



SPONSORSHIP OPPORTUNITIES

NARI MILWAUKEE SPRING HOME IMPROVEMENT SHOW • FEB. 18-20, 2022

NARI offers many different ways to connect your business to our qualified audience of consumers, contractors, and industry professionals. With traditional offerings and newly enhanced digital touch points, your business will gain visibility *and* measurable ROI when you invest your marketing dollars with NARI.



Let's work together to achieve your goals. Contact the NARI Milwaukee Staff.

Email: info@narimilwaukee.org • Phone: 414-771-4071 • Fax: 414-771-4077

Showcase Your Business and Align Your Brand with the Biggest Chapter of NARI in the USA.

The NARI Milwaukee Spring Home Improvement Show, a member-only trade show held at the Wisconsin Exposition Center at State Fair Park, focuses on connecting consumers with local NARI home improvement specialists.

Homeowners know the NARI name and they attend NARI shows to quickly and easily find trusted contractors, see new remodeling products and services, and become inspired to update their own homes. Consumer demand for home improvement continues to grow and the Spring Home Improvement Show is a perfect way to connect with homeowners who are serious about investing money into improving their personal spaces.



NARI Milwaukee has a well-rounded marketing and promotional plan that uses local TV, radio, print, digital, outdoor, social media, and other channels to get homeowners excited about attending the Spring Home Improvement Show.

NARI Milwaukee provides sponsors additional event exposure through:

- Event email blasts to more than 15,000 NARI Milwaukee members and consumers, with an average read rate of 37%
- Promotion through press releases and media pitches to local news outlets.
- Regular posts on Facebook and Instagram pages, including cross-promotion with our top sponsors.

Take advantage of the NARI Milwaukee Spring Home Improvement Show to:

- Create a custom sponsorship package designed around your target market.
- Cultivate clients and/or business partners by stewarding them at this event.
- Drive product sales and service.
- Increase brand or product awareness with your target audience.

NARI consistently delivers exhibitors an audience of serious, qualified homeowners who are interested in home improvement.

92% of attendees indicated they had come to the show with a home improvement project in mind.

- 95% of showgoers own their own home.
- 75% are married; 19% are single.
- 53% of attendees are female; 46% male.

TOP 5 PROJECT INTERESTS

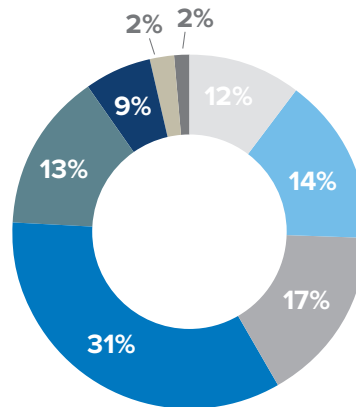
Attendees indicated their top 5 home improvement project interests.

1. Home Remodeling
2. Windows
3. Interiors
4. Deck/Patio
5. Other

INCOME RANGE OF ATTENDEES

Consumers who attend NARI shows are able to afford home improvements and renovations.

- **57% of all attendees make over \$90,000 per year**
- **26% of all attendees make more than \$150,000 per year**

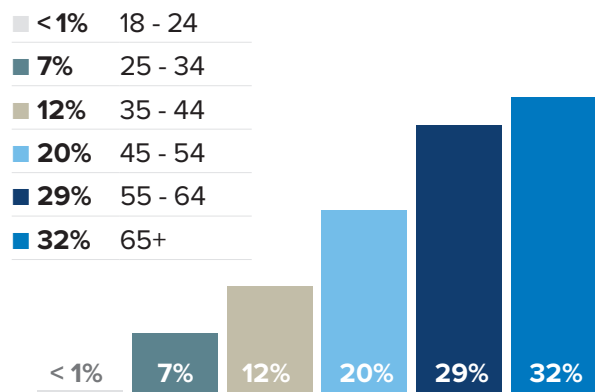


INCOME BREAKDOWN

12%	Under \$50K
14%	\$50K - \$69,999
17%	\$70K - \$89,999
31%	\$90K - \$149,999
13%	\$150K - \$199,999
9%	\$200K - \$349,999
2%	\$350K - \$500K
2%	Over \$500K

AGE OF ATTENDEES

81% of home show attendees are over 45 years of age.

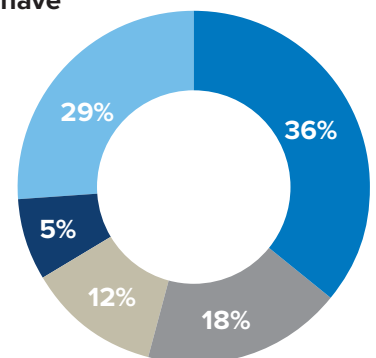


ATTENDED NARI SHOWS

Over 36% of attendees were first-timers but many consumers return year after year.

More than 29% of attendees have been to a NARI show 5 or more times.

- 36% First time
- 18% Two times
- 12% Three times
- 5% Four times
- 29% Five or more



*Data was compiled from 885 consumers who attended the 2021 NARI Milwaukee Spring Show.

NARI offers exhibitors multiple channels to connect with homeowners before, during, and after the Spring Home Improvement Show. **Interested in something unique? Let's build a custom package just for your business!**

Premier Show Sponsor – \$50,000

The premier sponsor is treated to all aspects of the NARI Milwaukee Spring Home Improvement Show promotions. We will work with your team to tailor this sponsorship to your marketing objectives so your brand comes to life in this three-day event.

In addition, your name/logo will be included in:

- Show will be referred to as the NARI Milwaukee Spring Home Improvement Show sponsored by (company name).
- Radio, TV, and billboard advertising.
- Print materials distributed through direct mail and vendor partners.
- Digital marketing plan surrounding the show.
- Aisle sign floor decals at show.
- Company name mention in all on-site show announcements.
- Digital ad on the event's website with hyperlink to company website.
- Digital ad included in email blasts.
- Full page ad and recognition in NARI Milwaukee newsletter for one year.
- Featured prominently on all event signage.
- Social media recognition.
- Opportunity to brand a unique area of the event as exclusively yours with negotiated booth space.
- Opportunity to distribute product or giveaways during the event.
- 100 complimentary show tickets not for resale.



Show Sponsor – \$25,000

- Print materials distributed through direct mail, vendor partners.
- Digital marketing plan surrounding the show.
- Aisle sign floor decals at show.
- Company name mention during on-site show announcements.
- Digital ad on the event's website with hyperlink to company website.
- Digital ad included in email blasts.
- Full page ad and recognition in NARI Milwaukee newsletter for six months.
- Featured prominently on event signage.
- Social media recognition.
- Company name mentioned in event press releases
- Opportunity to brand a unique area of the event as exclusively yours with negotiated booth space.
- Opportunity to distribute product or giveaways during the event.
- 100 complimentary show tickets not for resale.

SPONSORSHIP OPPORTUNITIES



Digital Ad Retargeting*

**Commitment required by January 10, 2022.*

Gain measurable ROI with a digital ad retargeting package. Advertise your company, product line, or services with hyper-targeted web ads that follow our qualified audience of consumers wherever they go on the internet. *More details available upon request.*

Bag-Sponsor

Two show exclusive opportunity!

- 8,000 recyclable/reusable show bags with company logo and NARI Milwaukee logo on one side. *(Additional fee for logos per side)* Bags used for both the Home & Remodeling Show and Spring Home Improvement Show.
- 50 complimentary show tickets not for resale.



Stage Sponsor – \$7,500

Cooking or Presentation Stage

- Name and/or logo on sponsored stage.
- Digital marketing plan surrounding the show.
- Digital ad on the event's website with hyperlink to company website.
- One (1) 1/2 page ad and recognition in NARI Milwaukee consumer newsletter.
- Social media recognition.
- 50 complimentary show tickets not for resale.

Exhibitor Lounge – \$3,000

- Name and/or logo on signs in lounge.
- Lounge includes free coffee for all exhibitors. Additional food and beverage can be negotiated into this package.
- Opportunity to have a display and/or company materials available to all attendees in the lounge.
- 20 complimentary show tickets not for resale.

Online Ticket Sponsor – \$4,000

- Co-branded online ticket giveaway including your name/logo in social media promotions, contest entry page, and thank you page.
- Name and/or logo included on landing page for ticket purchases.
- 20 complimentary show tickets not for resale.

Exhibitor Wristbands – \$2,000

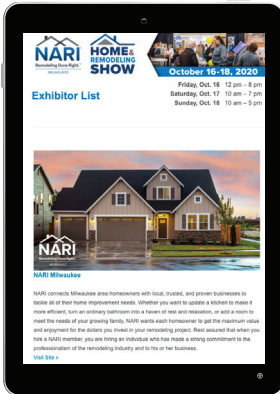
- 500 rubber wristbands with company name on them. Wristbands must be worn by all exhibitors during the show. If possible, wristbands will be made in sponsor's logo colors.
- 10 complimentary show tickets not for resale.

Floor Decal Sponsor – \$1,000

- 6 floor decals with your logo/name and branding placed on the floor throughout venue.
- Limited quantities available.

All sponsorship opportunities also include:

- Company name mention during on-site show announcements.
- Company name and/or logo listed on home show site with hyperlink.
- Company name included in print as applicable.



Premium Ad on Exhibitor Page • \$250 per ad

NEW! Boost your visibility with a premium ad on the home show exhibitor page. Capture the attention of the show's online audience while promoting your company, services, product lines, and more at the top of the page. *Premium ads will be sorted alphabetically by company name.*

Premium ads include:

- Static image sized at 750 pixels wide x 400 pixels high.
- Company name plus 100 words of text.
- Up to two hyperlinks.

**BUNDLE
DISCOUNTS
AVAILABLE!**

Sponsored Facebook Live Video Post • \$500 per post

- Dedicated Facebook Live (or pre-recorded video) broadcast from your booth during the run of the event. *Option to run pre-recorded video available.*
- Posted on Facebook with your business tagged as a sponsor.
- Limited quantities available.

Sponsored Social Media Post • \$250 per post

- Dedicated social media post featuring up to 10 images and your messaging.
- Posted on Facebook with your business tagged as a sponsor.
- Limited quantities available.

Aisle Sponsor • \$500 per aisle*

**Commitment required by January 10.*

- Company name and/or logo printed on a rocker panel attached to the aisle signs.
- Maximum of 8 available.



Custom Sponsorship Opportunities Unique to Your Brand!

We look forward to brainstorming with you to activate your brand in a meaningful way to the attendees at the NARI Milwaukee Home Show. As a NARI Milwaukee partner, you have the unique ability to create an experience that attendees and exhibitors are sure to remember.

Sponsorship examples include, but are not limited to charging stations, entertainment, food and beverage, volunteer sponsor, attendee giveaway, attendee contests, exhibitor parking, and so much more! **Have an idea? Let's talk!**

All packages and promotions are subject to change. Sponsorship opportunities are first-come, first-served.