

**THE BIG ONE**  
**DES MOINES**  
**HOME**  
**+GARDEN**  
**SHOW**

**PROMOTIONAL TOOL KIT**

Dear Show Exhibitor:

We would like to take the opportunity to thank you for participating in the upcoming 2016 Des Moines Home + Garden Show.

As the exhibit contact, you will be receiving all the information we send out. Should another individual assume your responsibilities, be sure that we are promptly informed so we can keep our records current.

Attached is THE PROMOTIONAL TOOL KIT. Please take time now to review the promotions, noting that some of the forms have deadlines.

1. FINAL PAYMENT is due **DECEMBER 10, 2015**. Penalties for non-payment include loss of space and full amount of booth space will still be owed.
2. PROMOTION/PUBLICITY - What's new? We urge you to keep us informed of anything that will be interesting to the media especially new products that are being introduced and anything with a media "hook." If you have information at this time, pass it along to us now!
3. SPONSORSHIP AND MARKETING OPPORTUNITIES - There are a few opportunities that are available; please contact Shannon Nathe at 515.244.5456.
4. ADVERTISING - If you advertise independently (electronic, television, radio, and/or print), remember the show. Make it part of your marketing plan. Include the show in your ads, to receive our show logo, call Marilee Mitchell at 515.244.0143.
5. Des Moines Home + Garden Show Exhibitor Kits are NOT mailed. They are available on the website at [www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com). Under the tab "For confirmed Exhibitors". Let us know if you would prefer us to email it to you.

We appreciate your business and thank you for participating in the 2016 Des Moines Home + Garden Show. Should you have any questions or concerns, feel free to contact us at 515.244.0143.

Sincerely,

*Shannon Nathe*

Show Manager

# Promotional Tools

As an exhibitor you are entitled to free promotional tools. These tools are designed to help your company promote your presence at The Des Moines Home + Garden Show. Please take a few minutes to take advantage of these special offerings and send in your order today.

**Complimentary Tickets:** Six tickets for 50-100 square feet, eight tickets for 120-300 square feet, 12 tickets for 400 plus square feet. Mail or distribute complimentary show tickets to your prospects and customers!

## **You can purchase additional tickets at incredible savings!**

Box Office Price:                 \$12.00/Adult  
Exhibitor Discount:             \$ 5.00/Adult

**But wait...your offer gets better!** For every 20 tickets you purchase, we will give you an additional five tickets FREE.

***Order form is enclosed***

# Promotional Tools Order Form

**ADDITIONAL TICKETS: \$5.00/Adult**

10       20       40       60       100       Other \_\_\_\_\_

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**PLEASE SEND MY PROMOTIONAL TOOLS TO:**

**Company** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_ **Email** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

\*For Tickets – please provide payment information.

*Mail payment to:*

*Marketplace Events*

*700 Locust Street, Suite 230*

*Des Moines, IA 50309*

I prefer to pay for the additional tickets by:

Check for \$\_\_\_\_\_ Enclosed (\_\_\_\_\_ tickets @ \$5.00 each)

*(Checks payable to Marketplace Events)*

Credit Card:  VISA       MASTERCARD       AMEX (\_\_\_\_\_ tickets @ \$5.00 each)

Credit Card Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Exhibitor Opportunities at the Show!

Do you have a Celebrity Spokesperson you are planning to have at the Show?

Are you going to be offering Special Show Prices or Show Deals?

Please contact Shannon Nathe at 515.244.5456 and/or fax the form(s) to 515.244.0407 with the following information (submit by December 6, 2015):

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Exhibitor: \_\_\_\_\_ Phone: \_\_\_\_\_

Yes! I have a Celebrity Spokesperson and/or client I'd like to have at the Show.

- Celebrity \_\_\_\_\_
- Contact Name/Number \_\_\_\_\_

Special Show Price/Show-Related Financial Offer:

\_\_\_\_\_  
\_\_\_\_\_

## ONLINE OPPORTUNITIES

### Offer your customers a discount to the show

#### DES MOINES WEB BUTTON WITH PROMO CODE HERE

You can add The Des Moines Home + Garden Show Web Button with Promo Code to offer your customers and prospects an additional \$1.00 off on line ticket discount. Use this button on your website. The best ticket deals will be offered online. We will supply you with a jpeg file that can be posted on your website. You merely need to link the button to our home page to set it up at: [www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com)

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#### SEND ME THE FOLLOWING

Web Button with Promo Code (free of charge)

My email address is: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone number \_\_\_\_\_ Email Address: \_\_\_\_\_

FAX BACK TO: 515.244.0407



## Advertise The Des Moines Home + Garden Show

- Advertise in your local or community newspapers or magazines. Include “The Des Moines Home + Garden Show” dates and location in your print ad.
- Mention the show name, dates and location in your radio advertising and/or TV advertising.
- Include “The Des Moines Home + Garden Show” logo, dates and location in a direct mail piece, newsletter, e-newsletter and/or email blasts.

**FAX this form along with your ad and we will email you jpeg’s of the approved Des Moines Home + Garden Show Logo and “Come See Us at The Des Moines Home + Garden Show” artwork.**

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

WEBSITE ADDRESS: \_\_\_\_\_

**FAX BACK TO: 515.244.0407**

# Marketing Tips to Maximize Your Return on Investment

- **Advertising** – Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.
- **Media Promotions and Contests** – With the donation of a product or service you can take advantage of thousands of free dollars in TV, radio and newspaper advertising space.
- **Direct Mail/Email Campaigns** – We can work with you to develop postcards, newsletters, coupons, e-newsletters or advertisements promoting your participation in the Show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.
- **In-Store Flyer Distribution** – Promote your participation in the Show and offer your customers an online discount to attend.
- **Stickers** -- Print up stickers with your booth number and the show name, date, and facility name. In the months before the event, affix the stickers to all communications—invoices, letters, packages, etc. Provide each salesperson with a batch of stickers, too.
- **Website Link** -- Be sure your website is linked to [www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com). Create a mini-site off of your company website that describes your activities at the upcoming Show. Include product announcements, show hours, contact information for staff working the Show, speaking engagement schedule—whatever will inform or excite your customers and prospects.
- **Invitation** -- Send a letter of invitation and complimentary tickets. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?
- **Show Appointment Book**. Set up appointments with your key customers and prospects at the show. Send a handwritten note to your customers reminding them of your appointment.
- **Prizes** --Offer a time-limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a free gift that they can pick up at your booth.
- **Personal Call** --Have your sales reps personally deliver show invitations and/or complimentary tickets to customers and hot prospects.

## For more information on Marketing Opportunities please contact:

Shannon Nathe, Show Manager  
515.244.5456  
[shannonn@mpeshows.com](mailto:shannonn@mpeshows.com)

Shelly Gepfert, Vice President of Marketing  
512.551.3435  
[shellyg@mpeshows.com](mailto:shellyg@mpeshows.com)

# EXHIBITOR AWARDS!

And The Winners are...



**BEST IN SHOW:** Most outstanding and visually appealing booth design.

**ROOKIE OF THE YEAR:** Most outstanding and visually appealing space by a new exhibitor

**PEOPLE'S CHOICE:** Consumers favorite visually appealing booth

**BEST LANDSCAPE FEATURE GARDEN:** Most outstanding, creative, visually appealing

## **SIMPLE TIPS TO HELP YOU HAVE A MORE SUCCESSFUL SHOW!**

**The Top 3 reasons people come to our shows is to see Model Homes, Gardens & New Products!**

- If you have a new product, please make sure you place it in a highly visible area
- Be sure your signage is bold and clearly states, NEW PRODUCT

**Attendees are paying for the opportunity to be sold to and they WANT TO BUY! Our research shows, that the more consumers spend at the show, the more satisfied they are!**

- 46% of our attendees spend money with exhibitors *at the show*
- 72% say they will “probably” or “definitely” make a purchase with exhibitors in the six months *following* the show
- 10% (1 of every 10 attendees) spend over \$1000 at the show
- 28% (more than 1 in 4) spend between \$100 and \$1000
- 62% spend between \$20-\$99 at the show

**You only have seconds to get their attention as attendees stroll by**

Stand in front of your booth and ask yourself (or ask one of us!)... *Is it immediately clear...?*

- Who you are?
- What you sell?
- Why your company is better than your competition?
- What you want attendees to do? (Buy your product; sample it; get a quote, etc.)

**Approaching someone that is sitting at a table is intimidating to most people!**

- It is always best to stand or sit at tall barstools

**Use the show as your own research lab**

- Ask customers to complete a survey about your booth, your product, your advertising, or their perception of your company
- Have your sales staff “test” sales pitches. Change the pitch every two hours and track the number of sales, orders, leads, etc. until you find the one that works best
- Move product, tables or chairs around, or position your staff in different ways until you find a configuration that encourages the most people to enter your booth

**Don't “castle build”-** putting all the big stuff out front causing a barrier between you and the attendees. Encourage attendees to come in to your space to see your product instead.

**Come prepared to play the whole game!** You can get just as many leads on a Thursday at 5pm as you can on a Saturday. *In fact, many serious shoppers plan to attend during less busy times so they can really talk with exhibitors.*

**The #1 way attendees say they will follow up with exhibitors they saw at the show, after the show is to “visit their website”**

- Make sure your website is updated and ready for their visit

- Post a message on your site that mentions your appearances at the show and keep it up after the show so they know they've come to the right place

**We know that staffing a booth is exhausting** but the BIG BAD 3 are sales killers every time!

Please do NOT...

- Eat in your booth
- Talk on your cell phone while in your booth
- Read, play hand-held video games or otherwise look generally bored to be there

**Be sure to give your exhibitor staff ample breaks** and opportunities to eat (outside of the booth) as they are representing your company to tens of thousands of potential customers.

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On behalf of the Des  
Moines Home + Garden  
Show Team, we appreciate  
your business and look  
forward to a great show!