



Why Exhibit in a Trade Show?

Here's your chance to connect with the New Home and Home Improvement consumers, Contractors and Suppliers & GREEN Lifestyle products buying community.

This is your chance to reach the right target, create top-of-mind awareness, further your branding effort, increase your database, build customer loyalty, promote usage of your products & services, the ability to demonstrate your products, and if appropriate, offer samples. Most important, capture leads, set appointments and close sales!

Bottom line: It's a tremendous opportunity to target your niche market!

So, who attends the Showcase?

Our marketing efforts are aimed at homeowners with a household income of \$75,000 + living in 20+ year old homes. AND to the companies and trades people in the construction industry. Most companies polled said that more than 30% of their annual sales were a result of their trade show participation.

People attending the show are in the market to buy. They spend three to five precious hours of their weekend, drive to the venue, pay to park and buy an admission ticket. If they just wanted to kill time, they would go to the mall, where all that is free!

Why This Show?

Our media exposure will top \$70,000 and our celebrity guests and other special promotions will drive traffic to the show like never before. *Exhibit space starts at only \$700 including electrical.*

Free bonuses include:

- \$100 per booth discount** to HBACNM, NM Solar assn, and BBB members and Fast Action early responders signing up by 11/30
- FREE** "Virtual Trade Show: You get to post your video on our site which we will heavily promote through all social media outlets extending your trade show exposure from 2 days to 6 months!
- FREE** How to Capture leads, follow up and close sales seminars by our sponsor Exhib-it! trade show experts.
- FREE** program listing with up to 50-word description of your business.
- EZPayPlan.** A small deposit holds your space and pay equal monthly payments now until 3/1/12

Some of the free bonuses expire 11/30/11 so act now!

WHEN:
March 17&18
EXPO
Fairgrounds
Albuquerque



Call Now!
898-0661

or go to
hbashowcase.com
IGIShows.com or
theCASS.com to
sign up today!