

# DON'T MISS OUT ON THESE EXHIBITOR BENEFITS!



# REGISTER NOW!

## EXPOSURE

- People trust MABA & NARI Members

**24% increase in attendance**

**33% increase in ticket sales**

**41% 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:

**17% to build a new home**

**44% a major remodel**

**38% a minor home improvement**

**19% a landscaping project**

**16% 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+)

**833K impressions on digital advertising platforms**

**25K emails sent to our target audience**

**562 TV commercials & 536 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 (11K+ attendees)
- Network with other MABA & NARI Members

# Build & Remodel Expo

JANUARY 27-28, 2024

MADISON MARRIOTT WEST

