



P.O. Box 92975  
Albuquerque, NM 87199-2975  
Phone (505) 850-8277  
[abqhomeshows.com](http://abqhomeshows.com)  
✉ [info@abqhomeshows.com](mailto:info@abqhomeshows.com)

## Grand Prize Sponsorship

### Spring 2019 Albuquerque Home Remodeling & Lifestyle Show

**Overview:** This sponsorship enables the sponsor to reinforce its brand, differentiate itself from competitors, and drive traffic from show attendees to its booth location by featuring a one-of-a-kind giveaway that will be made available only to show attendees.

#### Sponsorship Details

- In exchange for a Grand Prize product or service valued at \$10,000 (retail), sponsor will receive recognition in paid advertising of at least twice the retail value of the Grand Prize. Advertising media will include TV, Radio, Billboard, Print, Internet and Social Media paid advertising. Where applicable, sponsor's logo will be included in the ads.
- A 400 sq. ft. exhibit space located in Group A of the Spring Show booths, plus additional space as required for Grand Prize onsite registration.
- Onsite banners at both show entrances
- 150 VIP Admission tickets and 15 Parking Passes
- A half-page ad in the Spring Show Program
- All Grand Prize registration email addresses collected by Show
- Inclusion as Grand Prize Sponsor in all PR and social media posts prior to show
- Opportunity for media interviews prior to and during show (e.g., onsite remote broadcasts)

**SPONSORSHIP COST:**            **\$10,000 Prize Value (Retail)**  
   **\$ 5,500 Cash**

#### Show Information

**Dates/Times:**            Saturday, Feb. 23, 2019    10 a.m. to 5 p.m.  
   Sunday, Feb. 24, 2019    10 a.m. to 4 p.m.

**Location:**                EXPO New Mexico (New Mexico State Fair)

**Attendance:**            2018 attendance was 6,500; similar attendance expected in 2019

**Audience:**              The Spring Show is the largest single home-related trade show in New Mexico. Over 75% of attendees report that they attend the shows with a specific home improvement project in mind.

**For more information, or to claim this valuable sponsorship, contact Show Producer Bill Lescure at (505) 850-8277 or [bill@abqhomeshows.com](mailto:bill@abqhomeshows.com).**