



SUCCESSFUL EXHIBITORS ... SAVE MONEY!

Here are some tips
to help you cut costs
and have a more successful show

St. Louis 33rd Annual Builders



February 25-28, 2010
America's Center
& Edward Jones Dome

Save Money:

- Save \$50 with the Hassle-Free Booth Package from Heritage (includes carpet, 8' skirted table, 2 folding chairs and wastebasket).
- Save \$50 with a Discount Certificate for decorating equipment from Heritage (on purchase of \$200 or more).
NOTE: Order services prior to deadlines and save 40-50%.
- 4-day Arch Garage parking pass for just \$10.
- Save 20% on signage with special exhibitor pricing.
- Preorder a meal card for the NEW Exhibitor Lounge at America's Center! Buy 3 or more meals & receive a FREE MEAL!
- (Information on these special offers can be found in the Exhibitor Manual at www.stlhomeshow.com.)
- Free carpet installation when you bring your own floor covering.*
- Free assistance with the construction of your exhibit.*
- Free assistance with the transfer of your exhibit to your booth from overhead doors (Freight charges do apply to crated exhibits).* *Ask your floor manager at move-in.
- Free 20 VIP passes to the show.
- Free bolding of directory listing with purchase of any ad in the Show Directory.
- Free website listing with the purchase of any full page ad in the Show Directory.
- Free link from www.stlhomeshow.com to your website.
- Discounted parking at the Arch Garage and lots on Laclede's Landing with free shuttle to and from America's Center on show days (beginning one hour prior to show opening and running until one half hour after closing).
NOTE: Must have parking ticket validated upon exiting shuttle at front Dome lobby.

Friendly Reminders:

- Order services prior to deadlines for savings of 40-50%.
- Save by displaying your flat screen TV on a shelf in your booth. Edlen Electric will charge to hang it for you.
- For move-in and move-out, take advantage of Early-Bird Parking at the C9 Garage at the corner of 9th and Cole. Just \$3 if you are in prior to 9 a.m. and out before 6 p.m.
- Do not park in the No-Parking Zone along 9th St. during move-in and move-out. You may be ticketed. Instead park at one of the meters along Convention Plaza, Martin Luther King or 10th St. bordering the Holiday Inn.
- Do not park north of the Dome and never leave anything of value visible in your vehicle.
- Take advantage of America's Center Exhibitor Food Service. Each day America's Center prepares a hot meal for lunch and dinner for just \$8 for lunch and \$10 for dinner. Lunch includes soup, salad, a sandwich and iced tea or coffee. Dinner includes a salad, choice of two main dishes, side item, roll and iced tea or coffee. Meals are served in a room outside of the exhibit hall.
- Instead of driving and paying to park downtown, utilize Metro if it is convenient for you.
- Save money by carpooling with associates.
- Get exposure with your free listing in the Show Directory Deadline January 11.
- Consumer eblasts prior to the show will include a link to the exhibitor search on www.stlhomeshow.com - so make sure to have your directory listing information in early.
- Submit new/exciting product information for use in the St. Louis Post-Dispatch supplement and for media inquiries at the show. FREE publicity! Deadline January 8.

Market Yourself:

- Distribute coupons in-store or mail to your best customers with an invitation to see you at the show.
- Email a coupon to your customer database.
- Include show logo and dates in your advertising - get up to 20 VIP passes if you send proof of ads to the HBA.
- Include show logo, dates and a link to stlhomeshow.com on your company website.
- Include show information in any social media your company participates in - Twitter, Facebook, etc.
- Provide an interview to ImproveYourHomeAndGarden.com, a venture between the HBA and other top home shows that provides information on home/garden related topics.

For more information contact Tammy Ridgley (x124) or Ellen Viehmann (x120) at 314-994-7700