



# Great Big Home & Leisure Show

## Highlights

**Attendance:** Thousands of qualified homeowners & outdoor enthusiasts.

**Format:** Reach homeowners in many of the most affluent markets in the tri-county area at our well-organized, interesting, and attractive shows.

### Why Exhibit:

- Meet face-to-face with homeowners ready to purchase the best products and services for their homes, gardens, and leisure enjoyment.
- Reach a year's worth of customers in one weekend.
- Educate while efficiently building new customer relationships in this unparalleled networking environment.
- Maximize your advertising dollar by showcasing your products and services in one place for thousands to see.

**Who Exhibits:** Local businesses who specialize in windows, doors, remodeling services, heating and air conditioning, flooring, fireplaces, bathrooms, kitchens, lighting, landscaping and design, building materials, outdoor furniture, swimming pools, spas, decks, architects, awnings and canopies, lawn services, security systems, tile and marble, interior decorating, appliances, furniture, home theater, home fitness, mortgages, travel, transportation, outdoor play, and family entertainment.

## Advertising & Promotion\*

- **Print:** Many local, daily, and weekly community newspaper coupons and advertising.
- **Direct Mail:** Thousands of highly targeted direct mail pieces.
- **Outdoor Advertising:** Local billboards, as well as strategically placed signage on roadways, highways and shopping center intersections.
- **Internet:** Web site with exhibitors' information and show details.

*\*Advertising & Promotion varies by market*

## Benefits:

- Generate leads from thousands of consumers visiting the show.
- Drive traffic to your business for months after the show.
- Present your company products and services, in person, to a targeted audience that is ready to buy.
- Show off your latest niche or service to an audience who can see, touch and buy your product.
- Create brand awareness of your products and services quickly and efficiently.



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