

*Bringing It
All Home*

...one show at a time!



Building Industry Association

2011-2012

Home Improvement Show

SEASON

FALL- October 6-9

Fall Remodeling & Design Expo

WINTER- January 27-29

Novi Home Improvement Show

SPRING- March 30-April 1

Spring Home & Garden Show

**3 Great Home
Improvement Shows
at the Suburban
Collection Showplace
in Novi, MI**



Presented by
Building Industry Association
of Southeastern Michigan (BIA)

BIA is a proud member of:



Show success through aggressive promotional programs

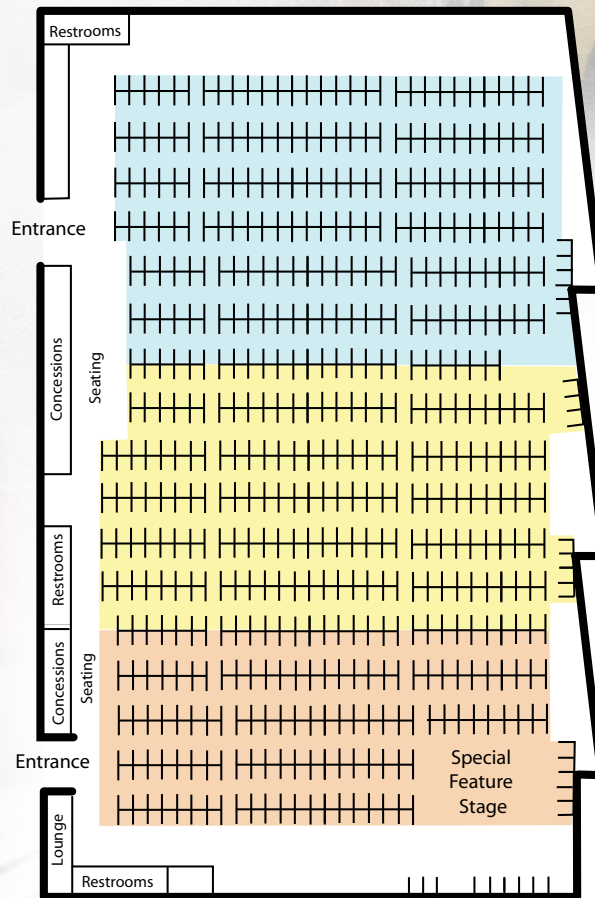
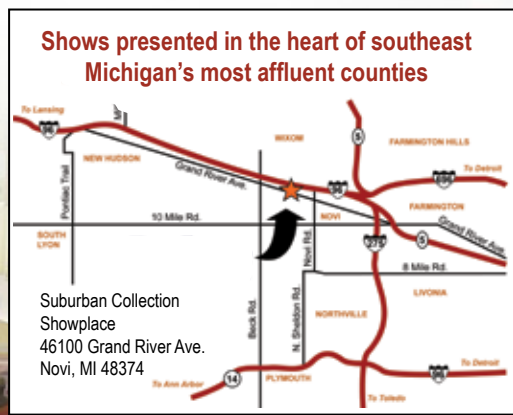
The Building Industry Association of Southeastern Michigan is wholly committed to the success of our shows, to the success of our exhibitors. We believe the key to achieving maximum attendance of qualified customers is an aggressive, creative and well planned advertising schedule along with an efficient use of promotional programs and materials.

Television has been playing an increasing role in the marketing of our shows, with excellent results.

Radio has always been a mainstay of our advertising platform with a very active schedule beginning many days before and during the days of the show.

Newspaper advertising is another powerful medium we use to inform the public of upcoming shows. In addition to ads that run in area papers, the dates and times of the shows appear in many publications.

The Internet is becoming a major focus in our ability to reach people in their daily lives.



Hall A

Hall A contains a large area for landscaped gardens in the Spring Show

Hall B

Halls A & B are utilized for the Winter and Spring shows

Hall C

Hall C is the hall utilized for the Fall Show

Premiums

One corner: \$200
Two corners: \$300
Four corners: \$400

Double corners not available in 10x10 size booth. Subletting of space is prohibited, except with written authorization of the Show Manager. Floor plans subject to change without notice. Booths are typically 10x10 unless otherwise noted.

Cost includes back draping (if needed), exhibitor credentials, aisle cleaning, general security, listing in Official Show Program and on the show's website, and comprehensive exhibitor kit with forms for ordering electrical, furniture, labor, telephone, cable connections and other utilities.



FALL

Remodeling & Design Expo

October 6-9, 2011

This is the time of year when people take a closer look at their homes and their lifestyles. They start to think about how much more enjoyment they can get from their homes during the upcoming holiday season and the winter months ahead.

- Meet People looking to brighten their homes for the holidays.
- Meet people already in a festive, holiday, shopping mood.
- Meet people getting an early start on their shopping with 100s of gift items available at the show.
- Meet people who can't wait to get started on their projects for the new year.

Booth Size

10 x 10	\$995
20 x 10	\$1,891
30 x 10	\$2,687
40 x 10	\$3,383
50 x 10	\$3,980
60 x 10	\$4,478
70 x 10	\$4,876
80 x 10	\$5,174
90 x 10	\$5,373
100 x 10	\$5,473



WINTER

Novi Home Improvement Show

January 27-29, 2012

With the Novi Home Improvement Show, the first show of the year, homeowners are eager and ready to get going on those projects they have planned. So, bring your products and services to Novi in January and get ready to meet your future customers.

- Over 500 quality individual exhibits. A one-stop shopping extravaganza.
- The show that will keep your business hopping. Bring plenty of extra business cards.
- Get that commitment now and be able to plan your work schedule for the months to come.
- Most have already begun to plan their projects for the new year and already know what their income tax refund will be.

Booth Size

10 x 10	\$1,495
20 x 10	\$2,841
30 x 10	\$4,037
40 x 10	\$5,083
50 x 10	\$5,980
60 x 10	\$6,728
70 x 10	\$7,326
80 x 10	\$7,774
90 x 10	\$8,073
100 x 10	\$8,223



SPRING

Spring Home & Garden Show

March 30-April 1, 2012

A unique, vast display area featuring gardening and landscaping supplies and outdoor living exhibits gives this show a spirit of exhilaration. A festival of spring atmosphere prevails throughout the entire show and lifts the mood of everyone there. Visitors seem more positive and motivated when they're able to enjoy these harbingers of the warm weather ahead.

- Excellent quality exhibitors make the Spring Show one of the premier events of the season.
- A time of year when people are out and about. This show is always a flurry of activity.
- The landscaped flowering gardens and displays bring a special allure and appeal to visitors.
- The outdoor marketplace selling plants, trees, shrubs and flowers is extremely popular.
- This show has a remarkable following with a long history of attendees.

Booth Size

10 x 10	\$1,295
20 x 10	\$2,461
30 x 10	\$3,497
40 x 10	\$4,403
50 x 10	\$5,180
60 x 10	\$5,828
70 x 10	\$6,346
80 x 10	\$6,734
90 x 10	\$6,993
100 x 10	\$7,123



Building Industry Association



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2011-2012 Home Improvement Show SEASON

3 Great Shows to Promote Your Business



Reserve Your Space NOW!

This is an opportunity to reach the buyers you are looking for and who are looking for you.

Reserve your space now and begin your 2011-2012 selling season at one of our premium shows.



Contact information is online at: www.novihomeshow.com

Sponsorship Opportunities Available Contact the BIA for available sponsorship opportunities. Your logo imprinted on show promotional material would be an additional way to promote your businesses products and services. We will find the most effective way to reach your customers.

Promotions During the Show Besides offering consumers the most outstanding array of home products and services to be found anywhere in the country, we bring added features and benefits to enhance the show experience for the public.

Informative and entertaining demonstrations by well known experts in areas such as cooking, home maintenance and repair and gardening.

Local radio talk-show hosts broadcast live from the floor of the show, constantly reminding listeners of the hours of the show and urging them to attend.

Special giveaways and prizes family fun features unique to each show, entertain and increase interest for attendees!

