

TOPEKA HOME BUILDERS ASSOCIATION
MARCH 2, 3 and 4, 2012

Celebrating 50 Years of
Great Home Ideas in
ONE BIG PACKAGE
SHOWCASING HOME BUILDERS, REMODELERS, PRODUCTS AND SERVICES



OUR PACKAGE INCLUDES MORE THAN A BOOTH...

When you participate in the THBA Home Show you'll get a complete marketing package to provide maximum impact on your target audience.

THE HOME SHOW 2012 IS YOUR BEST OPPORTUNITY FOR MAXIMUM EXPOSURE TO POTENTIAL CUSTOMERS!

HOME SHOW 2012 MARKETING INFORMATION

If you exhibited at last year's show, you know that it was the most exciting and innovative Home Show ever presented by the Topeka Home Builders Association and our sponsors. We're not stopping there! This year, our attention has been directed towards enhancing the exhibitor package to position you as the preferred source for home-related purchases from a highly targeted group of potential customers. In addition to the thousands of consumers you will be exposed to at the show, you'll receive additional benefits from extensive promotion of the show including:

- A professionally produced television spot including thousands of dollars worth of placements on local television
- A professionally produced radio spot including thousands of dollars worth of placements on local radio stations
- Home Show newspaper tabloid in the Topeka Capital-Journal
- Online advertising at cjonline.com and www.thba.com
- Thousands of dollars worth of giveaways to help boost attendance
- Media releases and appearances on radio and television talk shows to promote the show
- Promotional messages on local electronic marquees

As an exhibitor, you'll receive many times the value of your booth investment through advertising and promotional mentions of the show! In addition to all the above benefits, your company will receive priority consideration for space requests at next year's show. You'll reap the benefits of a large multimedia promotional schedule on radio, television and newspaper tabloids...all professionally planned and implemented. Promotions will be created specifically to reach the target audiences who are hungry for innovative home building, remodeling and decorating resources. People who have disposable income – and are ready to buy!

TIED WITH A RIBBON

This year's promotional activities will provide exhibitors with value-added marketing and PR exposure plus great attendance.

Whether you're a company that sells a product or service, or a retailer or wholesaler, "Home Show 2012" is the best way to reach the largest group of interested home product buyers in the Topeka area...all in one bigger than big package! This could easily be the best investment in new business you make this year – and for the least effort on your part.

Topeka Home Builders Association
Your first stop for home building and remodeling. 

50th Anniversary



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TOPEKA HOME BUILDERS ASSOCIATION | MARCH 2, 3 and 4, 2012

REGISTRATION FORM

This form must be completed and returned with payment.

THBA MEMBER DISCOUNT!

Provided that exhibitor's THBA membership status is current upon registration for the home show, THBA member exhibitors will receive a 15% discount on the value of their booth rental.

FOR MORE INFO CONTACT

Lonny Cohen, Show Manager | 785-273-1260 | 1505 SW Fairlawn | Topeka, KS 66604 | dawn@thba.com | www.thba.com

HOME SHOW 2012 REGISTRATION FORM

No booth will be reserved until a deposit equal to 1/2 of booth fee and Registration Form is received. The balance is due by January 30, 2012. Failure to pay for booth space by January 30, 2012 will result in a loss of space and total deposit monies.

Please reserve the following space(s) for our firm in the Home Show 2012 | March 2, 3 & 4.

I understand that space will be based on availability and continuity.

Company _____

Contact(s) _____

Title _____ Email _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Product/Service/Brand Names to be exhibited _____

In addition to space, I request electricity: YES NO Will you need a forklift for your booth? YES NO (Please read forklift information.)

First Booth Choice _____ Second Booth Choice _____ Third Booth Choice _____

I agree to abide by show rules and regulations listed, and to complete and sign a more detailed show contract.

I further agree to pay for said space, a sum of \$_____. Enclosed is the remittance of \$_____ which is at least one-half (1/2) of the total amount due, and I agree to pay the balance of \$_____ plus any additional charges on or before January 30, 2012.

METHOD OF PAYMENT CHECK VISA MASTERCARD

CREDIT CARD NUMBER _____ Month/Year _____

Signature: _____ Date: _____

BOOTH SIZES AND INVESTMENT

- 10x10 – \$620
- 10x10 Corner – \$680
- Booth #100 – \$720
- 10x20 Island – \$1,475
- 20x20 Island – \$2,800
- Booth A & B – \$610 ea. (Kiosk type – last move in; first move-out)

MAIL THIS FORM TO:

THBA | 1505 SW Fairlawn | Topeka, KS 66604

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Your first stop for home building and remodeling.



HURRY! Last year sold out fast! No cancellation/refund after January 30, 2012.