
- Home Expo Postcard
- Event Program Guide
- Booth Locator on Program Map
- Your Company Exhibitor Badges

