

John S. Knight Center
Akron, Ohio

16TH
ANNUAL

hba akron home & flower show



take part in Akron's biggest & best consumer show!

After 16 years, it's clear that the HBA Akron Home & Flower Show is the area's number one spring event — in size, attendance and quality. The HBA Akron Home & Flower Show is the "can't miss" consumer home show of the year for companies to reach quality homeowners in Summit, Portage, Stark and Medina Counties.

Experienced exhibitors know a quality consumer show delivers the most targeted buying audience possible. Our attendees walk through the doors expecting to see and buy the latest in home and garden products and services. Dollar-for-dollar, no newspaper, or electronic advertising can deliver as many excellent face-to-face prospects.

Count on fabulous features, great gardens & appearances by the hottest talent!



Appearances on the Main Stage feature local experts on gardening, cooking, how-to projects and more! Our national speakers include **Ahmed Hassan**, host of DIY Network's *Yard Crashers*. Ahmed and his team follow a surprised home improvement shopper home and completely transform their yards. As a licensed landscape contractor and certified landscape technician, he will discuss how to maintain existing landscaping, soil, water and container gardening, as well as dispel common landscaping myths. Also appearing is **Steven Katkowsky**, TV and radio personality and one of the most popular speakers at home shows. Steven will present "Going in Style" and "The Reincarnitchen of your Small 9x10 Kitchen". By creating the illusion of size, and adding up to three times the storage space, he'll create your dream bathroom and offer design tips and green ideas for the kitchen.



Don't miss this opportunity to be face-to-face with THOUSANDS of homeowners!

check out the latest attendee survey results:

LOOKING FORWARD TO THE SHOW...

83% PLAN ON attending the show again

IMPRESSED WITH THE SHOW...

85% WOULD RECOMMEND this show to a friend

DEDICATED TO THE SHOW...

75% DO NOT attend home shows at the IX Center in Cleveland

READY TO PURCHASE...

73% PLAN ON buying home & garden products/services at the show

- loyal attendees...** 56% Have attended the show 2 times or more!
- primary reason to attend...** 52% To see companies and what's new for home and garden
- 28% To see the flowers/gardens
- 10% To see the stage entertainment
- 4% For a fun day/night out
- 28% All of the above
- looking for you before they spend...** 54% Have purchased from companies first discovered at the show
- 55% Delay making home & garden purchases until they shop the show
- 69% Make purchases after the show based on what they saw at the show
- 82% Rate the variety of exhibits as excellent/good



presented by



and the Home Builders Association serving Portage & Summit Counties

Here's what our vendors say....

"If you're interested in a Show that is going to produce high quality leads and appointments, then this Show is for you." -Ted Neckel, Air-Tite Home Products

"Akron should be proud to have such a great Home & Flower Show." -Sabrina Duffield, KDCO Home Improvement Inc.

"We have been doing this Show for more than 5 years and it has been successful for us. It kicks off our season with great leads" -John & Belinda Paulette, Set in Stone

"It only takes one good job to pay for this Show. Plus, the exposure you receive directly to the consumer is invaluable" -Jeff Tucker, Freedom Building

the ideal audience

- 97% Homeowners
- 75% Household income over \$50,000
- 52% Come to see what's new/ vendors
- 41% Planning to buy or build

products of interest:

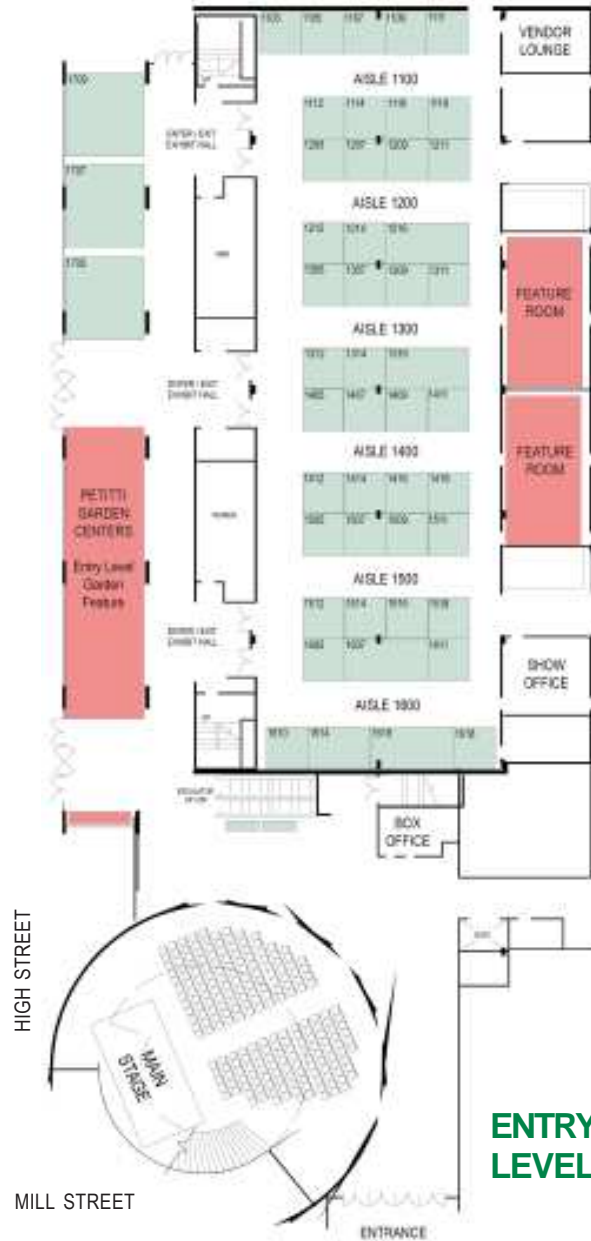
- 67% Lawn and garden
- 40% Kitchens and baths
- 37% Interior design and furnishings
- 39% Windows, doors, siding and roofing
- 19% New Construction/ Remodeling

personal statistics:

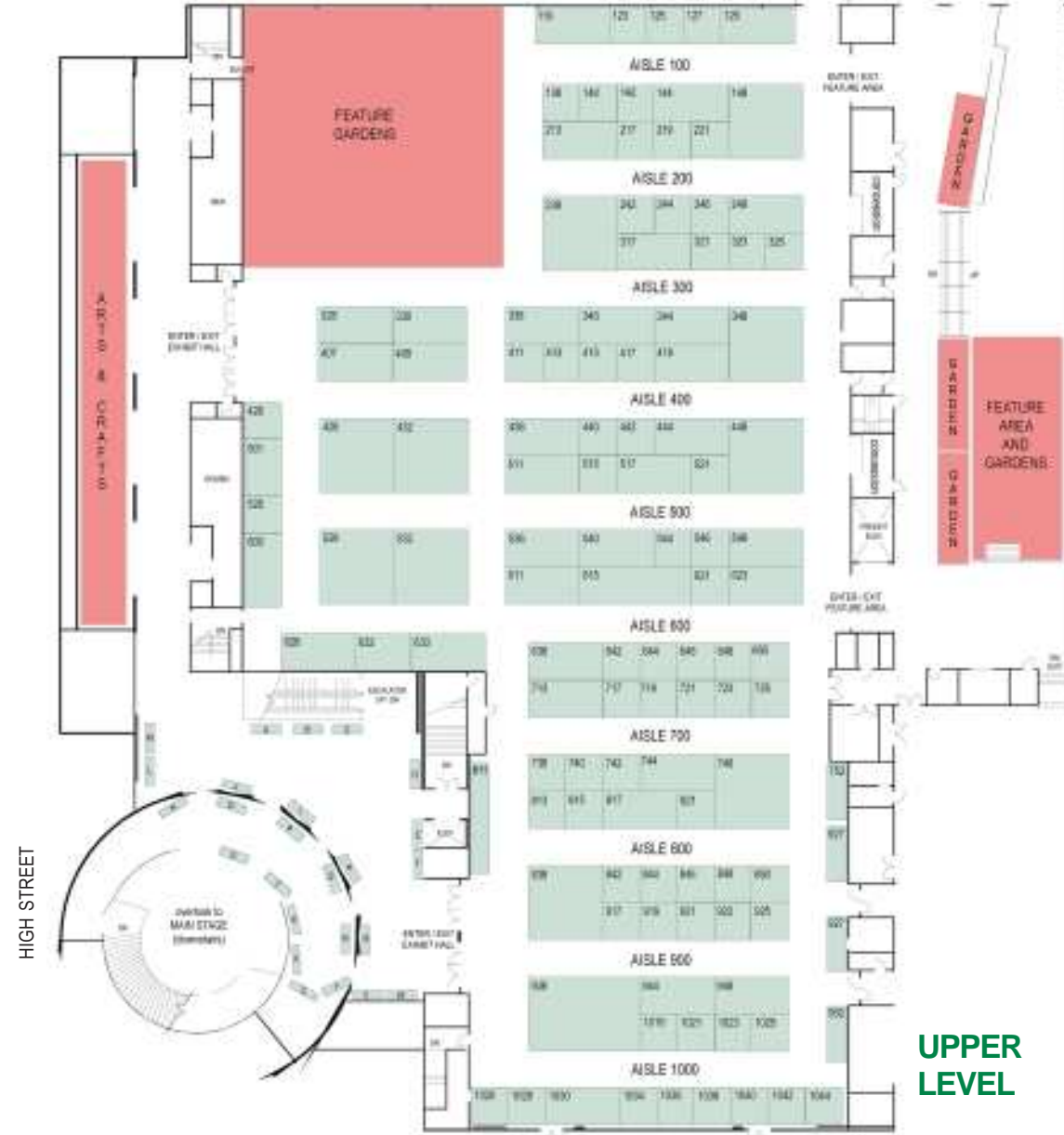
- 71% Female / 26% Male
- 1% 18-24 years
- 54% 25-54 years > prime buyers!
- 29% 55-64 years
- 16% 64+

Results from 2008 event survey

don't end up on our waiting list.... reserve space today!



ENTRY LEVEL



UPPER LEVEL

Exhibit lease includes:

- 8' high draped backdrop, 3' high draped siderails in show colors
 - booth carpet (aisles 700-1600 only)
 - standard company signage
 - exhibitor worker passes (based on booth size)
 - company listing with booth number in Show Program (confirm prior to print deadline)
 - general hall security and lighting
 - FREE porter move in/move out labor
 - discounted admission tickets, parking (limited quantities) and concessions
- (Does NOT include electric, phone line or tables. Information on these services will be made available)

Same Price No increase in 2010

Exhibit cost:

\$7.75 per net sq. ft. (\$775 per 10'x10' space) Corners are \$50 each

General information:

16th Annual HBA Akron Home & Flower Show

Show dates:

Friday, Feb.26-Sunday, Feb. 28, 2010

Location:

John S. Knight Center
77 E. Mill Street, Akron, Ohio

Hours:

Friday & Saturday: 11am - 9pm
Sunday: 11am - 6pm

Admission:

Adults \$8.00 (12 and under free)

Exhibit space contact:

Susan Ralich
Greater Akron Home Builders Promotions
Ph: 330-869-6800/F: 330-869-5506
Toll-Free 1-800-783-9589
SusanR@akronhba.com

Or return the enclosed application to:

Greater Akron Home Builders Promotions
799 White Pond Drive
Akron, OH 44320



16th Annual Show Dates: February 26-28, 2010

John S. Knight Center • Akron, Ohio

For more information, visit www.AkronHomeandFlowerShow.com

