

» Tampa Bay Home Show

Marketing Opportunities for Exhibitors

How do you differentiate yourself from the competition and create awareness about your products and services while staying within your budget? See what the **St. Petersburg Times** has to offer.

» **Web site advertising Banner \$950, Button \$350**

With an ad on Tampa Bay Home Show's Web page, tampabayhomeshows.com you have the possibility of reaching thousands of consumers per show. Supply your own art or let the Times creative staff create some for you. More than 50% of attendees visit the show's Web site before attending.

» **Inserts in media press kits \$300**

A one-page insert in our media press material is perfect if you don't have a large media budget but want to create press awareness. The insert is distributed to the media and followed up on by the Times Event Marketing department. Please supply a one-page letterhead insert.

» **Editorial in program guide \$495**

Create awareness and help define your image with 100 words and your logo in the show's program guide. The program guide is included in all home delivered copies of the St. Petersburg Times in Pinellas County, as well as distributed at the show. Program guide ads are available for an additional cost.

» **Program guide advertising**

**Full-page ad only \$950; Half-page ad \$600;
Quarter-page ad \$325; Show map logo \$350**

Retail ad space and placement on the show map are both available. Company name, logo and booth number will appear on the map within the program. Over 170,000 copies distributed.

» **Banner (10' x 3') \$500**

Create awareness and drive traffic to your booth with a 10' x 3' banner in a prominent location at the show. You are responsible for art and production of the banner, as well as the rigging fee to hang it. A limited number are available.

» **Entrance or Exit distribution \$1,500**

Distributing a single item (like a coupon or a sample) to attendees at the show's entrance is a great option if you are looking to create an on-site experience and drive traffic to your booth by touching thousands of attendees. You are responsible for production of the item and distribution personnel. Up to four opportunities are available; 1 to 2 people per company; category exclusive.

» **Promotional bag distribution \$3,000**

This marketing opportunity builds awareness, creates brand loyalty and can drive traffic to your booth, and can be especially useful if you have a new product you're looking to promote. You are responsible for the bags and bag items, as well as distribution personnel. Bags can be distributed at the entrance or exit. Limited number of opportunities available.

* Tampa Bay Home Show reserves the right to approve all content, artwork and text submitted for any of the above opportunities.

» **For reservations or information,
call 727-893-8523 or 727-893-8106.**