EXHIBIT AT THE SPRING & FALL

2017 CONNECTICUT

Better Home Show

BETTER HOMES | **BETTER** GARDENS | **BETTER** LIVING

Everything for your *home,* your *garden* & a *better quality life.*

April 29-30, 2017
October 7-8, 2017

WEBSTER BANK ARENA
BRIDGEPORT, CONNECTICUT

- **300** INDOOR & OUTDOOR EXHIBITS
- **2 FULL** SELLING DAYS
- **THOUSANDS** OF ATTENDEES

Connecticut's Premier Home, Garden & Better Living Show

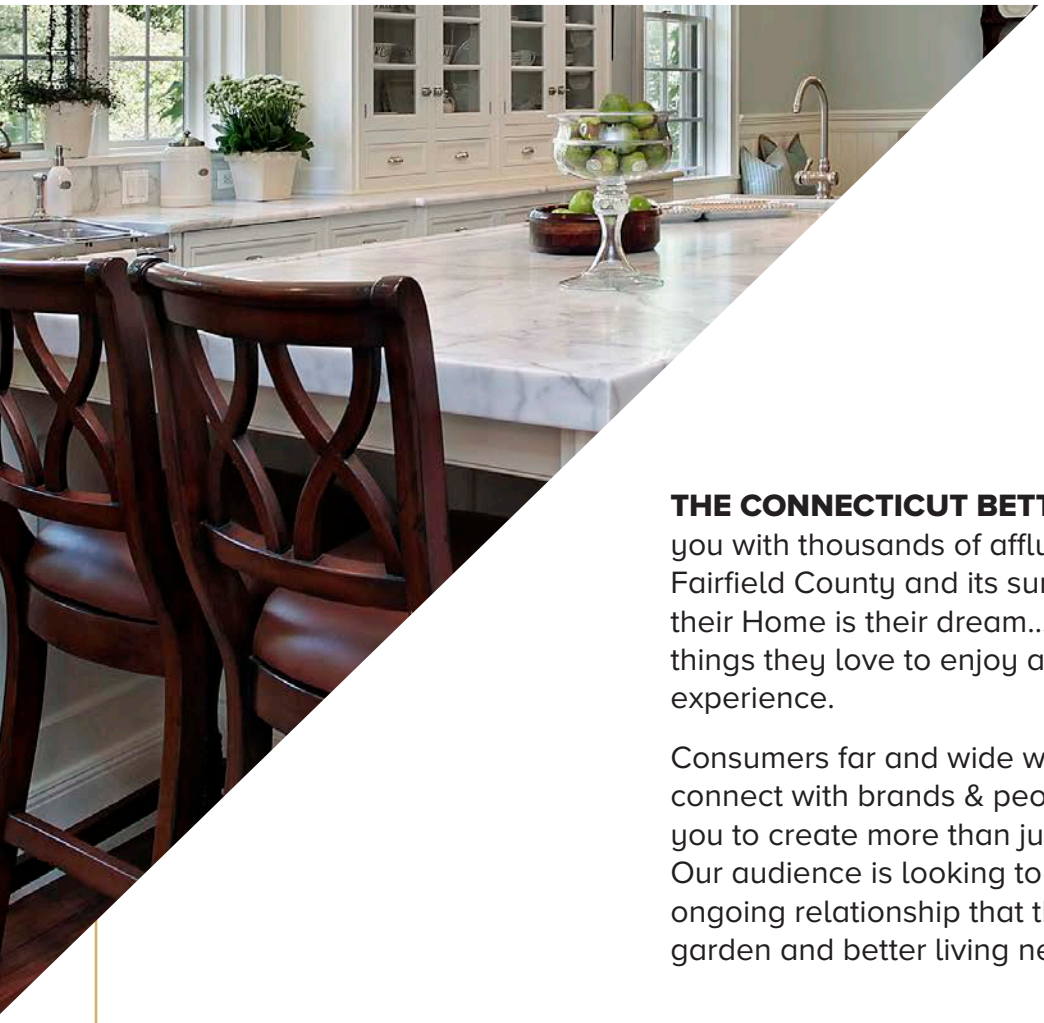
2017 CONNECTICUT

Better Home Show

BETTER HOMES | **BETTER** GARDENS | **BETTER** LIVING

become

AN EXHIBITOR

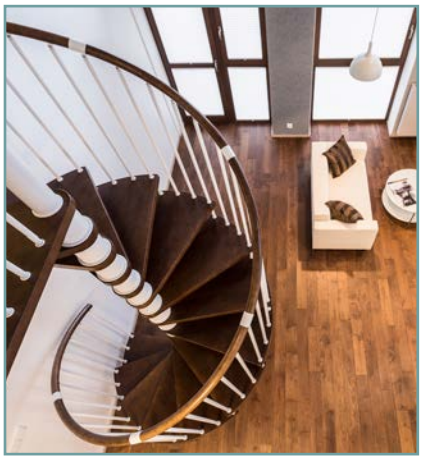


THE CONNECTICUT BETTER HOME SHOW will connect you with thousands of affluent ready-to-buy consumers from Fairfield County and its surrounding area. For our consumers, their Home is their dream...their Garden an oasis...and the things they love to enjoy are vital to their Better Living experience.

Consumers far and wide will be coming to the show to connect with brands & people. A show of this stature allows you to create more than just an order from a consumer. Our audience is looking to establish a reputable & reliable ongoing relationship that they can count upon as their home, garden and better living needs expand.

You can't afford to miss exhibiting at the 2017 Connecticut Better Home Show if you sell products or provide services in one or more of the following categories:

HOME SHOW CATEGORIES



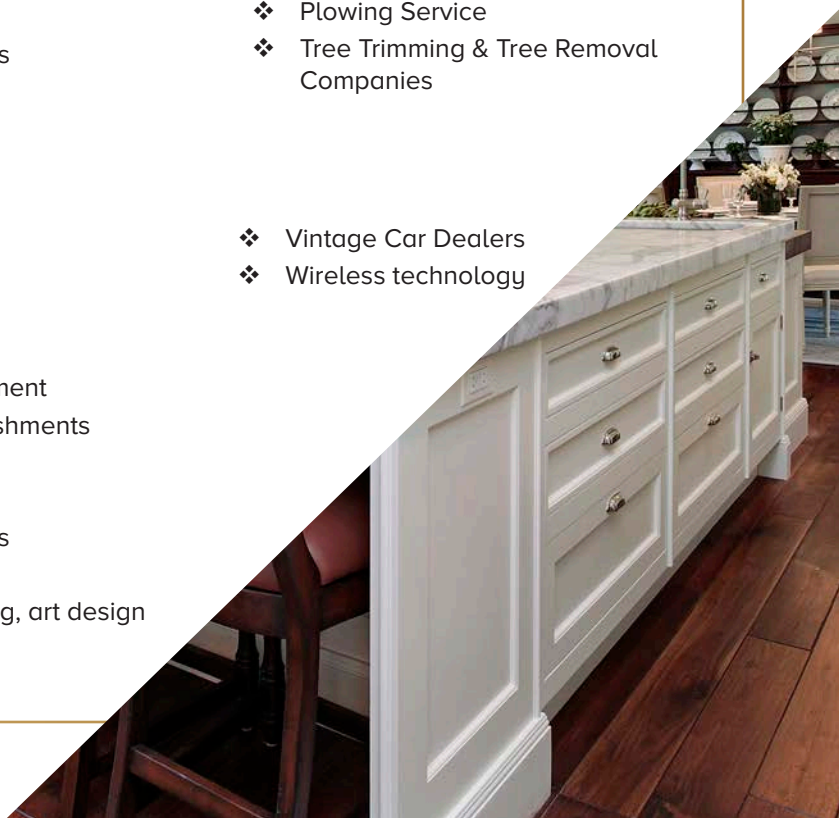
- Bathrooms
- Concrete Products
- Custom Closets
- Decks & Patios
- Energy Efficiency
- Floor Coverings
- Furniture-Home & Outdoor
- Gazebos
- Interior Design
- Kitchens
- Marble & Granite
- Outdoor Lighting
- Painting Services
- Pools
- Remodeling Contractors
- Security Systems
- Spas & Whirlpool Tubs
- Solar Products
- Specialty Stone Work
- Tile & Marble
- Waterproofing
- Window / Treatments – and Much More!

GARDEN SHOW CATEGORIES

- Arboretums
- Bird Feeders & Houses
- Fencing
- Flower Shops
- Garden Art & Artifacts
- House Plants
- Irrigation Systems
- Lawn Ornaments
- Lawn, turf/sod & mulch
- Nurseries
- Outdoor Swing Sets
- Ponds, Pools, Tubs
- Seed flowers,
- Sprinkler Installation
- Water Gardens
- Architectural outdoor landscape design
- Garden Centers
- Landscape design & maintenance
- Lawn Services
- Plowing Service
- Tree Trimming & Tree Removal Companies

BETTER LIVING CATEGORIES

- Appliances
- Barbeques
- Caterers
- Day Spas
- Financial Management
- Fine dining establishments
- Health & Wellness
- Home Theaters
- Luxury Automobiles
- Massage Therapy
- Painters, sculpturing, art design
- Travel & Cruises
- Vintage Car Dealers
- Wireless technology



Why exhibit?

- We'll deliver an **Affluent decision-making Audience** that wants to establish go-to relationships they can rely upon to help them enhance their homes & living experience.
- The show audience has a **High Household Income**.
- We will be utilizing & deploying **Marketing Campaigns** across a wide spectrum of top media outlets including; TV, Radio, Billboards, Branded web marketing, Consumer e-canvas programs, Direct-Mail, Print Advertising, and social media marketing via Facebook, Twitter, Instagram & More. Millions of repeated campaign impressions will reach a huge audience of homeowners, first time homeowners, DIY consumers & ready-to-buy consumers.
- Surveys state very clearly that **Consumers Trust Brands and People** that they get to know face-to-face, especially when it comes to their homes. They spend heavily based upon a personal trust factor that is best developed in person.
- You will be establishing new **B2B relationships** with companies that will be exhibiting at the show. You will be building some new relationships that allow you to bundle services for new clients.
- **The Webster Bank Arena** is a fabulous location for our show. It is a very well-known venue, it is easy to drive to, it is in the heart of a huge consumer audience, and they put on some great shows throughout the year that have been hugely successful.

For Information Call Today

(203) 939-9901

ADD THESE SPRING DATES TO YOUR CALENDAR NOW:

Saturday, April 29, 2017 – 11 AM – 6 PM
Sunday, April 30, 2017 – 11 AM – 5PM

ADD THESE FALL DATES TO YOUR CALENDAR NOW:

Saturday, October 7, 2017 – 11 AM – 6 PM
Sunday, October 8, 2017 – 11 AM – 5PM

Webster Bank Arena
Bridgeport, Connecticut

April 29-30, 2017 | October 7-8, 2017

The **CONNECTICUT BETTER HOME SHOW** caters to an affluent clientele of both attendees and exhibitors. This unique event will draw an audience of consumers from lower Fairfield County looking for home remodeling professionals, garden experts and better living products and services.

Fairfield County Statistics

	AVERAGE HOUSEHOLD INCOME	AVERAGE COST OF HOME
Darien	$182,589	$1,437,500
Easton	$138,816	$586,000
Fairfield	$128,793	$622,500
Greenwich	$137,522	$1,415,000
Monroe	$112,563	$390,000
New Canaan	$186,857	$1,330,000
Norwalk	$80,344	$412,500
Redding	$129,604	$535,000
Ridgefield	$152,240	$682,500
Shelton	$85,054	$303,000
Stamford	$76,389	$424,000
Trumbull	$100,441	$360,950
Wesport	$134,943	$1,250,000
Weston	$215,716	$869,500
Wilton	$168,933	$685,000

The communities of lower Fairfield County are among the most affluent in the country.

BOOTH PACKAGE INCLUDES:

- Standard Company Identification Sign (7” x 44”)
- FREE electronic admission passes for distribution
- Unlimited passes for booth attendants
- Presentation Stage for use by Exhibitors – Subject to approval
- Back drape (8’) and side drapes (3’)

EXHIBIT SIZES & COST:

- Booths are sold in the following sizes: 6’ x 10’, 8 x 10’, 8 x 8’, 10 x 10’, 10 x 15’ & 8’ x 15’.
- All exhibit rates are listed on the booth application by size and location.
- An additional fee of $75 will be charged for all corner locations.
- Show Management does not supply booth furnishings (carpeting, furniture, electricity, etc.). They can be rented directly through our official show decorator or self-supplied.

HOW TO RESERVE YOUR BOOTH SPACE:

- Contact a sales representative at (203) 939-9901
- Review the floor plan and select desired booth locations
- Fax the completed contract to: (203) 286-2328
- Await confirmation of final booth location

SHOW MANAGEMENT ASSOCIATES

LANDMARK SQUARE
8 Knight Street | Norwalk, CT, 06851
Phone: 203-939-9901 | Fax: 203-286-2328
www.ctbetterhs.com

Sponsorship Packages

IN ADDITION TO BEING AN EXHIBITOR you have the opportunity to take part as a Sponsor and be included in our marketing and promotion efforts. This will help you stand out from the rest of the participating companies. Please note all sponsorship packages can be custom made to fit your marketing objectives.

The **CONNECTICUT BETTER HOME SHOW** is an excellent marketing opportunity for companies that do business not only in Fairfield County, but in the surrounding areas as well. Sponsorships are a great way to increase your company's visibility before, during, and after the expo. These sponsorships opportunities draw larger crowds in your booth location and enhance the awareness of your products and services through multiple marketing techniques.

We offer a wide variety of sponsorship packages to choose from. Each one is uniquely designed so you can select which one is right for you! For more information about sponsorship packages, please call (203) 939-9901.

Title Sponsorship

(Call for Details)

Presenting Sponsorship

(Call for Details)

Platinum *$8,950*

Four (4) Booths in a premium location
Includes Carpet, 2 Tables, 4 Chairs, & Electric

- Sponsor name in all Television and Radio Advertising
- Sponsor logo included on all Billboard Advertising
- Sponsor logo in all Print Advertising as the Platinum Sponsor
- Sponsor logo included on all VIP Admission Tickets
- Banner Ad on Show Website
- Sponsor name and logo included in all Attendee Email Blasts
- Sponsor name included in all Press Releases
- Sponsor Logo prominently displayed on Show Entrance Banner/Unit
- Unlimited Postings on Show Facebook Page
- Sponsor logo on Show Web Site listed on Platinum Sponsor
- One (1) 3x6 banner on the show floor (banners provided by sponsor)
- One (1) handout in Registration
- One (1) twenty minute seminar session
- Unlimited Electronic Free VIP Admission Tickets

Gold *$6,500*

Two (2) Booths in a premium location
Includes Carpet, 2 Tables, 4 Chairs, & Electric

- Sponsor name in all Television and Radio Advertising
- Sponsor logo included on all Billboard Advertising
- Sponsor logo in all Print Advertising as the Gold Sponsor
- Sponsor logo included on all VIP Admission Tickets
- Banner Ad on Show Website
- Sponsor name and logo included in all Attendee Email Blasts
- Sponsor name included in all Press Releases
- Sponsor Logo prominently displayed on Show Entrance Banner/Unit
- Unlimited Postings on Show Facebook Page
- Sponsor logo on Show Web Site listed on Gold Sponsor
- One (1) 3x6 banner on the show floor (banners provided by sponsor)
- One (1) handout in Registration
- Unlimited Electronic Free VIP Admission Tickets

Silver *$4,295*

One (1) Booth in an upfront location
Includes Carpet, Table, 2 Chairs, & Electric

- Sponsor logo included on all Billboard Advertising
- Sponsor logo in all Print Advertising as the Silver Sponsor
- Sponsor logo included on all VIP Admission Tickets
- Banner Ad on Show Website
- Sponsor name and logo included in all Attendee Email Blasts
- Sponsor name included in all Press Releases
- Unlimited Postings on Show Facebook Page
- Sponsor logo on Show Web Site listed on Silver Sponsor
- Unlimited Electronic Free VIP Admission Tickets

ADDITIONAL NON-EXCLUSIVE SPONSORSHIPS: ATTENDEE BAGS, ONSITE LITERATURE DISTRIBUTION, BANNERS, CORPORATE, NON-STAFF CORPORATE *(Call for Details).*

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SUNDAY, APRIL 30, 2017 | 11 AM - 5 PM
Add these Fall dates to your calendar now:
SATURDAY, OCTOBER 7, 2017 | 11 AM - 6 PM
SUNDAY, OCTOBER 8, 2017 | 11 AM - 5 PM

WebsterBank ARENA