

**RESERVE
YOUR
SPACE
NOW!**



SHOW DATES & HOURS

NEW SHOW HOURS!

Friday, September 16
10 a.m. - 8 p.m.

Saturday, September 17
9 a.m. - 8 p.m.

Sunday, September 18
10 a.m. - 5 p.m.

Milwaukee/NARI is busy planning the 21st Annual Fall Home & Remodeling Show. We've got some great features and promotions for 2011, including the seminar and cooking stage, and reduced pricing to enlarge your booth space and achieve greater impact.

BOOTH INFORMATION

Exhibit space includes standard booth drapes (8' high backwall and 3' high side rails), carpeted aisles, cleaning of aisles and 24-hour security during Show, exhibitor passes, and complimentary Show admission tickets (\$70 value).

Also available for additional fees from Wisconsin Exposition Center or Valley Expo: standard 120-volt electrical outlets, spotlights or special lighting, gas and water, carpeting in booth, tables, furniture, booth cleaning, insurance, and special signage. You may purchase order parking passes through the Wisconsin Expo Center.

MEMBER BOOTHS

1 Booth (10' x 10')	\$775
2 Booths	\$1,475
3 Booths	\$2,175
4 Booths	\$2,875
5 Booths	\$3,575
6 Booths	\$4,275
7 Booths	\$4,975
8 Booths	\$5,675

Surcharge for endcap - any booth that spans two aisles (\$50 premium). Three or more sales sides (\$100 premium).

NON-MEMBER BOOTHS

1 Booth (10' x 10')	\$925
2 Booths	\$1,775
3 Booths	\$2,625
4 Booths	\$3,475
5 Booths	\$4,325
6 Booths	\$5,175
7 Booths	\$6,025
8 Booths	\$6,875

Surcharge for endcap - any booth that spans two aisles (\$50 premium). Three or more sales sides (\$100 premium).

SPECIAL OFFER FOR RETURNING PARTICIPANTS!

Receive a 50% discount off each additional booth space purchased from the previous year. If you had one booth in 2010, and you wish to purchase two booths for 2011, the second booth can be purchased at a 50% discount.

EXAMPLE:

2010 - 1 Booth - \$775 (member)

2011 - Increase space to 2 Booths - pay \$1,162.50.
(A savings of \$387.50)

Booth assignments will be made on a first-come, first-served basis. If securing additional booth space(s) by using the special offer, there is no guarantee that the booth space from the previous year will be available. Please note: There is limited booth space with gas hookup for fireplaces. Booth spaces will be assigned on a first come, first-served basis.

PAYMENT SCHEDULE

A minimum of half the total payment is due upon submission of your application. You must return your contract and deposit no later than FRIDAY, JUNE 24, 2011. All balances must be received by AUGUST 9, 2011. Applications received on or after August 9, 2011, must include the total amount due. Exhibit space will not be held without a deposit. Make checks payable to: Milwaukee/NARI Home Improvement Council, Inc.

QUALITY ATTENDANCE

Over 8,000 qualified customers are expected to attend the 2011 Fall Home & Remodeling Show. This is the ideal opportunity to accelerate your sales in an environment where customers and prospects come to you expecting to shop, compare, and make purchasing decisions as they prepare to make home renovations for their personal enjoyment or prepare their home for sale.

STAGE PRESENTATIONS

Visitors to the Show will once again be able to obtain helpful information on home improvement and remodeling-related topics from local home improvement professionals and national media celebrities.



Great Ideas Start Here

Friday-Sunday, Sept. 16-18, 2011
Wisconsin Exposition Center
at State Fair Park

SHOW PR AND ADVERTISING

This year's Show will be heavily promoted through public relations and advertising efforts in various print and broadcast media. Discount ticket offers will also be available through various media outlets.

Any vendor with story ideas for the Show advertorial section and other promotional efforts should submit materials (and photos) to Dave Amoroso at Ron Sonntag Public Relations, 9406 N. 107th St., Milwaukee, WI 53224. You can also call (414) 354-0200 ext. 108, fax to (414) 354-5317, or send an e-mail to dave@rspr.com. Ideas should be submitted by August 2, 2011.

SHOW ADVERTORIAL

This year's official Show special section will be published on Sunday, September 11, 2011, in the *Milwaukee Journal Sentinel* and it will be distributed at the event. A special exhibitor-only rate will be available to all exhibitors and is a great way to let potential qualified customers know that you are part of the Show. Further information will be forthcoming on this terrific marketing opportunity.

SAVE ON 2011 BOOTH SPACE

2010 Fall Show exhibitors will have an opportunity to earn a 50% discount on a 2011 Fall Show 10' x 10' booth space through a raffle to be held on Friday and Saturday of the Show. Look for more details, and don't miss this opportunity to save.

RESERVE YOUR SPACE TODAY!

Don't miss this important industry event at the Wisconsin Exposition Center at State Fair Park. Space is limited for the Fall Home & Remodeling Show.

To reserve exhibit space, contact the Milwaukee/NARI Home Improvement Council at (414) 771-4071. Hope you will join us!

Milwaukee/NARI Home Improvement Council, Inc.
P. O. Box 26788
Wauwatosa, WI 53226



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2011 Milwaukee/NARI
Fall Home & Remodeling Show
EXHIBITOR PROSPECTUS