

JEFFERSON/ST. CLAIR COUNTY

HOME & GARDEN SHOW



JAN 31 - FEB 2, 2020

Trussville Civic Center

5381 Trussville Clay Road • Trussville, AL 35173

The Trussville Tribune

Contact The Trussville Tribune at **205-533-8664** or email **info@trussvilletribune.com**



Business owners: Target your marketing dollars with our targeted audience of homeowners!

The Jefferson/St. Clair County Home & Garden Show is the first home and garden consumer show to directly target consumers in the fast-growing Northern Jefferson and St. Clair counties. Space is limited, so secure your spot today!

- Expo attracts thousands of qualified homeowners in an area where millions are spent on home improvement
- Generates direct sales opportunities with an audience that has to currently travel 30 miles or more to attend a Home & Garden show
- Provides a measurable return on your marketing dollar
- A cost-effective way to showcase your product

The Home & Garden Show is produced by the Trussville Tribune, which reaches six cities and the surrounding area and will provide nonstop promotion opportunities for vendors!

- The Tribune has a large social media and online reach, with more than 45,000 social media followers and an average of 1.5 million impressions a month at TrussvilleTribune.com
- Coverage of the Show will be live streamed at TrussvilleTribune.com and the Tribune's Facebook page throughout the expo
- Copies of the Spotlight on Home & Garden section that include your ads will be distributed widely, including to attendees at the expo

**For more information about becoming a vendor,
call 205-533-8664 or email info@trussvilletribune.com!**

BE A SPONSOR!

PRESENTING SPONSOR - \$5,000

- Logo on all marketing materials
- Company materials in show bags for attendees
- Speaking opportunity during the show
- 10x10 booth
- Company profile on the event website
- Company brand flag placement on the main stage
- Two full-page color spread (story and ad) in the Spotlight on Home & Garden section
- Facebook Live video from the event on Trussville Tribune social media
- Host a live on-stage seminar (optional)

CONTRIBUTING SPONSOR - \$2,500

- Company materials in show bags handed out to attendees
- Company profile on the event web page
- Full-page color ad (story and ad) in the Spotlight on Home & Garden section
- 10x10 booth
- Facebook Live coverage at the event on Trussville Tribune social media
- Host a live on-stage seminar (optional)

SHOW BAG SPONSOR - \$500

Showcase your company by providing a minimum of 500 bags with your logo to be handed out to attendees. Your representatives can hand out the bags at entry. Up to two sponsor spots are available.





HOST A SEMINAR - \$400

Show off your company's knowledge, products, expertise and services during an educational seminar on the main stage. Seminars are free to attendees. Seminar includes announcement over the PA system, signage at the entrance with handouts of topics, speaker information and times, brief description in promotional materials. Bring all materials needed for the presentation (i.e. handouts, laptop, etc.)

CONCESSION STAND SPONSOR - \$300

The Home & Garden Show includes a concession stand that will provide food for exhibitors and attendees from a prime spot in the exhibit hall. Put your name on signage at the concession stand and on materials directing the crowds to the stand! Food will be provided by an area nonprofit. Sponsorship only involves naming rights.

Expo Information

BOOTHS:

Booths are booked on a first-come, first-serve basis.

Standard 10x10.....\$1,200

Premium Booths (7) at the Show's Entrance 10x10.....\$1,350

Corner/End Cap 10x10.....\$1,500

Entrance Area Booths (4) in Lobby between Entrance & Exit\$1,650

Discounts available with purchase of ad in the Trussville Tribune's 2019 Spotlight on Home & Garden section; 50% for a two-page spread, 25% for a full page, 10% for a half page ad.

SHOW HOURS:

Friday: 10 am - 7 pm

Saturday: 10 am - 7 pm

Sunday: 12 pm - 3 pm

EACH BOOTH SPACE INCLUDES:

6x30 skirted table is available upon request and two chairs

Draped backs in main exhibition hall

Electricity

Free WiFi

EACH EXHIBITOR IS PROVIDED WITH:


- Three exhibitor badges, List due at registration
- 20 complimentary tickets per company given two weeks before event

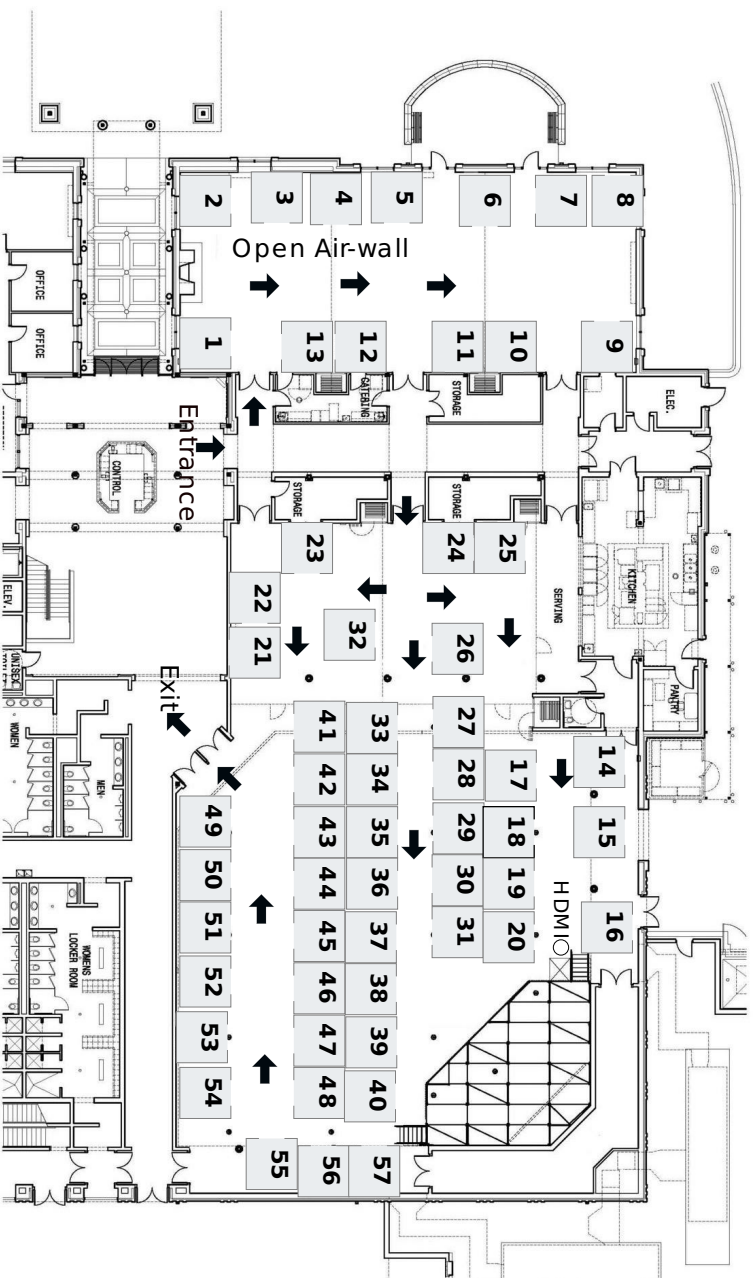
MOVE IN/OUT:

Thursday prior to the show; schedule a time for easier move in. Move out starts at show closing of 5 p.m. Sunday.

Travel accommodations: There are several good hotels in the area (list available) and food will be available at the concession stand.

*Based on the size of your set-up we may assign you a move in and/or move out time.





Equipment List

- 1 - 3ft Round Table
- 57 - 10ft x 10ft Booth