

Home & Garden EXPO OF MONTEREY



To Purchase A Booth & Marketing Package
Visit MontereyHomeShow.com

TIMES PUBLISHING GROUP, INC.
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MONTEREYHOMESHOW.COM
831-688-7549

Home & Garden EXPO OF MONTEREY



BENEFITS TO YOUR BUSINESS:

CONNECT WITH THOUSANDS OF QUALIFIED CLIENTS IN 2 DAYS:

- Would your business benefit from gaining exposure to thousands of local residents, currently in the market for home improvement projects, in just two days?
- Let the Monterey Home & Garden Expo bring thousands of qualified potential new clients to your business

SET AN ADDITIONAL SELLING STAGE:

- With a captive audience attending the expos to purchase the products and services related to your business
- The Monterey Home & Garden Expo creates a unique selling venue and the opportunity to increase your sales

BUILD THE STRENGTH OF THE COMMUNITY AND YOUR BUSINESS:

- Word of Mouth Marketing WORKS!
- Get face-to-face with the local community and build the relationships you need to grow your business!

BE PART OF A HUGE MARKETING EFFECT FOR THE MONTEREY HOME & GARDEN EXPO

- The Monterey Home & Garden Expo invests in extensive marketing campaigns to promote the event; this brings thousands of qualified attendees to the expo

what makes the monterey home & garden expo a success?

STRATEGIC MARKETING TO THE COMMUNITY:

The Monterey Home & Garden Expo is not only dedicated to bringing you a highly organized well-planned expo, but we are also dedicated to a strong marketing effort. We believe that an expo is never truly successful without inviting the community. Through the use of traditional medias such as newspaper, television and radio as well as the use of social media, internet and grass roots efforts we invite the community to our expos.

STRONG FLOOR PLAN:

We believe that our job is to get as many people to your booth as possible. We have constructed a floorplan that ensures 90% of the exhibitors receive 100% of the traffic. This eliminates direction choices for the attendees so they can focus on buying decisions.

WE ARE HERE FOR YOU:

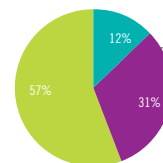
At the Monterey Home & Garden Expo our production staff is there to help you throughout the weekend. We will assist you with any needs you may have to ensure a successful event.

OUR MISSION:

To help small businesses grow by connecting them with potential clients through events and marketing.

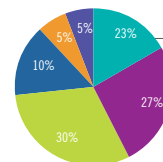
Demographics:

93% are building or remodeling
14% are home & garden professionals
7% are purchasing a home



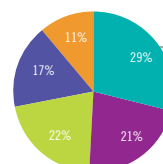
average attendee age

● age 20-35 12%
 ● age 36-54 31%
 ● age 55-70+ 57%



income

● 35k-50k 23%
 ● 50k-80k 27%
 ● 80k-120k 30%
 ● 120k-160k 10%
 ● 160k-200k 5%
 ● 200k+ 5%



area of residency

● Carmel 17%
 ● Monterey 21%
 ● Pacific Grove 11%
 ● Salinas 29%
 ● Other Cities 22%



Home & Garden EXPO OF MONTEREY



BOOTH SPACE(S) INCLUDES DRAPED 8' TABLE AND 2 CHAIRS

BOOTH SIZES

- 10' X 10' Outside Booth \$795
- 10' X 10' Booth Salinas Room \$995
- 10' X 10' Booth Monterey Room \$995
- 10' X 10' Corner Booth \$1,095
- L Shaped Inside Booth \$2000

Included with your booth purchase a six month basic listing on MontereyHomeShow.com

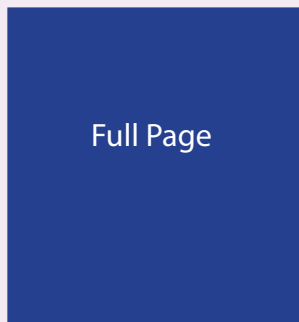
BOOTH SPACE ADDITIONS

- Electricity (report if more than 10 amp) \$30
- Additional 8' table and drape (one included) \$30

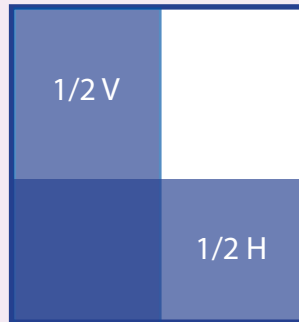


Liability Insurance \$40. (Unless you provide your certificate)

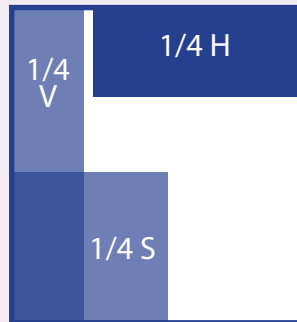
OFFICIAL EXPO PROGRAM AD SIZES AND RATES



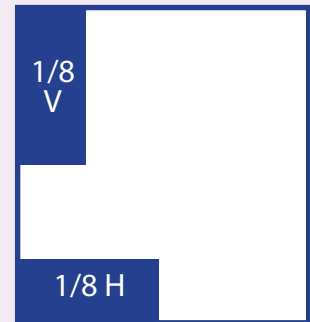
Full Page: 10" x 11"



1/2 V: 4.875" x 10.85"
1/2 H: 10" x 5.375"



1/4 V: 2.35" x 10.85"
1/4 S: 4.875" x 5.375"
1/4 H: 7.45" x 3.5"



1/8 V: 2.35" x 5.375"
1/8 H: 4.875" x 2.55"

RATES

- 1/8th PAGE AD** \$150
- 1/4 PAGE AD** \$325
- 1/2 PAGE AD** \$500
- FULL PAGE AD** \$800
- BACK COVER** \$1000

Purchase an ad in the official EXPO program and booth and get a **5% discount off your total**

Purchase an ad in the official EXPO program, Coastal Home & Garden magazine, and an EXPO booth and get **10% off your total**



Home & Garden EXPO

Additional Marketing & Campaign Options



Enhanced

YOUR INVESTMENT: \$495
LIMITED QUANTITY: 3

- Featured Vehicle
- Additional Banner Space at Event
(banner provided by exhibitor)
- Premium Website profile for 6 months



Passport

YOUR INVESTMENT: \$395
LIMITED QUANTITY: 8

- Company Logo on Passport
(each attendee receives a Passport to be stamped)
- Company Logo as a Booth Locator on Program
- List of Contact Info. of each attendee who entered the Passport Contest

Home & Garden EXPO
ENTER THE DRAWING FOR A GIFT CERTIFICATE!
Visit all 7 locations and get their initials.
Fill out the bottom information and drop the completed form off near the seminars room.

LOCATIONS		
	Noble Pride Roofing	Representative Initials
	Pumpkin Patch	Representative Initials
	Succulent Garden	Representative Initials
	Tolavera Pottery	Representative Initials
	Sun Tunnel	Representative Initials
	Carmel Orchid Society	Representative Initials
	International Flooring	Representative Initials

Name: _____
email: _____
phone: _____

- Additional Banner Space at Event
(banner provided by exhibitor)
- Premium Website profile for 6 months

Front Door Bags

- Company Bag Given To All Attendees at Event Entrance

Investment: Cost of Bags

