

CREATIVE MARKETING

PARTNERSHIP PROPOSAL *for your Company*

cations, for example, can greatly benefit from enhanced re-
action rates.

Marketing [mahr-ki-ting] :

The total of activities involved in the transfer of
goods from the producer or seller to the consumer or buyer,
including advertising, shipping, storing, and selling.

Partnership [pahrt-ner-ship] :

The state or condition of being a partner; participation;
association; joint interest.

Marketing Partnership [mahr-ki-ting pahrt-ner-ship] :

A marketing co-operation or marketing cooperation
is a partnership of at least two companies on the
value chain level of marketing with the objective to
tap the full potential of a market by bundling specific
competences or resources.

EXCLUSIVE GOLD MARKETING CAMPAIGN

Mass Media



- **30 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **15 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **2,500 Direct Mailer 6" x 9"** direct mail piece featuring your company mailed in the home show mailer to home owners
- **10,000 Door Hangers** your company featured on a home show door hanger

Targeted Branding

- **Your Company Logo included in:**
 - Home Show Television Ads
 - Home Show Print Ads
 - Logo on Event Program Guide
 - Logo as Booth Locator on Program Map
 - Home Show Poster



Social Media/Internet Promotion



- **Facebook Strategy Plan** a plan to increase traffic on your company Facebook page
- **Mass Email Message** featuring your company will be sent to qualified home owners with an offer pre show
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com
- **Vendor Profile Page** featured on www.slohomeimprovement.com
- **Blog Feature** your company featured in a post on the company blog site

Event Exposure

- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Floor Cling** with your company logo on a 2x2 floor cling advertisement
- **Featured Product** your service or product at entrance of event
- **Customized Exhibitor Badges** featuring your company logo
- **Premium Parking**
- **Seminar** your company to present a 30 minute seminar



YOUR INVESTMENT: \$4995 QUANTITY 3
ONE HOUR FREE MARKETING CONSULTATION INCLUDED
MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

EXCLUSIVE SILVER MARKETING CAMPAIGN

Mass Media



- **20 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **10 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **2,500 Direct Mailer 6" x 9"** direct mail piece featuring your company mailed in the home show mailer to home owners
- **10,000 Door Hangers** your company featured on a home show door hanger

Targeted Branding

- **Your Company Logo included in:**
 - Home Show Television Ads
 - Home Show Print Ads
 - Logo on Event Program Guide
 - Logo as Booth Locator on Program Map
 - Home Show Poster



Social Media/Internet Promotion



- **Facebook Strategy Plan** a plan to increase traffic on your company Facebook page
- **Mass Email Message** featuring your company will be sent to qualified home owners with an offer pre show
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com
- **Vendor Profile Page** featured on www.slohomeimprovement.com
- **Blog Feature** your company featured in a post on the company blog site

Event Exposure

- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Floor Cling** with your company logo on a 2x2 floor cling advertisement
- **Featured Product** your service or product at entrance of event
- **Customized Exhibitor Badges** featuring your company logo



YOUR INVESTMENT: \$2995 QUANTITY 4
ONE HOUR FREE MARKETING CONSULTATION INCLUDED
MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

EXCLUSIVE BRONZE MARKETING CAMPAIGN

Targeted Branding

- **Your Company Logo included in:**
 - Logo on Event Program Guide
 - Logo as Booth Locator on Program Map
 - Logo on Door Hanger



Social Media/Internet Promotion



- **Facebook Strategy Plan** a plan to increase traffic on your company Facebook page
- **Mass Email Message** featuring your company will be sent to qualified home owners with an offer pre show
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com
- **Vendor Profile Page** featured on www.slohomeimprovement.com
- **Blog Feature** your company featured in a post on the company blog site

Event Exposure

- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Featured Product** your service or product at entrance of event
- **Customized Exhibitor Badges** featuring your company logo



YOUR INVESTMENT: \$995 QUANTITY 3
ONE HOUR FREE MARKETING CONSULTATION INCLUDED
MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

MARKETING CAMPAIGNS

Enhanced Marketing Exposure

- **Premium Parking**
- **Additional Banner Space at Event** (banner provided by exhibitor)
- **Logo and Link on Website for 12 months**
- **Featured Product** your Product or Service Displayed at entrance to the event

Your Investment: \$395

Limited Quantity: 3



Basic Marketing Exposure

- **Additional Banner Space at Event** (banner provided by exhibitor)
- **Logo and Link on Website**

Your Investment: \$195

Website Marketing Exposure

- **Banner Ad rotating on Website for 6 months**
- **Logo and Link on Website for 12 months**
- **Vendor Profile Page: Virtual Booth on our website for 6 months**

Your Investment: \$245



Seminar Marketing Exposure

- **Your Company to present a 30 minute seminar**
- **Logo and Link on Website for 12 months**

Your Investment: \$100