



Official Show Guide™

www.OfficialShowGuide.com



***“Most sales occur after
the Home Show!”***

Dear New England Home Show Exhibitor:

Spring, 2008

That's right...you will meet thousands of people at the New England Home Show but purchasing decisions occur throughout the year following the Show.

We are pleased to be back producing this year's **Official Show Guide**. It will be a high-quality publication with thousands of copies available at the Show doors and at other high-traffic locations around the Show. Every advertiser will also receive a stand with some copies to display in their booth at no extra charge. In addition, the **Guide** will also appear in its entirety on the website, www.OfficialShowGuide.com.

This color magazine will be seen by over 50,000 readers and is used to locate booths, check on programming events, navigate around the Show, and act as a reference after the show is over and the visitor goes home and makes their purchasing decisions. Because of this, we strongly urge you to consider placing your display ad in the *Guide* this year.

All exhibitors will get a free listing with their name and booth number, and can upgrade to a display ad. Take advantage of this exclusivity by speaking directly to home show visitors with your message highlighted. Prices start at just \$250 for an 1/8 page ad and go up to \$895 for a full-page, color ad. For a glossy, color ad, it's just \$300 more. See the attached Reservation Form for more details.

We are going to prominently feature our “**new products/new services**” section this year, with an expanded listing! Here is your chance to talk directly to Home Show visitors about the new products and services that can be seen at your booth. Information includes up to 150 words, all your contact info, and even a photo. **This \$500 value is now available for only \$250!**

The Guide will again feature the “**Find the Fake Ad**” contest which will also give exhibitors valuable “reader feedback” from the entry forms received. We had hundreds of entries to our contest last time, with many of our advertisers mentioned multiple times by visitors. The contest ensures that readers look at every advertisement carefully to spot the one that isn't real. This increases your advertising exposure. We will be giving out great prizes which will create extra excitement for everyone who participates!

Exhibitors who reserve their space and make an initial deposit by January 15th can **save 10%** off the advertising rates! You can fill out the space reservation form enclosed, or do so on the website at www.OfficialShowGuide.com. The best spaces go to the early birds, and if you want a glossy cover page, they are limited. We look forward to meeting you February 27 - March 2, 2008!

Cordially yours,

Sponsored by:

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Amanda Scribner
Official Show Guide Sales Manager
(800) 941-9907, ext. 12

