

EXPO Opportunity

25 Years of Expo Success

Exhibit with a Proven Program

January 22-24, 2016



Three reasons why you NEED to be here:

The Audience:

- Marketing focuses on two-person households, in their current homes at least 5 years with household incomes over \$70,000
- About 3,500 Remodeling Ready Homeowners within a 100 mile radius of Madison
- Primary demographic is 41- to 65-years-olds (61%) with 20- to 40-year-olds second (21%)
- More female decision makers attend than male decision makers
- 80% of surveyed attendees in 2015 were planning a remodeling project within the next 12 months

The Environment:

People want to do business with people they have met. It's all about trust and who you like, and who likes you. If you're serious about doing what you say you want to do, you have to spend time and money to get face-to-face with the people who you want to do business with.

Learn from other exhibitors what's hot, what's not, new sales techniques, ask their opinions, build or strengthen relationships. Attend or present at seminars – become the recognized expert in your area.

Just by being there, you are demonstrating to possible clients, NARI members and other contractors that you are committed and that you'll be around awhile.

The Exposure:

A \$40,000+ targeted marketing campaign designed to increase attendance by 10% over the 2015 Show.

Marketing will focus heavily on re-modeling-ready homeowners, with the campaign kicking off 30 days prior to the event with two media:

- Digital outdoor boards
- Online ads

Primary promotional advertising, designed to both inform and motivate potential Expo attendees to attend the event, hits full-tilt beginning 14 days prior to the show and includes:

- Print ads
- Television and radio promotions
- Social media and more

All exhibitors can participate in joint marketing efforts to promote both their businesses and the NARI Expo at greatly reduced rates.

Testimonials:

"While the quantity of leads coming through has certainly grown over the last few years, it's the quality of those leads that sets the NARI Expo apart. During the 2015 Expo, by Saturday morning we had already received three sets of floor plans from leads we met Friday evening."

-Jeffrey Beckmann Jr., J&K Security Solutions

"I wanted to thank all of you for the work you put into the NARI Show last weekend. It was such an encouragement to Ralph and I to see how many people came and how open they were to talking about their projects. We feel that the momentum the show generated within us and the contacts we received are going to propel us to the next level with our business. The Monday after the show we signed up for the Mentor Club with Action Coach to help guide us in our journey to a better place."

-Ralph and Meg Radix, Heartland Carpentry



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