

# EXCLUSIVE GOLD MARKETING CAMPAIGN

## Mass Media



- **50 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **50 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company

## Targeted Branding

- **Your Company Logo included in:**
  - Home Show Television Ads:
  - Home Show Print Ads:
  - Logo on Event Program Guide distributed Countywide
  - Logo as Booth Locator on Program Map
  - Home Show Poster and Direct Mail Postcard



## Social Media/Internet Promotion



- **Facebook Ads** featuring your company to run two weeks surrounding the event
- **Mass Email Message** featuring your company will be sent to qualified home owners with an offer pre show
- **Your Logo and Link to your website** featured on [www.slohomeimprovement.com](http://www.slohomeimprovement.com)
- **Vendor Profile Page** featured on [www.slohomeimprovement.com](http://www.slohomeimprovement.com)

## Event Exposure

- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Premium Parking**
- **Floor Cling** with your company logo on a 2x2 floor cling advertisement
- **Free Attendee Bag** with your company logo as one of the logos on the 2500 bags
- **Your Flyer or Promotional Item** inserted into all of the free bags distributed to the attendees
- **Ad in the Exit Flyer** (created by SCMI) to be distributed at the exit of the show.
- **Customized Exhibitor Badges** featuring your company logo



YOUR INVESTMENT: \$4995 QUANTITY 3  
ONE HOUR FREE MARKETING CONSULTATION INCLUDED

MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

# EXCLUSIVE SILVER MARKETING CAMPAIGN

## Mass Media



- **30 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **30 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company

## Targeted Branding

- **Your Company Logo included in:**
  - Home Show Television Ads:
  - Home Show Print Ads:
  - Logo on Event Program Guide
  - Logo as Booth Locator on Program Map
  - Home Show Poster and Direct Mail Postcard



## Social Media/Internet Promotion



- **Facebook Ads** featuring your company to run two weeks surrounding the event
- **Mass Email Message** featuring your company will be sent to qualified home owners with an offer pre show
- **Your Logo and Link to your website** featured on [www.slohomeimprovement.com](http://www.slohomeimprovement.com)
- **Vendor Profile Page** featured on [www.slohomeimprovement.com](http://www.slohomeimprovement.com)

## 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 2x2 floor cling advertisement
- **Free Attendee Bag** with your company logo as one of the logos on the 2500 bags
- **Customized Exhibitor Badges** featuring your company logo



YOUR INVESTMENT: \$2995

QUANTITY 5

ONE HOUR FREE MARKETING CONSULTATION INCLUDED

MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

805.772.4600

www.slohomeimprovement.com



# MARKETING CAMPAIGNS

## Enhanced Marketing Exposure

- Premium Parking
- Banner at Event
- Logo and Link on Website
- Featured Product your Product or Service Displayed at entrance to the event
- Your Flyer or Promotional Item inserted into all of the free bags distributed to the attendees at the event entrance (promotional item must be provided by your company and shipped to Yuba City)

Your Investment: \$395

Limited Quantity: 3



## Standard Marketing Exposure

- Banner at Event
- Logo and Link on Website
- Featured Product your Product or Service Displayed at entrance to the event
- Ad in Exit Flier (created by SCMI) to be distributed at the exit of the show

Your Investment: \$295

Limited Quantity: 3

## Basic Marketing Exposure

- Banner at Event
- Logo and Link on Website
- Ad in Exit Flier (created by SCMI) to be distributed at the exit of the show

Your Investment: \$195

Limited Quantity: 4



## Website Marketing Exposure

- Banner Ad rotating on Website for 6 months
- Logo and Link on Website for 12 months
- Vendor Profile Page: Virtual Booth on our website for 12 months

Your Investment: \$245

## Seminar Marketing Exposure

- Your Company to present a 30 minute seminar
- Logo and Link on Website
- Banner at Event

Your Investment: \$150