

BOOTH RATES

Pricing includes listing in official show guide, online at www.midwesthomeshow.com, pipe and drape, company ID sign and a minimum of ten complimentary exhibitor passes. (Additional passes available to larger exhibitors.)

► Reserve by March 12th and receive a 10% discount!

Standard Booths

	Standard	Corner	Facing center aisle or main entrance
10' x 10'	\$1,100	\$1,220	\$1,310
10' x 20'	\$2,200	\$2,320	
20' x 20'	\$4,510 (end-cap)		

Island Booths

	Standard	Facing center aisle or main entrance
20' x 20'	\$4,800	\$5,010
20' x 30'	\$6,660	\$6,860
20' x 40'	\$8,730	\$8,930

SPONSORSHIPS

Guests attend the Midwest Home Show because they know we deliver on our promise to show them today's best trends and innovations in remodeling, interior design and landscaping in an upscale environment. Sponsors utilize our show to help build brand awareness and stay top-of-mind with consumers – above and beyond competitors.

All Sponsorships listed below include:

- 150-word edit or advertorial sidebar within event preview and Program Guide featured in *Midwest Home* magazine
- Logo, company description and hotlink on www.midwesthomeshow.com
- 25 complimentary event tickets
- See each sponsorship for additional benefits

\$15,000 Co-Presenting Sponsor

The Co-Presenting Sponsor is the most elite, recognized sponsor of the entire event. Promoted prominently within our \$300,000 marketing campaign and during the show, the value of this sponsorship far exceeds the investment.

Co-Presenting Sponsors receive:

- Recognition in 50% of radio and television advertisements, and 100% of print advertisements and direct mail pieces
 - Prominent exhibit space up to 30' x 60'
 - Bold recognition at show entrances
 - Logo visibility on the cover of the Program Guide
 - Non-rotating logo and hot-link on the event website homepage
 - Half-page advertisement within the Program Guide
 - Half-page editorial sidebar within event preview and Program Guide
 - Recognition in a minimum of 10 promotional announcements during the show
 - Web address with hot-link on midwesthomeshow.com
 - 25,000 impressions on midwesthome.com
- Value: \$50,000+

\$6,500 Green Experience

Attendees of the 2009 show stated this was one of the top reasons they attended the show – to learn about innovative ways to “go green” in their home. This feature area showcases companies providing products and services that promote energy efficiency and/or eco-friendly materials.

Sponsor will receive:

- Logo placement on an overhead banner featuring the “MN Green” section on the show floor
 - Recognition in show announcements that direct attendees to Feature Area
 - 10' x 20' booth space
 - Half-page advertisement within the Program Guide
 - Web address with hot-link on midwesthomeshow.com
 - 10,000 impressions on midwesthome.com
- Value: \$10,000+

SPONSORSHIPS CONT.

\$6,500 Man Cave Sponsorship (can be customized)

Sponsor will receive:

- Logo placement on overhead banner featuring the Man Cave area on the show floor
- Recognition in show announcements to direct attendees to Feature Area
- 10' x 20' booth space
- Half-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com
- 10,000 impressions on midwesthome.com

Value: \$10,000+

\$6,500 Event Program Guide

The Program Guide will be bound within the November issue of *Midwest Home* magazine (50,000 distribution) with an additional 60,000 distributed via a targeted direct mail campaign and various shelter related retailers. The Program will also be provided to every guest at the show entrance as a road map for attendees during their visit.

Sponsor will receive:

- Logo placement on Program Guide displays
- Half-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com
- 10,000 impressions on midwesthome.com

Value: \$10,000+

\$5,000 MWH Lounge

Consumers can experience the look and feel of your company's furnishings in a unique showroom-inspired interactive setting. Show attendees love to relax in this one-of-a-kind feature area.

Sponsor will receive:

- Recognition in show announcements to direct attendees to Feature Area
- Third-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com
- On-site signage

Value: \$7,750

\$5,000 Café

Show guests how to enjoy and appreciate a comfy area to relax and grab a bite to eat.

Sponsor(s) will receive:

- The opportunity to display café furniture
- Recognition in on-site tabletop signage
- Third-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com

Value: \$7,750

\$5,000 Attendee Bags

Available at the entrance of the show, the attendee bags are the most visible advertising vehicle! Your company name, logo and message will be carried throughout the show and around town after the event. (Bags supplied by sponsor.)

Sponsor will receive:

- 10' x 20' booth space
- Third-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com

Value: \$7,750

\$5,000 Culinary Pavilion (can be customized)

Attendees are lured to the aromas of festive pies and delectable hors d'oeuvres prepared by a local celebrity chef at our Home for the Holidays Culinary Pavilion. (Build out of kitchen supplied by sponsor.)

Sponsors will receive:

- Bold recognition within this feature area including logo placement on an overhead banner
- 10' x 20' booth space
- Third-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com

Value: \$7,750

\$4,000 Auto Sponsor (can be customized)

In just three days you can show affluent Twin Cities consumers your hottest vehicles.

Auto sponsors will receive:

- Display space for two vehicles
- Half-page advertisement within the Program Guide
- Web address with hot-link on midwesthomeshow.com

Value: \$5,750

\$3,000 Official Show Floor Map

Upon entering the show, each attendee takes a floor map to navigate their way through the hall to find their perfect home improvement expert.

Sponsors will receive:

- Logo recognition on the floor map
- Third-page advertisement within the Program Guide
- 10' x 10' booth space
- Web address with hot-link on midwesthomeshow.com

Value: \$5,000

PROGRAM GUIDE ADVERTISING

Make the most of your show presence and grab the attention of 160,000 affluent Twin Cities consumers!

Special advertising rates exclusive to exhibitors and sponsors

Two-Page Spread	\$7,000 (\$8,800 value)
Full Page	\$3,800 (\$4,500 value)
1/2 Page	\$1,950 (\$2,500 value)
1/3 Page	\$1,400 (\$1,700 value)

Premium Positions

Back Cover	\$4,500 (\$5,175 value)
Inside Front Cover	\$4,200 (\$5,175 value)
Inside Back Cover	\$4,200 (\$5,175 value)

Program Distribution:

- 50,000 copies inserted into the November issue of *Midwest Home* – the region's #1 shelter magazine!
- 60,000 copies mailed in a targeted direct mail campaign to affluent home owners in the Twin Cities, distributed at retail partners and at the show.

TO RESERVE YOUR AD SPACE

Contact your *Midwest Home* magazine account executive or Debbie Wolk at 612-371-5894 or dwalk@greenspring.com. You do not have to be an exhibitor to advertise in the Program Guide. This is a great way to reach show attendees if you can't have a presence at the show!

midwesthomeshow.com

Special Discount for Early Commitments: Commit to advertising when reserving your booth and receive a **10% DISCOUNT ON YOUR AD SPACE!** Note that payment for ad space is not due until November 2010.

Closing Date: October 13, 2010
Digital Deadline: October 18, 2010