

Business owners: Make the most of your marketing dollars.

- ◆ Thousands of qualified homeowners all in one location - generating direct sales
- ◆ If you're working on a limited budget, shows like the Johnson City Area HBA Annual Home & Outdoor Show provide the best, and the most measurable, return on your marketing dollar
- ◆ The most cost effective way to showcase your product
- ◆ Attracts attendees who spend millions on home improvement
- ◆ Attracts an average of 5,000 consumers from Tennessee, Virginia, and North Carolina

Why Are Home & Outdoor Show Exhibitors So Successful?

A first class consumer show, such as this one, does what your company could not do alone: bring large NUMBERS of highly interested people together to see new products and services in a convenient and beautiful setting.

For business owners, the Home & Outdoor Show is a cost-effective marketing choice in today's economy. Here's why:

Small-business owners have many good advertising and marketing options, but in today's economy, you simply can't do all the advertising you'd like to do! You have to make choices based on what will really help you sell your product or service. Generating direct sales is the key advantage of the Johnson City Area HBA Home & Outdoor Show, which attracts approximately 5,000 people to the East Tennessee State University Mini Dome.

	Consumer Shows	Newspaper	Radio	TV	On-line
Focused audience?	Yes	No	No	No	Maybe
Interactive?	Yes	No	No	No	Yes
Prospects come to you?	Yes	No	No	No	Maybe
Prospect can see your product in person?	Yes	No	No	No	No
Prospect can meet you and ask questions?	Yes	No	No	No	No
Allows for immediate sales and appointments?	Yes	No	No	No	Maybe
Number of potential senses (sight, sound, touch, taste, smell) engaged?	5	1	1	2	2

All media works if used effectively. We use everything above to make sure the public attends the show. However, if you're working on a limited budget, then shows like the Annual Home & Outdoor Show provide, hands-down, the best, and the most measurable, return on your marketing dollar. A standard exhibit space in the Johnson City Area HBA Annual Home & Outdoor Show is \$425 - \$525. When you consider what \$425 will buy in other available media, the choice is clear.



February 8-10, 2019

**ETSU Mini Dome
Johnson City, Tennessee**

Johnson City Area Home Builders Association
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