

 **hba akron**
home & flower
S H O W

18th Annual

**THE HOME BUILDERS ASSOCIATION
SERVING PORTAGE & SUMMIT COUNTIES'**

presented by **WindowPRO**
The Marvin Experts
MARVIN
Windows and Doors

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

**Our attendees are who YOU want to reach: 97% homeowners;
83% prime buyers aged 25-64; 75% with household income over \$50,000**



Don't miss your opportunity to be face-to-face with thousands of homeowners!

February 24-26, 2012

JOHN S. KNIGHT CENTER • AKRON, OHIO
FRIDAY & SATURDAY: 11:00 AM-9:00 PM
SUNDAY: 11:00AM-6:00PM

Exhibit lease includes:

- 8' high draped backdrop, 3' high draped siderails in show colors and 2 chairs
- booth carpet (*standard in aisles 700-1600*)
- standard company signage
- staff passes (*based on booth size*)
- company listing with booth in show program (*confirm prior to print deadline*)
- general hall security and lighting
- FREE porter move in/move out labor
- vendor discounted admission tickets, parking (*limited quantities*) and concessions
- Detailed exhibitor service manual

(Does NOT include electric, phone line or tables. Details on ordering these services will be available online and via email)

Exhibit cost:

\$8.00 per net sq. ft.
(\$800 per 10'x10' space)
Corners are \$100 each

General information:

18th Annual HBA Akron Home & Flower Show

Show dates:

Friday, Feb. 24-Sunday, Feb. 26, 2012

Location:

John S. Knight Center
77 E. Mill Street, Akron, OH 44308

Hours:

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

Admission:

Adults \$8.00 (*12 and under free*)

Sponsorships & exhibit space contact:

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

Return application to:

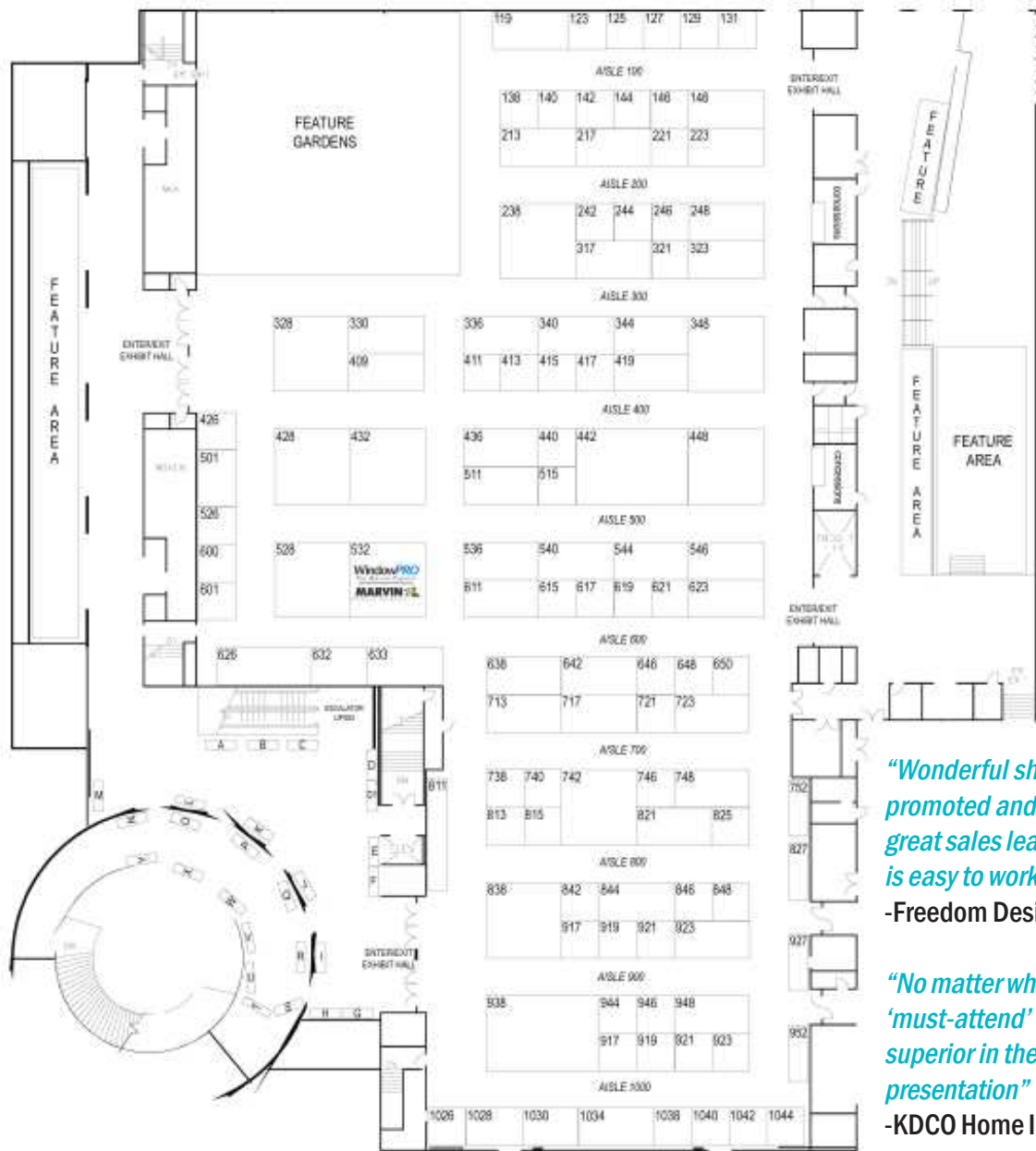
Sharon Gillberg, Show Manager
Greater Akron Home Builders Promotions
799 White Pond Drive
Akron, OH 44320

FOR INFORMATION, VISIT
WWW.AKRONHOMEANDFLOWERSHOW.COM



After 18 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.



“Wonderful show. It is very well promoted and well attended. We get great sales leads and the JSK Center is easy to work with”

-Freedom Design Kitchen & Bath

“No matter what the weather, this is a ‘must-attend’ event. The vendors are superior in their knowledge and presentation”

-KDCO Home Improvement

Count on fabulous features, great gardens & exciting appearances!



Appearances on the **Hartville Hardware main stage** feature national and local experts on gardening, cooking, how-to projects and more! Featured presenters include popular radio, television and home show guests, **The Duct Tape Guys** - two everyday guys who have dedicated their lives to duct tape. As the authors of seven books documenting well over five thousand real and wacky uses for duct tape, they are constantly on the lookout for widely creative uses of “The Ultimate Power Tool.” Their bizarre prop comedy has gotten them airtime on most major television broadcasts and cable networks and bring a new and unique twist to our stage.

Also appearing is **Mike McGrath**, host of the weekly, nationally syndicated Public Radio show “*You Bet Your Garden.*” YBYG airs every Saturday morning on Public Radio stations across the country and SiriusXM radio and is an hour of “chemical-free horticultural hijinks” offering fiercely organic advice to gardeners far and wide. Mike will present multiple shows Saturday and Sunday on popular topics like composting, tomato growing and chemical free lawn care.



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 **what's new** for home and garden
- 28% To see the **flowers/gardens**
- 10% To see the stage **entertainment**
- 28% All of the above

LOOKING FOR YOU BEFORE THEY SPEND...

- 82% Rate the exhibits as excellent/good
- 69% Make purchases after the show based on what they saw at the show
- 55% Delay making home & garden purchases until they shop the show
- 54% Have purchased from companies first discovered at the show



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

PERSONAL STATISTICS...

- 71% **FEMALE / 29% MALE**
- 54% **25-54 years** > prime buyers!
- 29% 55-64 years
- 16% 64+
- 1% 18-24 years

PRODUCTS OF INTEREST...

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



STRONG MEDIA EXPOSURE...

Newspapers: Akron Beacon Journal, Cleveland Plain Dealer, Canton Repository, West Side Leader, South Side News Leader, Surburbanite, Record-Courier and select weeklies

Magazines: Akron Life Magazine, Ohio Magazine

Television: WKYC Channel 3, WEWS Channel 5, WBNX-The WB, WJW Fox 8, Western Reserve Public Media (PBS) and Time Warner Cable (Cleveland South/Akron markets)

Radio: AKRON: 97.5 WONE, 1590 WAKR, 94.9 WQMX, 91.3 The Summit, WNIR 100 FM; CANTON: 98.1 WKDD, 640 WHLO, News-Talk 1480 WHBC-AM, 94.1 WHBC-FM; CLEVELAND: WMJI Majic 105.7, 95.5 The Fish

Other: Digital billboards (6 locations in Summit County), Online radio, TV and newspaper ads, Facebook, radio/TV interviews and targeted e-blasts

Don't end up on our waiting list ...reserve space today! The 2012 event is more than 60% sold!