

# Home Sweet Home Show

**Check In Time:** April 17, 2009; 4:00 p.m.-8:00 p.m.

**Day of Show:** April 18, 2009; check in time 7:00 a.m.

Show: 9:00 a.m.-4:00 p.m.

**Where:** Ashe County High School, West Jefferson

## What is Included?

- 10x10 booth space with piping and drapes
- Full Color Ad in Magazine (distributed to every mailing address in Ashe County; approx 15,000)
- Radio Spots
- 1 Table, 2 Chairs
- 1 Electric Plug
- Meal on Friday night, Meal on Saturday morning
- Manpower for set up and breakdown
- Publicizing for show in terms of newspaper, signs, promotion of door prizes, etc
- Partnering with Ashe County Home Builders Association

## How to Get the Most out of your Booth:

- Make sure you have a clean, nice looking booth
- Make sure you have information readily available about your company (making available business cards for easy access)
- Offer prizes where people have to sign up for them (you get information about prospective clients this way)
- Offer Candy or some sort of thing they can take away that will initially draw people in
- Speak to people as they pass, think of something to say to draw people in
- Offer something with your name on it (a magnet, bag to carry supplies in, etc.)
- Do not talk on the cell phone or leave your booth unless someone is available to cover for you