

2012 Home and Garden Show Advertising and Booth Reservation Rates

March 3–4, 2012 • West Plains Civic Center

Benefits of participating in the SMHBA 2012 Home And Garden Show

- Generate more immediate sales and qualified leads. Reach a year's worth of customers during two great days of the Home and Garden Show.
- Be a part of an environment where consumers can see, touch, compare and buy your products and services.
- Increase market presence and conduct market research to understand consumer's attitudes.
- Be part of an impressive marketing campaign that brings buyers directly to you.
- Home Show magazine is distributed to 10,000 homes across South Central Missouri and Northern Arkansas.
- The Home and Garden Show event is advertised throughout a 100 mile radius of West Plains on six radio stations and nine separate newspapers.

Home Builders Association members receive these special discounts:

- HBA members receive \$50 off booth rental
- Listing in SMHBA Membership Directory
- Special recognition at the Home & Garden Show



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Publication Advertising Rates

Business Card (3.813"x2")	\$110
Double Bus. Card . (3.813"x4.06")	\$220

Home Show Booth Reservation Rates

Single 12'x10' booth w/table & two chairs for both days	\$400
2nd 12'x10' booth for both days	\$300
3rd 12'x10' booth for both days	\$250
4th 12'x10' booth for both days.	\$250
5th 12'x10' booth for both days.	\$250
6th 12'x10' booth for both days.	\$250
Electric hookup for both days	\$30

Hospitality Suite Sponsorship Levels

Bronze	\$50
Silver	\$100
Gold	\$200
Platinum	\$300

Hospitality Suite sponsors receive:

- "table top" banner showing sponsorship level displayed in the Hospitality Suite
- "medallion" showing sponsorship level displayed in sponsor's booth
- Recognition via public address periodically during the event
- Following show, sponsors recognized by SMHBA

*Contact your Home Show advertising
and booth reservation representative
for additional information:*

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