

MARICOPA COUNTY
**HOME
SHOWS**
ARE **EASY!**

LET US **SHOW**
YOU HOW!

CALL US AT (602) 485-1691 • TEXT US AT (602) 821-5060

MARICOPACOUNTYHOMESHOWS.COM

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MARICOPA COUNTY HOME SHOWS

WE'RE HERE FOR YOU.

A local, family-owned business since 1992, we're Arizona's biggest and best Home Show events for over three decades. Generate immediate ROI and close sales faster than ever before by exhibiting your company at our Home Show events.

When you participate at our Home Shows, your company will benefit from our tremendous advertising campaign and unique features that draw thousands to your booth space. See more qualified homeowners and earn more leads in one weekend at our Home Show than any other form of advertising.

We take the hard work out of lead generation. With more than 100 successfully produced Home Show events and a reputation of excellence, The Maricopa County Home Shows is the perfect marketing machine for you to build brand recognition, demonstrate your products and services, and sell to thousands of buyers in just three days!

EXCLUSIVELY HELD AT THESE VENUES:

ARIZONA STATE
FAIRGROUNDS

STATE FARM
STADIUM

WESTWORLD
OF SCOTTSDALE



MARICOPA COUNTY

HOME SHOWS

WHY EXHIBIT?

WE KNOW WHAT YOU'RE THINKING...

"I CAN'T AFFORD A BOOTH"

Yes you can! We have a variety of sizes and prices to fit **any budget**.

"HOME SHOWS DON'T WORK"

The truth is, some don't. Here's how we're different; Nationally awarded producer with 88% exhibitor retention (highest in the nation) & more than **4 million attendees** since 1992. The facts are, our exhibitors make their money back and then some with the Maricopa County Home Shows.



"SEEMS LIKE TOO MUCH WORK"

No way, the process is **easy!** All it takes is a few marketing materials and a desire to make money!

"I'M TOO SMALL, I CAN'T COMPETE"

When you don't exhibit, you guarantee your competitor 100% of the jobs. **You're already competing** whether you exhibit or not. Not every homeowner wants to work with the "big guy", they want to work with the **BEST; That's YOU!**

"I HAVE TOO MUCH BUSINESS"

Our show offers the opportunity to **be selective** and only take on the most profitable projects.



WORD OF MOUTH IS GOOD, BUT HAVE YOU EVER
HOME SHOW'D?

IMMEDIATE ROI • THOUSANDS OF HOMEOWNERS
BOOTHS FOR ALL BUDGETS • GET SALES FAST
HUGE ADVERTISING CAMPAIGN • GROW YOUR DATABASE

MARICOPA COUNTY

HOME SHOWS

HOW TO HOME SHOW

THE PROCESS IS EASY

1.

CALL OR TEXT US

Office: (602) 485-1691
Cell: (602) 821-5060

2.

MEET YOUR DESIGNATED ACCOUNT MANAGER

You'll receive a designated account manager who will assist you with booking & oversee your at show experience.

3.

BOOK IN 4 EASY STEPS

- Pick your booth
 - Receive an Exhibitor Contract
 - Read, ask questions, sign & send back
 - Make payment
- That's It!

4.

PLAN YOUR DISPLAY

A great display can go a long way. Bring marketing materials, samples, & have a friendly & knowledgeable sales person in your booth.

Pro Tip: Let us know if you have a unique product or eye-catching booth display. This could lead to you getting media opportunities!

5.

HAVE A GREAT HOME SHOW!

- Bring your calendar & schedule appointments from your booth
- Collect customer info
- Staff your booth during all open hours
- Smile & be approachable

STATISTICS

ARIZONA STATE FAIRGROUNDS

IN PHOENIX
(ONCE A YEAR)

STATE FARM STADIUM

IN GLENDALE
(TWICE A YEAR)

WESTWORLD OF SCOTTSDALE

IN SCOTTSDALE
(TWICE A YEAR)

ATTENDANCE	45,000 - 55,000	23,000 - 27,000	20,000 - 25,000
AVG ATTENDEE INCOME	\$114K	\$220K	\$241K
AVG ATTENDEE HOME IMPROVEMENT BUDGET	\$43,375	\$27,449	\$46,288
ATTENDEES W/ SPECIFIC REMODEL PLANS	40%	89%	89%
AVG % OF HOMEOWNERS	78%	91%	90%
% OF ATTENDEES MORE LIKELY TO PURCHASE FROM BUSINESS THEY INTERACTED WITH AT THE HOME SHOW	81%	85%	86%

HOME SHOWS

BOOTH 101

NEED TO KNOW BASICS

BOOTH TYPES

INLINE

- Budget friendly
- Neighbor on both sides
- Great for new exhibitors

DOUBLE

- Larger display
- Increased visibility
- More inviting presence

CORNER

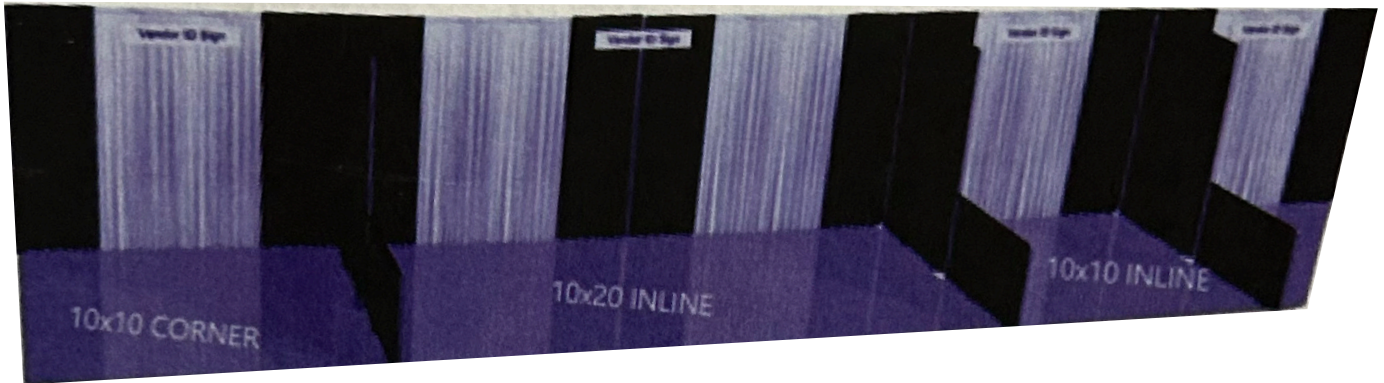
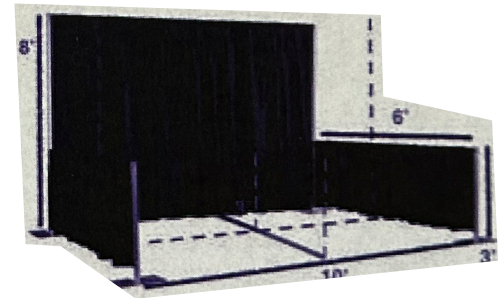
- More exposure
- More selling space
- Doubled visibility

ENDCAP

- Premium exposure
- Extra selling space
- Highest impact

SIZING

- All single booths are 10' wide
- All booths are 6', 8', 10' deep
- All backdrops are 8' tall
- Select 12' wide corners available



*Larger spaces also available

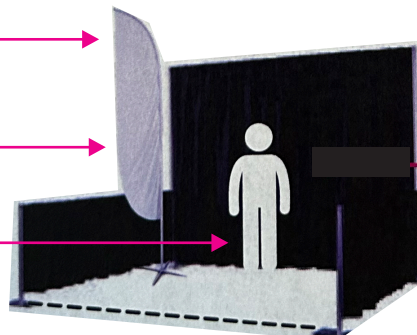
BOOTH GUIDELINES

All contents exceeding 8' tall must be approved by Show Management at least one week prior to the show.

All banners, signs, & displays over 3' tall must stay within the back half of your booth to not block neighbors.

Pipe & drape is provided.

All exhibitors & contents must remain within the booth space during all show hours & can not solicit outside of their booth.



INDOOR BOOTHS INCLUDE

- Space for all 3 show days
- Exhibitor badges
- Pipe & drape
- Booth number sign

NOT INCLUDED

- Tables, chairs, carpet
- Electricity, internet/wifi
- Carts & dollies



MARICOPA COUNTY
**HOME
SHOWS**

SEE...
IT'S THAT
SIMPLE!

WILL YOU JOIN US?

CALL US AT (602) 485-1691

TEXT US AT (602) 821-5060

SCAN
TO GET
STARTED!



MARICOPA COUNTY
**HOME
SHOWS**
OPPORTUNITIES

PARTNERSHIPS
ADVERTISING & MORE!

CALL US AT (602) 485-1691 • TEXT US AT (602) 821-5060

MARICOPACOUNTYHOMESHOWS.COM

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7 STEPS TO SUCCESS

PROMOTE YOUR ATTENDANCE AT THE SHOW

First and foremost, people need to know about the Show and that you are going to be there. Promote it on your website and social media!

CREATE AN ATTRACTIVE BOOTH

A good way to make your business stand out is to design an attractive booth. If your booth is appealing and well-organized, you will have more success. Don't forget to SHOW OFF YOUR WORK! If you sell windows...bring windows! If you sell flooring...bring a selection of tile, carpet, and hardwood. If you are a landscaper...bring plants and turf! Don't be afraid to go all out!

FOCUS ON A CLEAR THEME

There is always a lot going on at the Home Show, and attendees can easily become overwhelmed by the deluge of information. Of course, you'll be eager to share everything that's great about your business, but it's best to choose one coherent message and stick to it. That way, attendees will be more likely to remember the information and will have a more positive experience at your booth!

PREPARE YOUR SALES PITCH

No matter how long you have been working for your company, it's important to practice your sales pitch before the Home Show. If you are confident of the facts and what you want attendees to know, you will make a better impression and be more likely to succeed.



GREET VISITORS ASAP

Once the Home Show begins, the way you greet visitors is vital in order to make your vendor booth stand out and ensure that the event is a success for your business. Every customer that comes to your booth should be greeted as soon as possible. Be friendly!

STAFF YOUR BOOTH ADEQUATELY

An over-staffed booth can be overwhelming. People will be less keen to approach and talk to you if there are 5 people waiting to pounce. However, 1 person may not be enough to avoid losing out on business. Use the size of your booth to determine the number of people needed. A good rule of thumb is 2-3 staffers per 10x10 booth.

ENTERTAIN THE ATTENDEES

Make your booth somewhere people want to be. Attendees will be more engaged if they are active participants rather than passive observers! Home Shows are about building relationships with attendees and improving sales, and the best way to do that is to create a fun, welcoming environment that draws attendees in and makes them want to find out more about your business. Interactive demonstrations and activities such as surveys, quizzes, games, trivia, and free giveaways are a great way to draw attendees to your booth!



HOW TO KICK IT UP A NOTCH

Make the most of your booth at the Home Show!

BRING TANGIBLE SAMPLES

Attendees like to feel & see your work.



SHOW OFF YOUR SKILLS

Construct a showroom right inside your booth.

ADD SOME FLAIR

Decorate your booth with flowers, flooring, & other decor.

PUT YOUR BEST FOOT FORWARD

Create an inviting space for attendees to come in & talk to you about your business.



PLATINUM

M

VENDOR PERKS

A **FREE** "members only" club specifically curated to enhance your Show Experience & increase your lead generation. From exclusive services to added values, you get so much more with Platinum Benefits.



WHAT YOU GET:

EARLY ACCESS TO FLOOR PLANS

First right to floor plans to select best locations.

WEBPAGE ON MCHS'S "HOME IMPROVEMENT REFERRALS" PAGE

Custom company microsite on MCHomeshows.com referral web page increasing your company's online presence.

PLATINUM VENDOR PLAQUE

Increase consumer confidence at all five shows by representing the trustworthy business relationship between MCHS & your company.

HOME SHOW CERTIFIED

"Home Show Certified" seal of distinction providing your company validation, credibility, trust and confidence above non Platinum vendors.

CUSTOM COMPANY COUPON

Printed in the MCHS Show Guide and listed on our website to drive attendees to your webpage.

ADDITIONAL VENDOR CREDENTIALS

More face to face interactions = more leads.

REFERRAL EBLASTS

Inclusion & logo with hyperlink in our categorized home improvement referral directory eblast. Emailed to our 155,000+ opted in subscribers during non-home show months keeping your company busy with leads year round.

TV PRIORITY

Opportunity to be featured in media segments over non-Platinum Club Vendors.

WEBSITE HYPERLINK

Direct link to your website connecting customers to your company with one easy click.

50 COMPLIMENTARY ADMISSION TICKETS PER SHOW

Invite new & existing customers to visit you at the Show. (\$500 value)

SHOW GUIDE

Your company name bolded, website, & coupon included in the MCHS Show Guide to drive traffic to your booth & website.

EXCLUSIVE ATTENDEE REFERRALS

Priority leads & referrals given to web & phone inquiries throughout the year, including at Show referrals. Pre & Post Show referrals before non-Platinum Club Vendors.

MULTI-CATEGORY LISTING IN THE SHOW GUIDE

Be seen more & achieve more foot traffic to your booth by being listed in multiple categories in the Show Guide. (category must apply)

SOCIAL MEDIA POSTS

Facebook & Instagram posts to promote & highlight our Platinum Club Vendors & drive traffic to your social media. Also, a designated Constant Contact 7 times a year. (\$7,000 value)

READY TO GO PLATINUM?

At Maricopa County Home Shows, we're dedicated to providing our members quality home shows & exceptional services. Scan to get started.

*Must be signed up for all 5 shows simultaneously to be considered platinum.



MARICOPA COUNTY

HOME SHOWS

75% OF ALL BOOTHS ARE PLATINUM VENDORS.
WHY AREN'T YOU?

WHO YOU WILL REACH YEARLY

MCHS AUDIENCE

Referral Web Views:

32,000

In-Person Attendance:

150,000

eBlast Impressions:

1,120,000

Gender Breakdown:

67.4% Female / 31.9% Male

State of Residence:

97% Arizona

Home Ownership: **91%**

INCOME LEVELS:

\$100,00 - \$200,00 16.12%

\$125,000 - \$149,999 9.40%

\$150,000 - \$199,999 12.20%

\$200,000 - \$349,999 9.35%

\$350,000 - \$499,999 2.20%

\$500,000 or More 2.58%

AGE GROUPS:

35-44: 15%

45-54: 18%

55-64: 24.72%

65+: 25.63%

Be signed up for all 5 Maricopa County Home Shows & get platinum perks today! Ready to go platinum? (602) 821-5060

Data is reported by CrowdMetrics, Google Analytics, ThinkTank Media & Constant Contact.

WHAT ATTENDEES ARE LOOKING FOR

Awnings & Pergolas

Cleaning

Closets, Storage, Shelving

Decor & Furnishings

Flooring & Coatings

Garage Solutions

Home Security & Automation

HVAC, Plumbing, Water Treatment

Kitchen & Bath Remodeling

Landscape & Turf

Lighting & Electrical

Outdoor Living

Painting

Plumbing & Water

Pools & Spas

Roofing

Security Doors & Ironwork

Solar

Windows & Doors

WHY GO PLATINUM

- Save money on booths
- Dedicated account rep
- On demand assistance
- Builds company awareness & reliability
- Establishes consistent & positive image to consumers



ADVERTISE IN THE GUIDE.

**SIGN UP AT THE SHOW OFFICE.
BOOKING ALL EDITIONS NOW!**

Editions: January, February, May, July, September



FREE CONSULTATIONS

BOOTH 4421 TREE CARE CONSULTATION FROM A CERTIFIED ARBORIST

LANDSCAPE CONSULTATION BOOTH 4422

REMODEL CONSULTATION BOOTH 418

INTERIOR DESIGN CONSULTATION BOOTH 317

A SPECIAL THANK YOU TO OUR GLOWSCAPES PARTNERS

MOON NURSERIES BOOTH: 822

DESERT STEEL BOOTH: 4196

Hedge Works BOOTH: 1527

CALIFORNIA POOLS & LANDSCAPE

DESIGNING DREAM BACKYARDS FOR EVERY BUDGET

Design & Build Services for everything outdoor

- New Pool & Spa Builds
- Residential Pool Remodels
- Landscaping
- Handicapped Services
- Outdoor Kitchens & BBQs
- Structures

Scan to Take \$1,000 off Your Project & Enter to win a Pair of Hedge Loungers. Scan QR Code to Learn More

calpool.com VISIT US AT BOOTH 4341

BOOTH 4222 HEATING & COOLING

COOLING SPECIALISTS

480.452.8604

FREE 2ND OPINION ON YOUR AC & HEATING QUOTES

(480) 452-8604 • THECOOLINGSPECIALISTS.COM

LET US DESIGN THE PERFECT YARD FOR YOU

ARIZONA'S GREENEST GRASS TURF CO.

ARTIFICIAL TURF • PUTTING GREEN • TRAVERTINE • PAVERS LIGHTING • GARDEN & RETENTION WALLS • & MORE

WE ALSO OFFER

- PET TURF SYSTEM
- CERTIFIED LEAD FREE & FREE OF TOXINS
- TIGERCOOL TECHNOLOGY UV INHIBITORS
- QUADRUPLE LAYERED ULTRA FLOW PERMEABLE BACKING
- MICROBIAL ANTIMICROBIAL PROTECTION
- EASY CLEAN UP
- REDUCES PET ODORS UP TO 95%

BOOTH: 4191

(602) 775-9635 | www.azgreenestgrass.com

BOOTH 329 PanelDécor

LUXURY WOOD PANELS

Bring sophistication and resilience to your space with our wood panels, where natural beauty meets exceptional quality.

DIMENSIONS 81/1012 FT x 2 FT wide

IN THE BOX Each box contains five wide panels that seamlessly join next to each other.

CONTACT US

3440 W Catalina Dr, Phoenix, AZ 85017
(602) 772-7775
ad@paneldecorhub.com

www.paneldecorhub.com

Booth: 4403

Distinguished Manor House Cleaning

WEEKLY, BI-WEEKLY, MOVE IN/OUT

\$75 OFF HOUSE CLEANING SERVICES WHEN YOU SECURE RECURRING SERVICES.

\$25 OFF ONE TIME MOVE IN/OUT SERVICES

Visit our website DM-AZ.COM to request a walkthrough.

Design fee included with 3 free revisions
*Additional revisions: \$50 each
Front Cover: 1 photo + logo + free ¼ page ad inside

For more information, call or text (602) 821-5060 or email briannadb@maricopacountyhomeshows.com

MARICOPA COUNTY

HOME SHOWS

SHOW GUIDE FACTS

Editions: January, February, May, July, September

OUR AUDIENCE:

91% Valley Homeowners
 63% Looking to Hire Immediately
 \$160,000 Average Income
 45 = Average Age of viewer
 96% Keep Each Issue
 \$43,375 = Plan to Spend on their Home Improvement
 53% NEW Viewership each issue

YEARLY DISTRIBUTION:

850,000 Direct eMailed to Home Show subscribers
 50,000 printed copies
 5 Issues Downloadable for 12 months

HOW WE'RE DIFFERENT:

The ONLY Show magazine with 100% ENGAGEMENT from BUYERS
 The ONLY Show magazine that is 100% in DEMAND & SOUGHT AFTER

DISTRIBUTION PER ISSUE:

6,000-10,000 copies PER SHOW
 170,000 Direct eMailed to Home Show subscribers
 Downloadable for 12 months

BASIC RATES

Full Page\$2,000
 1/2 Page Horizontal.....\$1,375
 1/4 Page.....\$650
 1/8 Page.....\$350
 *restrictions apply

PREMIUM PLACEMENT

Front Cover.....\$3,500
 1 photo & logo + free 1/4 page ad inside
 Back Cover.....\$3,000
 Inside Front Cover.....\$2,500
 First Right Page.....\$2,300
 Inside Back Cover.....\$2,500

WHY ADVERTISE WITH US:

100% on-site real time engagement
 100% targeted to precise & highly specific demographic
 Our Show Guide is 100% Wanted – Attendees seek our Show Guide with purpose & enthusiasm
 Our Show Guide is NEVER junk mail
 Relevant & curated content targeted to our Valley Homeowners

Maricopa County Show Guide ads deliver HIGH IMPACT engagement that attract attention and enhance your onsite presence! Professional Graphic Design Service is included with each ad purchase.

Questions? Call or text (602) 821-5060

MARICOPA COUNTY
**HOME
SHOWS**

PARTNERSHIP OPPORTUNITIES

A-LA-CARTE OPTIONS

ENTRANCE BOOTH **STARTING AT \$7,500**

E-MAIL MARKETING WITH HYPERLINK

E-mailed to 150,000 subscribers
in home show database

Hyperlinked logo **\$1,000**

Hyperlinked ad **\$2,500**

Full page exclusivity eblast **\$6,000**

ENTRANCE BAG GIVEAWAY

\$2,500 Bag only

\$3,000 Bag + brochure/business card

\$5,000 Swag bag

LOGO ON WEBSITE **\$1,500**

Your company logo with hyperlink

(Price is per 30 days)

DISCOUNTED COUPON SPONSORSHIP **\$4,000**

One full side of discount admission ticket
customized to market YOUR company
MCHS mails out to Maricopa County residents
You receive 2,500 printed tickets to
hand out before show

FREE ADMISSION TICKET SPONSORSHIP **\$3,000**

One full side of free admission ticket
customized to market YOUR company
15,000 mailed by MCHS to exhibitors
500 printed tickets to hand out before show
Eblast to 150,000 subscribers

2 SALES EMPLOYEES AT ENTRANCE **\$10,000**

LOGO ON TV COMMERCIALS **\$10,000**

LOGO ON BILLBOARD **\$15,000**

\$500 & UNDER VALUE OPTIONS

STAGE SPONSOR **\$500**

Your logo in the show guide on the
Handmade Headquarter,
Garden Seminar, or Main stage page
Brochure/business card on seats.

PROMOTIONAL BANNER **\$400**

Your company banner placed at the
entrance, food court, etc.

(Max size 6'x10')

INFO BOOTH OR SHOW OFFICE SPONSOR **\$300**

An item of your choice available as a handout

PRIZE WHEEL **\$300**

A company branded item of your choice
as a prize on the MCHS Prize Wheel
& a flyer handed out with your gift.

(100 qty. required)

PRIZE TENT SPONSOR **\$200**

Stack of flyers on Prize table

FLOWER WALL SPONSOR **\$150**

Stack of flyers on Flower Wall table

RESTROOM FLYER SPONSOR **\$100**

Flyer inside each stall

MAXIMUM EXPOSURE PACKAGES

GOLD

SILVER

BRONZE

* See reverse

For more information, call (602) 485-1691 or (602) 821-5060

* Restrictions apply. Exclusivity rights also available. Ask your account manager for more details. 3.5% tax will be applied to all sponsorship sales.

MARICOPA COUNTY
**HOME
SHOWS**

PARTNERSHIP OPPORTUNITIES

PACKAGE DEALS (PER SHOW)

GOLD

\$35,000

(\$65,800 VALUE / NEARLY 50% SAVINGS)

Your Logo On
Billboard and TV Commercials

Website Banner Ad (90 days) Hyperlink

Personalized Instagram Post

Personalized Eblast

Personalized Facebook Post

Back Cover Ad in Show Guide

Info Booth Flyer/Swag

500 Free CUSTOM Admission Tickets

2 Door Greeters (10am - 2:30pm)

Prize on the Prize Wheel

Priority Parking

Unlimited Badges

200 sq. ft. Booth

SILVER

\$25,000

(\$32,950 VALUE / 25% SAVINGS)

Logo on Front of Admission Ticket

Website Banner (60 days) Hyperlink

Instagram Post

Personalized Eblast

Facebook Post

1/2 Page Inside Back Cover Ad in Show Guide

Info Booth Flyer

500 Free CUSTOM Admission Tickets

2 Exit Greeters (2:30pm-5pm)

Prize on the Prize Wheel

Priority Parking

Unlimited Badges

100 sq. ft. Booth

BRONZE

\$12,500

(\$15,700 VALUE / 20% SAVINGS)

1/2 Page Ad Inside Show Guide

Ad in MCHS Eblast

Website Banner (30 days) Hyperlink

250 Free Admission Tickets

Info Booth Greeter with Handout

Priority Parking

20 Badges

100 sq. ft. Booth



For more information, call (602) 485-1691 or (602) 821-5060

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MARICOPA COUNTY

HOME SHOWS

GET INVOLVED & GET MORE

HERE ARE WAYS YOU CAN ENHANCE
YOUR SHOW EXPERIENCE

BECOME A MAIN FEATURE

SHOWCASE YOUR PRODUCT, BUILD AN ATTRACTION, & MORE!

OFFER FREE CONSULTATIONS

HOST A MAIN STAGE SEMINAR

**TEACH A WORKSHOP
(ADULTS, KIDS, GARDENING)**

BECOME A SURVEY SPONSOR

When you get involved at the Home Show you may receive email marketing, inclusion in printed and digital show guide, news media segments, website and social media features, complimentary booth space and more!

Stay up to date on Show themes to better
see how you can get involved.

Interested? Contact Brianna at
Brianna@maricopacountyhomeshows.com
or call (602) 485-1691.



MEET THE STAFF

CALL US AT (602) 485-1691 • TEXT US AT (602) 821-5060



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