

DON'T MISS OUT ON THESE EXHIBITOR BENEFITS!



REGISTER NOW!

EXPOSURE

- People trust MABA & NARI Members

51% increase in attendance

43% increase in ticket sales

23% increase in booth sales

- People want to buy local if given the chance
- Display your most prestigious product/service
- Launch a new product/service
- Create brand awareness
- Giveaway branded swag -- people will use that new pen for months

AUDIENCE

- Professional environment to meet potential customers
- Connect with your target demographic - serious build/remodel-ready folks! Attendees surveyed were planning the following projects in the next 12-18 months:

15% to build a new home

35% a major remodel

34% a minor home improvement

21% a landscaping project

18% an interior design project

- Create lasting impressions
- Face-to-face marketing
- Present at a Seminar, show your industry expertise!

MARKETING

- Increased AND diversified marketing spend (\$40K+)

2.5 million impressions on digital advertising platforms

25K emails sent to our target audience

583 TV commercials & 1,140 Radio commercials aired

- Targeted marketing campaign
- Cross promotion at MABA & NARI events
- New marketing channels -- social media ad buys, MABA Parade of Homes email list (10K+ attendees)
- Network with other MABA & NARI Members

Build & Remodel Expo

JANUARY 25-26, 2025

MADISON MARRIOTT WEST

