

Marketing Opportunities for Exhibitors



Are you looking for a way to get a leg up on the competition, stand out from the crowd, drive booth traffic or create awareness? **We have affordable options!**

March 27-29, 2020
Buckwalter
Regional Park, Bluffton

Online & Direct Marketing

EMAIL BLAST

\$500 (3 available)

Advertiser to supply verbiage and logo to be included in one of three email blasts sent out to a list of over 4,000 past Show and Parade of Homes attendees promoting the current Show.

DIRECT MAIL

\$1,000

The Lowcountry Home & Garden Show will directly mail an oversized postcard to a targeted list of year-round homeowners fitting the demographic profile of those most interested in home remodeling and gardening products. Direct mail advertiser will be provided the back panel of postcard to advertise company and encourage consumer to visit their booth at the Show.

LOGO ID IN SHOW GUIDE

\$50

Logo due by March 1, 2020

Be more than just a booth number on the official floor plan in the show guide. Drive visitors to your location by having your logo placed at your booth location on the show map.

SHOW GUIDE

Ad Prices Vary Based on Size & Specs

Reach thousands as an advertiser in the Island Packet's Official Guide to the Lowcountry Home & Garden Show set to publish as a special pullout section in The Island Packet. Your message will reach over 90,000 daily newspaper readers, as well as every attendee at the Show. A number of advertising options are available. Contact The Island Packet at (843)706-8161 or Show staff for rate details.

PARADE OF HOMES TOUR GUIDE

Ad Prices Vary Based on Size

The annual Parade of Homes Tour is held in conjunction with the Lowcountry Home & Garden Show. The Official Parade of Homes Tour Guide with Tour Pass will be available at the Lowcountry Home & Garden Show for thousands to pick up. The Parade of Homes Tour Guide offers a number of advertising options. Contact Show staff for rate details.

Marketing Opportunities cont'd



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Marketing at the Show & Beyond

BANNER

\$500 plus banner

Make your presence known! Banner sponsors will be provided choice (subject to availability) of aerial wall location to display company banner.

EXHIBITOR HOSPITALITY Room

\$150 per day (3 SOLD)



An Exhibitor Hospitality Room will be located at the Show as a location for exhibitors and their staff to take a break throughout Show hours. Daily exhibitor hospitality room sponsors will be provided the opportunity to display banner, hand out promotional materials and directly interact with Show exhibitors.

VIP PARKING

\$25 per day (5 available)

Be the first thing folks see before entering the show with VIP Parking in the main lot of the show (subject to availability)

PROMOTIONAL CONTESTS

No Charge

No charge to list a contest with a prize value of \$100 or more on the show's official website.

CELEBRITY

All Celebrity Charges

Bring in a celebrity or spokesperson to be sponsored by your company (i.e., HGTV's Genevieve Gorder presented by J. Banks Design). The Show will promote the celebrity and your company within Show advertising and marketing efforts. Celebrity will have the opportunity to do media interviews, presentations on seminar stage and sign autographs in your booth location.

MAKE THE MOST OF YOUR
SHOW EXPERIENCE!
CONTACT US TODAY!

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2020 Sponsorship Opportunities



March 27-29, 2020
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Presenting Sponsor

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Sponsorship Offers:

- Official Lowcountry Home & Garden Show Name Recognition
- Premier Display Area(s) at the entrance, indoor "Home" exhibit floor and indoor "Garden" exhibit floor of the Lowcountry Home & Garden Show. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Sponsor featured on website and in all advertising and editorial features as the Presenting Sponsor for the Lowcountry Home & Garden Show
- Presentation of Sponsor's choice included in scheduled seminar/workshop
- Logo included in masthead of all printed collateral materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special recognition as Presenting Sponsor at sponsor's exhibit area(s)
 - Special recognition as Presenting Sponsor at Show Entrance
 - Special recognition as Presenting Sponsor at Show Info Booth

Public Relations Opportunities:

- Editorial content in the Island Packet's Official Guide to the Lowcountry Home & Garden
- Opportunity to be included in all television and radio interviews, including:
 - Scheduled interview on Talk Of The Town airing on WHHI
 - Scheduled interview on host of Alpha Media Radio stations
 - Scheduled interviews on various scheduled television network morning shows

Paid Advertising Inclusion:

- Logo included in ALL Lowcountry Home & Garden Show paid advertising to include:
 - Island Packet/Beaufort Gazette Promotional Advertisements
 - Bluffton Today Promotional Advertisements
 - Alpha Media Radio Network Advertisements
 - Island Packet Home and Garden Official Guide to the Show
 - Bluffton Today Home and Garden Show Special Insert
 - Various Television Network Commercials

Sponsor To Provide:

- \$5,000 Sponsorship Fee
- Any banners, displays and collateral materials that sponsor requires in its negotiated display areas

“Customizable” Showcase Sponsor *Subject to availability*

Sponsorship Offers:

- “Lowcountry Home & Garden Show Sponsored by” signage throughout high traffic areas of Lowcountry Home & Garden Show.
- Premier 10x10 Display Area(s) on the, indoor “Home” exhibit floor and “Garden” exhibit floor of the Lowcountry Home & Garden Show. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Sponsor featured on website(s) and in all advertising and editorial features
- Sponsor marketing brochures/displays (to be provided by sponsor) prominently placed
- Sponsor included in all printed collateral marketing materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special Sponsor recognition at Home & Garden Show Info Booth
 - Parade of Homes Tour Official Guide
- Sponsor included in Lowcountry Home & Garden Show and Parade of Homes paid advertising mediums to include:
 - Island Packet/Beaufort Gazette Promotional Advertisements
 - Bluffton Today Promotional Advertisements
 - Alpha Media Radio Network Advertisements
 - Island Packet Home and Garden Official Guide to the Show
 - Bluffton Today Home and Garden Show Special Insert
 - Various Television Network Commercials
 - Additional sponsor recognition determined in advance of the show between sponsor and show staff.



Sponsor To Provide:

- \$2,500 Sponsorship Fee

“Seminar Stage” Sponsor *1 A SOLD*

Sponsorship Offers:

- Sponsor featured on website(s) and in all advertising and editorial features as the Official Seminar Sponsor for the Lowcountry Home & Garden Show
- Premier 10x10 Display Area(s) on the, indoor “Home” exhibit floor and “Garden” exhibit floor of the Lowcountry Home & Garden Show. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Presentation of Sponsor’s choice included in scheduled seminar/workshop
- Logo included in all printed collateral materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special recognition as Presenting Sponsor at sponsor’s exhibit area(s)
 - Special recognition as Presenting Sponsor at Show Entrance
 - Special recognition as Presenting Sponsor at Show Info Booth

Sponsor To Provide:

- \$2,500 Sponsorship Fee
- Any banners, displays and collateral materials that sponsor requires in its negotiated display areas

“Welcome Bag” Sponsor

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Sponsorship Offers:

- Welcome bag with company name and logo distributed to attendees (provided by sponsor at sponsor's expense)
- Prime location 9x10 Display Area. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Sponsor logo featured in signage throughout high traffic areas of the HomeShow
- Sponsor logo featured on Official HomeShow website
- Sponsor Logo included in all printed collateral marketing materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special Sponsor recognition at Home & Garden Show Info Booth

Sponsor To Provide:

- \$1,500 Sponsorship Fee
- At least 2,500 – 6,500 welcome bags delivered or ready for pickup no later than Friday, March 6, 2020

“Exhibitor Badge Lanyard” Sponsor

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Sponsorship Offers:

- Sponsor logo or name featured on official badge lanyard required to be worn by all exhibitors and show staff during show hours.
- Prime location 9x10 Display Area. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Sponsor logo featured in signage throughout high traffic areas of the HomeShow
- Sponsor logo featured on Official HomeShow website
- Sponsor Logo included in all printed collateral marketing materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special Sponsor recognition at Home & Garden Show Info Booth

Sponsor To Provide:

- \$2,000 Sponsorship Fee

“Spring Plant Sale” Sponsor

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Sponsorship Offers:

- Sponsor featured on website(s) and in all advertising and editorial features as the Official Spring Plant Sale Sponsor for the Lowcountry Home & Garden Show
- Premier 20x20 Display Area(s) at the entrance of the show. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff
- Presentation of Sponsor's choice included in scheduled seminar/workshop
- Logo included in all printed collateral materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map

- Special recognition as Presenting Sponsor at sponsor's exhibit area(s)
- Special recognition as Presenting Sponsor at Show Entrance
- Special recognition as Presenting Sponsor at Show Info Booth
- Sponsor Logo included in Lowcountry Home & Garden Show paid advertising mediums to include:
 - Island Packet/Beaufort Gazette Promotional Advertisements
 - Bluffton Today Promotional Advertisements
 - Alpha Media Radio Network Advertisements
 - Island Packet Home and Garden Official Guide to the Show
 - Bluffton Today Home and Garden Show Special Insert
 - Various Television Network Commercials

Sponsor To Provide:

- \$2,500 Sponsorship Fee
- Any banners, displays and collateral materials that sponsor requires in its negotiated display areas

Auto Display & Shuttle Sponsor

Sponsorship Offers:

- Premier Display Area(s) for up to 5 Sponsor vehicles at the entrance and exit of the Lowcountry Home & Garden Show. Display location(s) to be determined in advance of Show between Sponsor and Lowcountry Home & Garden Show staff and do not include vehicles utilized for shuttle service.
- Sponsor courtesy vans/shuttles (provided by sponsor) used as the official Lowcountry Home & Garden Show shuttle service to and from satellite parking area. To be parked and displayed outside front doors of show when satellite shuttle service not needed.
- Sponsor featured on website and in all advertising and editorial features as the Official Shuttle Service Provider for the Lowcountry Home & Garden Show.
- Sponsor Logo included in all printed collateral marketing materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special Sponsor recognition at Home & Garden Show Info Booth
- Sponsor Logo included in Lowcountry Home & Garden Show paid advertising mediums to include:
 - Island Packet/Beaufort Gazette Promotional Advertisements
 - Bluffton Today Promotional Advertisements
 - Alpha Media Radio Network Advertisements
 - Island Packet Home and Garden Official Guide to the Show
 - Bluffton Today Home and Garden Show Special Insert
 - Various Television Network Commercials

Sponsor To Provide:

- \$1,500 Sponsorship Fee (Sponsorship can be split between 2 dealerships/parties \$750.00 each)
- Shuttle/Van Service at least two passenger vehicles & drivers offering service between Show and overflow/satellite parking lot (located ¼ mile from Show at LowCountry Community Church) during the following dates and hours:
 - Friday, March 27 from 11:00 AM to 3:00 PM (Show 10-4 PM)
 - Saturday, March 28 from 11:00 AM to 3:00 PM (Show 10-4 PM)
 - Sunday, March 29 from 12:00 PM to 3:00 PM (Show 12-4 PM)

“Friend of the Show” PR Sponsor

Sponsorship Offers:

- Sponsor logo featured in signage throughout high traffic areas of the HomeShow
- Sponsor logo featured on Official HomeShow website
- Sponsor Logo included in all printed collateral marketing materials including:
 - Posters distributed throughout the community
 - Flyers distributed throughout the community
 - Lowcountry Home & Garden Show Eblasts
 - Lowcountry Home & Garden Show Exhibitor Map
 - Special Sponsor recognition at Home & Garden Show Info Booth

Sponsor To Provide:

- \$500 Sponsorship Fee