



Homearama Exhibit Center

Display and demonstrate your product or service to thousands of qualified prospects who pass through the Homearama Exhibit Center when they enter and leave the show.

Homearama Plan Book

This quality magazine will be given free to the more than 100,000 people who attend the show. According to surveys conducted at the show, **people who attend Homearama represent an upscale audience, with 46% earning more than \$60,000.** Additionally, the majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

Use the Homearama Plan Book to get your unique message to these interested visitors. Published once a year, this glossy magazine is every visitor's guide to the event. More importantly, the Homearama Plan Book has an extraordinarily long "shelf life," guaranteeing advertisers continued exposure for years to come.

Whether you participate in Homearama or not, advertising your product or service in this book makes sense! Everyone needs the site map, wants the house plans featured, reads the articles and uses the valuable information advertisers provide for years and years after the event.

WHO SHOULD CONSIDER A PLAN BOOK AD?

Decorators
Realtors
Builders
Mortgage companies
Landscapers
Furniture companies
Suppliers
Remodelers
Anyone whose business
involves the
housing industry



E-mail: info@tbaonline.org Web site: www.tbaonline.org

Exhibitor: your exhibitor manuals will be online at
www.tbaonline.org/shows



Spring HOME ^a RAMA

May 8-23, 2010



In Isle of Wight County

FOUNDERS Pointe



Marketing Event Planner

Show Information

DATES & TIMES

Subcontractor Picnic:
TBD

Builder Picnic: April 27, Noon - 2 p.m.

Gala Charity Preview: May 7, 6 - 9 p.m.

Show Open to Public: May 8 - 23
Sunday - Thursday Noon - 9 p.m.,
Friday & Saturday Noon - 10 p.m.
*Ticket booth closes 1 hour before homes.

Event Planner

SPONSORSHIP OPPORTUNITIES:

Pre-Homearama sponsorship: Sponsor on-site picnics or other Homearama meetings for the builders and subcontractors who bring Homearama to life.

Homearama show sponsor: Homearama advertising will be intense leading up to the show, with all show sponsors prominently featured.

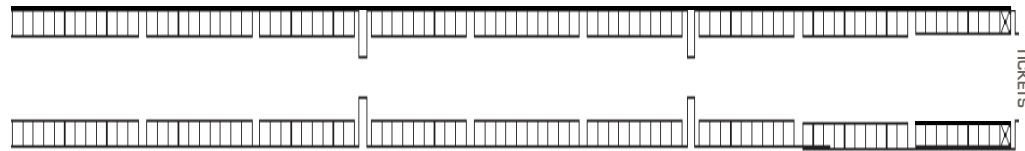
ADVERTISING OPPORTUNITIES:

Print: Homearama Plan Book **In Person:** Exhibit Center

Online: www.homearama.tv

TICKETS:

Complete your Homearama marketing experience by giving tickets to your clients, prospects, vendors and employees. General admission is \$10. Advance bulk ticket sales are limited to TBA members only and bulk discounts apply toward one-time purchases only. Bulk tickets of 50-99 are \$8 each; 100 or more are \$7 each. After April 15, all advance tickets are \$9. Tickets may not be distributed or sold within 1 mile of the ticket booth.



Homearama Exhibit Center

If your business caters to those interested in housing-related products and services, your sales team can work your booth to attract more direct leads and close more sales than you ever thought possible!

Like Homearama Plan Book advertising, the Exhibit Center produces virtually all pre-qualified, affluent prospects. It's like opening up shop and having thousands of qualified prospects visit your showroom the first two weeks you're in business! What other medium could come close to producing these kinds of results?

Be a part of the success of Homearama – participate as an exhibitor, but make your reservations early!

Exhibit Center space is limited, offered on a first-come, first-served basis. There is also a limited amount of space available for displays outside the exhibit tent area.

Call your Homearama representative for sponsorship, advertising and exhibit details or to reserve your space.

Kim Powers: 757-305-9029 or kpowers@tbaonline.org



Expand your horizons in Isle of Wight

Participate as a Homearama exhibitor – attract more direct leads and close more sales than you ever thought possible!



Sponsorship Rates

PRE-HOMEARAMA EVENTS

Starting at \$800 & up

1. Subcontractor Picnic
2. Builder Picnic

GALA CHARITY PREVIEW PACKAGES

Starting at \$1,600 & up

1. Champagne Sponsor
2. Wine Sponsor

3. Dessert Sponsor
4. Customized Packages also available

HOMEARAMA

Starting at \$5,000 & up

(customized packages)

1. Select Sponsor Package
2. Official Sponsor Package
3. Presenting Sponsor Package

Print Advertising Rates

New Rates for 2010!

HOMEARAMA PLAN BOOK

Full Color	Member	Non-member
Full page	\$1,500	\$1,835
1/2 page	\$1,050	\$1,385
1/3 page	\$800	\$1,010
1/6 page	\$625	\$825
First page	\$2,200	\$2,535
Last page	\$2,000	\$2,335
Inside front cover	\$2,700	\$3,035
Inside back cover	\$2,500	\$2,835
Back cover	\$2,900	\$3,235
Center position	\$3,300	\$3,635

AD DIMENSIONS

Standard units (width x depth in inches)	
Center position (double truck):	16 1/4 x 10
Full page:	7 1/2 x 10
1/2 page vertical:	4 7/8 x 7 1/2
1/2 page horizontal:	7 1/2 x 4 7/8
1/3 page vertical:	2 1/4 x 10
1/3 page square:	4 7/8 x 4 7/8
1/6 page horizontal:	4 7/8 x 2 1/4
1/6 page vertical:	2 1/4 x 4 7/8

*Contact sales rep for acceptable formats and ad specifications, ad materials deadline, space reservation deadline and camera-ready deadline.

Exhibit Center Rates

BOOTH RATES

Booths (10' x 9')	Member	Non-member
Standard booths (each)	\$1,675	\$1,900
End booths (each)	\$1,750	\$2,000
First & last 2 booths	\$2,000	\$2,250
Exhibit raw space*	\$15	\$20

*Minimum 10' x 10', priced by the square foot, call for available space. Draped tables and chairs are available at an additional cost from our show decorators. Booth space includes one 110 volt electrical outlet.

DISPLAY RATES

Banner space*	Member	Non-member
2' x 10' or less	\$325	\$365
Premium position	\$385	\$425
Sign space* (per sign)		
6' x 6' or less	\$425	\$450
Premium position	\$475	\$550

*Price includes minor installation only.