

EXHIBITOR PROSPECTUS

HOME IMPROVEMENT AND DESIGN EXPOS™



HOW ARE SHOWS PROMOTED?

We have designed a targeted marketing campaign to ensure that the greatest number of high-quality attendees visit our shows. We tailor strategic advertising to each targeted market area. Our strategies include:

Television – Promote to major network stations/cable channels.

Radio – Air commercials, PSAs, & on-air interviews.

Print – Place ads in major daily newspapers, local weekly and community papers and selected magazines.

Billboards – Strategically place ads in high-traffic and targeted areas.

Direct Marketing – Roll out massive direct mail campaigns.

Point of Purchase – Place in-store posters and discount passes at strategic retail locations.

Internet Marketing/Social Networking – List our expos on hundreds of online event directories & websites, and send 16,000+ email blasts to our in-house database contacts.

Association Memberships – Promote through our memberships to trade & business associations, like MERSC, Builders Association of the Twin Cities, MNLA & more!

Ticket Distribution – Distribute up to 250,000 tickets to a wide range of retail locations as well as to employees of leading Minnesota corporations through our MERSC membership and corporate partnerships.

Strategic Partnerships – Produce 9 shows a year in the Twin Cities, and build relationships with various networks and promotional partners to assure you meet the serious customer! Plus, our strong media relationships make our shows among the best promoted!

SPONSORSHIP OPPORTUNITIES

To gain additional exposure and maximize your marketing effectiveness beyond your booth, consider our sponsorship packages.

MEDIAMAX EVENTS & EXPOS, INC.

MediaMAX is headquartered in St. Louis Park, MN. The principals have over 60 years of business-to-business and business-to-customer experience producing successful events and expos. We have also built and operated successful retail and wholesale businesses and have never wavered from good old-fashioned customer service and a caring professional attitude.

OUR SHOWS PRODUCE PROVEN RESULTS

MediaMAX is one of the fastest growing event producers in the Midwest, serving the industries of health and wellness, home improvement, and event planning. We integrate strategic partnerships and proven marketing methods with LIVE events, resulting in cost-effective sales for our customers. Year after year, our events draw record attendance. MediaMAX is on the cutting edge of business technologies, and we're experienced with what works.

PEOPLE MEETING PEOPLE, FACE TO FACE

Over the years, thousands of exhibitors have profited as a direct result of our shows. Year after year, show after show, we attract thousands of attendees from all over the Midwest ready to see and purchase the latest products and services and gather information that will make their lives easier. We pride ourselves in having the widest variety of resources for today's discriminating consumers. Whether you are a first time exhibitor or a veteran, you will find that working with MediaMAX is not only a pleasant but rewarding experience. We can provide you with the tools and resources necessary to access greater market share, generating qualified leads to help you sell more of your products and services, thereby increasing your bottom line.

HOW DO I RESERVE A BOOTH?

CALL (952) 238-1700

Reach us in person Monday-Friday 8am-5pm!



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Corporate Offices: (952) 238-1700 • www.MediaMaxEvents.com



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HOME IMPROVEMENT & DESIGN EXPOS™

MediaMAX Events and Expos, Inc.



PROVEN • SUCCESSFUL • ESTABLISHED
Now celebrating over 50 shows!

MediaMAX Events and Expos, Inc., Corporate Offices: (952) 238-1700

A Professional Exposition Production Company, MediaMax has created, produced and promoted over 50 shows!

www.MediaMaxEvents.com



HOME IMPROVEMENT & DESIGN EXPO™

WHO WILL I REACH?

Each year, American homeowners spend more than \$130.4 billion on home improvements. People who attend home shows are homeowners seriously looking to improve their homes. Typically, today's homes are valued at well over \$200,000. Many homeowners own a second residence, vacation property, or income properties. About 85 percent of attendees plan major purchases at the show. About 60 percent plan to make an investment between \$8,000 and \$14,000 on their property within six months of our shows. And 76 percent of customers want the best quality products for their homes. Maximize your marketing budget by letting our advertising expertise drive your leads. We provide you with an active audience that is ready to buy.

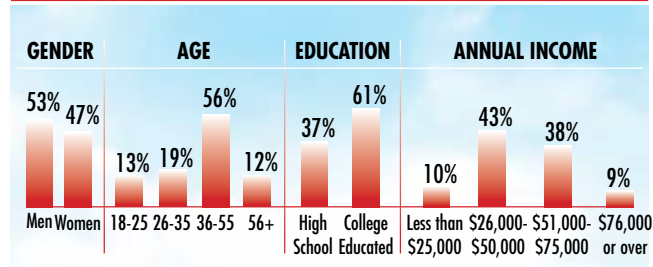
With the economy on an upward swing, the long-term market outlook is very promising, and total market growth is projected to be ahead of the rate of overall economic growth.

Home buyers are now seeking to enhance their current properties through space renovation, additions and remodeling, with increasing interest in green technologies, more functional living areas, space efficiency and adaptation to changed circumstances such as independent senior living.

PROVEN·SUCCESSFUL·ESTABLISHED



ATTENDEE PROFILE



WHAT'S THE SHOW ABOUT?

MediaMax's Home-Improvement & Design Expos™ serve to connect homeowners with your products and services. The home improvement, design, and remodeling industries are poised to experience a high rate of growth as homeowners seek to improve their existing homes. Many homeowners will invest in kitchens, bathrooms, home offices, expanded living spaces, exteriors, landscaping and outdoor kitchens.

Today's buyers are discerning, educated and knowledgeable, and they love to research the marketplace and seek out trusted advisors. This is an exceptional time to greet potential clients, listen to their interests and concerns and offer solutions based on your expertise. Our home expos provide the opportunity for you to engage with buyers.

CAPTURE YOUR SHARE OF THIS MULTI-BILLION DOLLAR MARKET!

Our home expos consistently attract thousands of attendees eager to learn about your unique products and services. Our extensive research enables us to target high-growth communities (based on the number of building permits issued), delivering to your booth an audience of high-earning professionals.

www.MediaMaxEvents.com

WHY EXHIBIT?

Meeting potential customers and speaking with them face-to-face at shows and events is a highly effective marketing method. Exhibiting at our expos is not only more effective, but is also less costly than a newspaper ad.

Looking for a proven marketing formula? MediaMax's Expo Guys have over 60 years of combined experience in producing expos and special events, and have created, produced and promoted over 50 shows!

AT THE SHOW, YOU CAN EXPECT TO:

- Generate immediate sales
- Meet new customers face-to-face
- Re-connect with past customers
- Generate new leads from qualified buyers
- Showcase your latest products and services to a targeted audience
- Establish and build brand identity
- Launch or promote new products
- Inform and educate prospects
- Increase your exposure
- Gauge your market
- Create commercial project opportunities
- Generate media coverage
- Solidify customer relationships
- Meet retailers and business owners for wholesale opportunities



EXHIBITOR CATEGORIES

Our shows draw the Midwest's best builders, remodelers, landscapers, designers, retailers and other home improvement professionals. It's a showcase to introduce your latest products, services and information for home improvement! Our categories include:



- Landscaping and gardening
- Architects/builders/remodelers
- Professional design consultants
- Windows, siding and doors
- Spas, pools and supplies
- Interior décor
- Cabinets and countertops
- Entertainment centers
- Flooring and wall covering
- Plumbing/electrical contractors
- Healthy home products/services
- Kitchen remodeling
- New appliances and fixtures
- Lighting inside and out
- Bedrooms and bathrooms
- Closets and shelving
- In-home fitness centers
- Energy and green technologies
- And MUCH MUCH MORE!

WHO SHOULD PARTICIPATE IN A HOME EXPO?

If you sell products or services related to home building, improvement, remodeling, landscaping, decorating, or design, our expos provide you with the perfect opportunity to increase your sales. We invite you to see why more marketing-savvy business owners choose MediaMAX shows and stay with us year after year, show after show. Don't miss out! Choose a booth or sponsorship package today and increase your sales by branding your company for a great future!