

# Get Offline & Connect In-Person Your Customers Are Waiting!

36<sup>th</sup> Annual



Sept. 6-8, 2019  
Music City Center  
Nashville, TN  
Fri Noon - 7 pm  
Sat 10 am - 7 pm  
Sun 10 am - 5 pm



## Who Attends?

- 92% own homes more than ten (10) years old
- 62% immediate home improvement projects in the \$10-50k range
- 36% researching future projects
- 11% have budgeted \$50,000+ for future projects
- 15% looking to remodel bathrooms
- 9% looking for new kitchens



*Your show is one of the most professional shows I have been involved with for over 40 years. We had a large crowd of quality folks in attendance. Thanks for a great show.*

**John Whitaker**  
President  
Metro Chapter Home Builders  
Association of Middle TN  
Sales Manager  
Heritage Lighting Gallery



## Why Nashville?

**HISTORY** Time-tested and thriving for the past 35 years, The Nashville Home Show is a magnet for affluent homeowners with a project in mind and an agenda to buy.

**POPULATION BOOM** An average of 100 people move to Nashville every, single day. Your products and services are desperately needed!

**ATTENDEES** With an advertising campaign that targets the Middle Tennessee Region, the Nashville Home Show draws attendees from Clarksville to Fayetteville, Lebanon to Dickson and everywhere in between.

**MARKETING** Our healthy media spend blankets the market in advertising in the weeks leading up to the show - TV, Radio, Billboard, Digital, social media and strategic partnerships with media partners like Nashville House & Home Magazine help drive the crowds.

**LOCATION, LOCATION, LOCATION** The largest and most accessible Convention Center in the region, Music City Center is a non-union facility conveniently located in the heart of downtown Nashville.

# How Do We Bring the Crowds?

With a multi-channel marketing plan including:

- Radio/ TV/ Billboards
- Targeted direct mail
- Strategic ticket discount partnerships
- Behavior, interest & demographic targeted digital advertisements
- Lifestyle features including a cooking stage, expert project advice & a make & take crafting area
- 2019 main stage speaker, **Laurie Smith of TLC's Trading Spaces**



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## Included with Exhibit Space

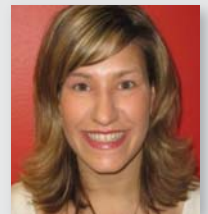
- 8' high backwall drape and 3' high side-rail
- Booth identification sign 7"x44"
- Listing in the Show Program
- Exhibitor badges
- Free tickets to send to your customers
- Free fork-lift service and storage
- 24 hour security

## Exhibit Space Options

- 10 x 10 exhibit space \$1,025
- 10 x 20 exhibit space \$1,800
- 20 x 20 exhibit space \$3,300
- Corner upgrade \$125
- Premium web listing \$125

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## Interested in Participating?



**Annmarie Kennick**  
Exhibit Sales Manager  
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## What Can You Do?

**Face-to-Face Selling** Meet your customers in-person!

**Market Services** Educate attendees about the unique benefits of your great company.

**Generate Qualified Leads** We market to affluent home owners from across the region.

**Network** Hundreds of your colleagues will be here!

## Already Registered for 2019

- ✓ 50 Floor Inc
- ✓ Acu-Pulse
- ✓ ADS Security
- ✓ American Home Design
- ✓ Architectural Visions Inc
- ✓ Bassett Improvement Specialist
- ✓ Bath Fitter
- ✓ Cabinet Makeovers
- ✓ Clinard Home Improvement
- ✓ Cobra Security Products
- ✓ Countrywood Accents
- ✓ Cutco Cutlery
- ✓ Don Kennedy Roofing
- ✓ Dream Kitchen and Bath
- ✓ Durante Home Exteriors
- ✓ Fabric Gallery & Decor
- ✓ Granite Transformations
- ✓ GreenForm Nashville
- ✓ Guardian Garage Floors LLC
- ✓ Hank's Carpet & Flooring
- ✓ Hermitage Lighting Gallery
- ✓ Iron Lion Entries
- ✓ Kitchen Craft
- ✓ LeafGuard Of Nashville
- ✓ Lustre Craft
- ✓ Millner-Haufen Tool Company
- ✓ Modern Spray Foam Insulators
- ✓ Mr. Enclosure
- ✓ Mr. Roof
- ✓ Nashville Quality Granite
- ✓ Neighborhood Chimney Care & Leaves Out LLC
- ✓ P.M. Lighting, LLC
- ✓ ProLift Garage Doors
- ✓ Renewal By Andersen Of Nashville
- ✓ Rhineland Cutlery
- ✓ RSU Contractors
- ✓ Rustic & Refined
- ✓ Seal Smart
- ✓ ShelfGenie
- ✓ Sleep Number
- ✓ Southern Outdoor Furniture
- ✓ Steinway Piano Gallery Nashville
- ✓ Superior Sleep Experience
- ✓ Tennessee Live Edge
- ✓ Tennessee ReBath
- ✓ The Hearth and Grill Shop
- ✓ Tip Top Home Solutions
- ✓ TN Box Beams
- ✓ Tuff Spas
- ✓ United Structural Systems, Inc.
- ✓ Wesley Financial Group, LLC



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