

*66th ANNUAL*



# Comprehensive Marketing Guide

February 17&18, 2018

Verizon Arena

North Little Rock

# A letter from the President



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Hello,

I want to thank you all for your consideration in investing and/or exhibiting in the 66th annual Home Show, presented by the Home Builders Association of Greater Little Rock. If this will be your first Home Show or your 66th, this comprehensive guide will provide you with plenty of useful information to ensure you have a great Home Show experience!

I have personally been involved with the Home Show for almost seven years prior to my presidency and have reaped the benefits of exhibiting. This year, I was also able to see how your participation directly impacts the success of the event and our industry. If you are unable to sponsor or exhibit, I would like to invite each of you to volunteer for the event. It is an incredible opportunity to see the community members of our industry come together and put on such a great event.

If you have any questions, please see the HBA-GLR contact information at the bottom of this page. The staff will be more than happy to assist you.

Thank you,

Tony Dillon, *The Dillon Group*  
President, HBA-GLR

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## •USEFUL LINKS•

[HBA WEBSITE](#)

[REGISTRATION  
FORM](#)

[RULES & REGS](#)

# What is the Home Show?

The Home Show is the largest, longest running event of it's kind in the state. The Home Show is presented to the public by the Home Builders Association of Greater Little Rock (HBA-GLR) and is boasted as a chance for the public to **connect with the experts**. Last year attendance was over 5,000 people.

Our vendors, which number over 300, encompass every aspect of the home building and remodeling process. You have the ability to connect with these potential customers as the experts in your industry and showcase your services.

This is an excellent opportunity to show customers the upcoming trends for the new year. The popular "Ask the Builder" and "Ask the Designer" booths are returning and are an excellent opportunity to connect with potential clients.

## •NEW FEATURES•

### **"Ask the Agent"\***

The "Ask the Agent" area will be an area designated exclusively for vendors who are involved in the processes of purchasing and selling homes in it's entirety (realtors, lenders, title companies, etc..). This will provide the same **expert connections** the show markets towards and the same 1:1 interaction achieved with the "Ask the Builder" and "Ask the Designer" booths, but with a quieter, more appropriate atmosphere. This area will provide a new aspect of marketability for the show and will bring in a new generation and a demographic not previously reached in past Home Shows. This gives you a unique and direct link to customers in need of your services.

### **"Why use a pro?"\***

The Home Show will feature a resource area for patrons to see the benefit of choosing an accredited member of the HBA for ALL of their home's needs. This gives important value to *your* membership and will educate the public on the benefits and services the HBA-GLR provides to the community.

### **Interactive Kid's Corner**

The Interactive Kid's Corner will make the Home Show more desirable and easier to attend for families. Parents can bring their child with them to the show and they can participate in an engaging activity related to the industry. Details on this area are still being finalized. Please call Courtney with questions.

### **ALSO NEW...**

online ticket sales•vendor incentive opportunities•new investment opportunities•enhanced vendor lounge•guest services concierge•larger target audience•high traffic floor plan•new demographic tracking

\*Name subject to change

# Why invest?

Investors,

If you are looking for an opportunity to market yourself and your company to the largest audience of it's kind in the state of Arkansas, an investment in a sponsorship opportunity in the 66th Annual Home Show is an *excellent* way to get started! As mentioned on the previous page, the Home Show, presented by the HBA-GLR, is the largest, longest-running event of its kind in the state. This event is attended by *thousands* of builders, trade contractors, home owners, perspective home buyers, realtors, other individuals and businesses in the industry, and the general public who are in need of **YOUR** services.

A sponsorship of the 66th annual home show is a sound investment opportunity in your company and in your industry. You will receive more exposure, via more platforms, than ever before. We partner with a professional marketing agency to ensure your company's optimum presence in television, radio, digital media, social media, outdoor advertising and more. Your company will gain quality exposure within a variety of audiences across Central Arkansas (see page 8 for more information on show attendee demographics). This year, with the addition of the Interactive Kid's Corner and the "Ask the Agent"\* area, we expect to bring in a new generation of patrons broadening the demographic of attendees and increasing attendance numbers.

It is my personal goal to enhance your membership and marketing experience for your maximum benefit. On the following pages, you will see a variety of available sponsorship opportunities. Each of these opportunities include a sponsorship amount, but they also highlight the benefits you can expect in return for your investment. I have also included some suggestions on which sponsorship opportunities might be the most beneficial for your particular company or service. If you find yourself eager to invest in this opportunity but are struggling to find the best opportunity for you, please call me; I would love to help you get the most out of this event!

The Home Show is Saturday and Sunday, February 17 and 18, 2018. I would like to encourage all of you to think about what an incredible opportunity this event could provide your company at the beginning of a new year!

Thank you,  
Courtney Gaston

Membership and Marketing Coordinator  
Home Builders Association of Greater Little Rock  
[courtney@hbaglr.com](mailto:courtney@hbaglr.com)  
501.758.3646

\*Name subject to change

# Available Major Sponsorships

	Three Major Sponsorship Levels		
Sponsorship Level	Platinum	Gold	Silver
Available	2	2	3
Investment Amount	\$8,500	\$5,000	\$3,000
<b>Media Value Features</b>			
Inclusion of company name/logo in the following Home Show advertisements:			
Television-~100 spots	•		
Newsprint- 3 ads	•		
Outdoor- at least 8 billboards	•		
Home Show Tabloid Editorial- Front Cover (95,000 metro distribution + distribution at event)	•		
Sponsor Banner	•		
Admission Tickets	•		
Verizon Arena electronic sign	•		
Verizon Arena e-blast and Calendar	•		
HBA-GLR Facebook Cover	•		
On-Air TV appearance*	•		
Booth access to complementary WIFI	•	•	
Additional signage with booth placement in high traffic area	•	•	
Opportunity to display in Vendor Lounge	•	•	
Boosted Facebook Live posts on HBA-GLR page (each day)	one 1:00 one :30	two :45	
Inclusion of sponsor name in editorial	•	•	•
Live on-location radio segment	•	•	•
Recognition in all Home Show press releases	•	•	•
Logo on HBA-GLR website	•	•	•
Boosted social media promotion (Facebook, Instagram, Twitter and Houzz)	•	•	•
Advertisement in post-Home Show eNewsletter	Full Page	Half Page	3"x3"
Logo size on event t-shirt	Large	Medium	Small
<b>Additional Value Features</b>			
Complimentary Affiliate Memberships	TWO	ONE	
Complimentary Associate Membership	ONE		
Promotional Booth Pricing	ONE complementary	TWO at 50% off	ONE at 50% off
Complimentary Event Tickets	150	75	50
VIP Parking Passes	4	2	
<b>ACTUAL VALUE</b>	<b>\$55,000</b>	<b>\$25,000</b>	<b>\$10,000</b>

\*Contingent upon station availability

# Other Sponsorships:

## “Ask the Designer” Booth Sponsor

\$2,000 (EXCLUSIVE)

- Exclusive naming rights of the booth (“Ask the Designer” presented by *your company name*) \*signage provided
- Ability to bring in a number of outside designers
- Opportunity to display at booth
- Recognition in tabloid as sponsor
- Social Media Promotion
- Recognition as booth sponsor in all Home Show press releases

**Who might benefit from this sponsorship: A company with an emphasis in interior or exterior design looking for an opportunity to connect with patrons 1:1 with an exclusive naming opportunity.**

## “Ask the Agent”\* Area Sponsor

\$2,000 (EXCLUSIVE)

- Exclusive naming rights to area (“Ask the Agent” presented by *your company name*)
- Company name/logo on “Ask the Agent” banner as presenting sponsor
- Premium placement as a vendor within the area
- Social Media Promotion
- Recognition as booth sponsor in all Home Show press releases
- Recognition in tabloid as sponsor

**Who might benefit from this sponsorship: A company or individual who is part of the home buying and/or selling process (bankers, lenders, realtors, inspectors, appraisers, home warranty providers, insurance companies, title companies, etc...) who is interested in exclusive naming rights for this new area and an premium opportunity to connect with patrons 1:1.**

## Bag Sponsor

\$1,000 + your bags (EXCLUSIVE)

- Includes two stations to hand out your bags to patrons
- Provides the opportunity to be the first *and*/last interaction with guests
- Recognition in eNews and HBA-GLR social media

**Who might benefit from this sponsorship: A company or individual eager to engage with attendees and directly promote their services while providing a tangible item for the patron to keep!**

## Event Ticket Sponsor

\$1,200 (EXCLUSIVE)

• **Your choice** of design on *thousands* of event tickets, both paper and electronic \*Advertise a discount, prize entry, sale notification, or any information on your company for a great “take home” for patrons to remember you by!\*

**Who might benefit from this sponsorship: A company or individual eager to send guests home with a tangible reminder of their services.**

# Past Sponsorship Examples:

Your investment includes a professional, multi-faceted advertising & marketing campaign aimed at homeowners, home buyers, perspective home builders and remodelers attracting an average attendance of over 5,000!



**Projected  
Television Exposure:**  
KATV, KTHV, KARK  
The Weather Channel  
**\*Plus, Over 250  
Commercials!\***



## Projected Print Exposure:

### Billboards



VERIZON ARENA  
FEBRUARY 27 & 28

8-11 locations including:  
I-630, I-30, US 67/167 & I-40

Sponsored by:



CASA BLANDA  
GRANITE  
MARBLE & TILE

### Democrat Gazette Tabloid



### Event Tickets



Features in **AtHome**  
IN ARKANSAS

## Projected Additional Media Exposure:

### Radio



### Social Media





# Who will you reach?

Our most recent Home Show demographics indicate that of the thousands of attendees:

**51%**

were attending for the first time

**57%**

female

**43%**

male

**28**

Arkansas counties  
were represented

**67%**

lived in  
Pulaski, Faulkner, Saline &  
Lonoke Counties

average age: **49** years

median age: **52** years

age range: **20 to 81** years

**67%**

had plans for a remodeling project for the following year

**45%**

were interested in energy saving changes

**20%**

were interested in building a new home