

# MARKETING TOOL KIT

## Enhance Your Show Experience!



JAN 15-17, 2021 ▼ DeVos Place

Hosted By: **HBA**  
HOME BUILDERS ASSOCIATION  
OF GREATER GRAND RAPIDS

### ADVERTISE

#### Show Posters | FREE

Display in your storefront, office or community board.

**I WANT THESE!** | Quantity \_\_\_\_\_

#### Highlighted Online Program Listing | \$50

Outlined and linked to your website, make your name stand out! The show program is online the week before the show until September, so patrons can find you after the show! Order Deadline December 4, 2020.

**I WANT THIS!** | Add Web Address below

URL: \_\_\_\_\_

#### NEW! Patron Data Capture System | \$149+

Using our online ticketing provider, EventsPass, every exhibitor can scan a patron's ticket to get basic info. Upgrade your free package with more device licenses and custom questions with an Enhanced or Elite Package!

**I WANT THIS!**

#### NEW! "Show Specials" Listing | \$200

Lead patrons to your booth with a show special offer on our new online **Show Specials** listing; promoted on our website, in email, & in our digital show program. Listing will include your company logo, booth #, and offer.

**I WANT THIS!** | Order Deadline: December 11, 2020

#### Program Advertising | \$450-\$950

Hosted on our website, available at the show, and emailed after the show, the Show Program lives with the patrons well beyond the hours of the show.

**I WANT THIS!** | Order Deadline: December 11, 2020

#### Booth Upgrade Package | \$1,500

The One-Stop add on to get the MOST out of your booth space - a **3'x6' Banner** in the lobby at the show, logo at the **top of the exhibitor listing** on the show website, **highlighted online program listing**, logo on **post-show email** promoting the online program, **wireless internet** connection during the show, & **20 VIP passes** for your guests!

**I WANT THIS!** | Order Deadline: December 4, 2020

#### Sponsorship Opportunities | \$5,000-50,000

Want something a little more custom and with HUGE impact? From your name on a stage to your name with the show name, we can tailor a sponsorship to your needs!

**I WANT TO LEARN MORE!** | Order Deadline Varies

### INVITE

#### Buy One, Get One Free Coupons | FREE

OUR BEST DISCOUNT. Include in a special mailing or use as an incentive for your best customers  
Order in increments of 50, Min 50, Max 300.

**I WANT THESE!** | Quantity \_\_\_\_\_

*Please Note - Coupons are not to be distributed at show entrance.*

#### VIP Passes | \$6 each

Discounted tickets for you to use as a Facebook giveaway, give to family and friends, or send to your best customers or prospects.

**I WANT THESE!** | Quantity \_\_\_\_\_

#### Return Completed Form to:

Melissa Greko - Office Manager

Email: [melissag@showspan.com](mailto:melissag@showspan.com)

Mail: ShowSpan, Inc. | 2121 Celebration Dr NE  
Grand Rapids, MI 49525

Fax: (616) 447-2861

Company Name (contracted):  
\_\_\_\_\_

Contact Name:  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

**Please Note:** Items will be available at varying times after **November 1, 2020**. Please contact Melissa Greko if you have specific questions. Phone: (616) 447-2860

**Office Use Only:** Form Rcvd \_\_\_\_\_ Pmt Rcvd \_\_\_\_\_ Amt Rcvd \_\_\_\_\_  
Pmt Method \_\_\_\_\_ Balance Due \_\_\_\_\_ BIG1's Sent \_\_\_\_\_ Posters Sent \_\_\_\_\_  
eCoupon Sent \_\_\_\_\_ VIPs Sent \_\_\_\_\_ VIP #s \_\_\_\_\_