



2011-2012  
SHOW  
SPONSORSHIPS

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# SPONSORSHIP OPPORTUNITIES

*The BIA Home Improvement and Garden Shows have a goal...*

*To bring qualified buyers together with sellers of goods and services creating the ultimate setting for success.*

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Building Industry Association of Southeastern Michigan  
**2011-2012 Home Improvement & Garden Show Series**

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## **The BIA's Goal for Sponsors is Simple:**

To create effective partnership packages that help you access more of your markets, introduce new items, and sell more of your products, & services.

*In past years we have achieved results for partners like  
Dunkin' Donuts, Kitchen Craft, James Hardie Siding Products,  
Better Homes & Gardens Magazine  
The Home Depot, and more...*

Our **3 home improvement and garden shows**, produced annually, aim to meet the needs of all of Southeastern Michigan Homeowners. We have the resources and expertise to achieve results for you.

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# Building Industry Association of Southeastern Michigan

## 2011-2012 Home Improvement & Garden Show Series

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### DEMOGRAPHICS & STATISTICS *(based on BIA Home Show Attendee survey):*

- 68% were female
- 66.9% of attendees were married; 10% divorced or widowed
- 88% own a home or condo; 5.2% rent
- 18.3% plan to purchase another residence within the next year
- 55.4% plan to remodel their existing residence
- 46.9% want to build a new home; 34.9% will buy an existing home
- 68% are aged 25-55; 24% are over 55
- Over 70% have a college degree
- 40% have incomes over \$80,000; 15% earn \$40,000 - \$60,000

### PRODUCT STATISTICS RANKED IN ORDER OF INTEREST:

- Kitchens & Baths
- Flooring & Floor coverings
- Remodeling Outdoor (roofs, siding & doors)
- Window treatments
- Decks/Patios
- Lawn/Yard Equipment
- Wall Coverings
- Home Electronics
- Patio Furniture
- Exercise Equipment

### OTHER SIDE FACTS & STATISTICS:

- BIA produces home & garden shows in various metro Detroit areas catering to all budgets and home owners
- BIA home and garden shows are the oldest and first home shows produced in Michigan
- Average show attendance:
  - Fall Remodeling **(7-10,000)**
  - Novi Home Show **(14-20,000)**
  - Spring Home Show **(12-15,000)**
  - **NEW\*** Eastside Home Improvement Show Estimating approx. **(4-6000)**

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### SHOW DATES

#### 2011 Fall Remodeling & Design Expo

October 6-9, Suburban Collection Showplace in Novi

#### 2012 Novi Home Improvement Show

January 27-29, Suburban Collection Showplace in Novi

#### 2012 Spring Home and Garden Show

March 30-April 1, Suburban Collection Showplace in Novi



## **SPONSORSHIP PACKAGES AVAILABLE** *To Registered Show Exhibitors*

**Presenting Sponsor** *(1 sponsorship opportunity per show)*

**Bag Sponsor** *(1 sponsorship opportunity per show)*

**Website coupon Sponsor** *(2 sponsorship opportunities per show)*

**Broadcast Sponsor** *(2 sponsorship opportunities per show)*

**Aisle Signage & Literature Sponsor** *(8 sponsorship opportunities per show)*

**Program Sponsor** *(1 sponsorship opportunity per show)*

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**SPONSORSHIP PACKAGES**  
**PRESENTING SHOW**  
**SPONSOR**

- *Company logo and name mention included on and in all media (print and electronic TV and Radio) valued at over \$100,000*
- *full page ad inside the official show program*
- *Prime booth space in show in desired location*
- *inclusion on four (4) aisle markers*
- *Broadcast inside of show booth/exhibit*



**Cost of Sponsorship = \$40,000**

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## **SPONSORSHIP PACKAGES**

### **BAG SPONSOR**

*Includes sponsor logo on one side of bag  
Opposite side to feature official show logo*

***Cost of Sponsorship = \$5000***

**Photo of attendee from  
Novi Home Show  
Holding official show bag**

*(note – all attendees obtain a bag at show entrance)*



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**SPONSORSHIP PACKAGES**

**WEBSITE COUPON SPONSOR**

- *Company logo and link on the email blast sent to over 5000 registered and qualified home owners; web coupon also available online at [www.novihomeshow.com](http://www.novihomeshow.com) receiving over 10,000 downloads and 27,000 hits roughly 7 days prior to the show opening*



**Cost of Sponsorship = \$850**

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## **SPONSORSHIP PACKAGES**

### **BROADCAST SPONSOR**

- *Company to sponsor live remote broadcast out of their own booth*
- *Includes full ad schedule on station prior to the show and sponsorship mention in all advertising*
- *Includes additional broadcast space and all necessary elements (staging, electrical and signage) to fulfill needs of particular station.*



**Cost of Sponsorship = \$10,000**

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## **SPONSORSHIP PACKAGES**

### **AISLE SIGNAGE & LITERATURE TABLE SPONSOR**

- *Company to receive logo inclusion on four (4) 8' x 6' aisle markers*
- *Company to receive exclusive rights to place brochures and literature at the front entrance program tables, at the show*



**Cost of Sponsorship = \$1200**

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## **SPONSORSHIP PACKAGES**

### **SHOW PROGRAM SPONSOR**

- *Company logo and FULL PAGE ad inside of the official show program (distributed to between 20,000 - 40,000 homes) and distributed on site at the front entrance of the show*
- *Sponsorship also includes company logo on all print advertising ads*



**Cost of Sponsorship = \$3000**

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For more information or to discuss a unique sponsorship package for your company or business please contact:

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