



P.O. Box 92975
Albuquerque, NM 87199-2975
Phone (505) 850-8277
abqhomeshows.com
✉ info@abqhomeshows.com

Presenting Sponsorship

Spring 2019 Albuquerque Home Remodeling & Lifestyle Show

Overview: This sponsorship, often referred to as a "Title Sponsorship," enables the sponsor to identify itself as the exclusive primary sponsor of the Spring Show. This sponsorship enables the Presenting Sponsor to reinforce its brand, differentiate itself from competitors, and drive traffic from show attendees to a strategically-located large booth location.

Sponsorship Details

- Identification as the sole lead sponsor of the Spring Show. A tag line such as "Brought to you by...", "Sponsored by...", or "Presented by..." will be included in ALL paid advertising purchased to promote the show. The budget for paid advertising will be in excess of \$50,000. Media includes all 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 within the first two rows of one of the two entrances of the Spring Show
- Sponsor logo placed on 3,500 plastic tote bags handed out to attendees at show entrances
- Onsite banners at both show entrances
- 150 VIP Admission tickets and 15 Parking Passes
- A half-page ad in the Spring Show Program
- Inclusion as Presenting 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 Value: \$19,475

SPONSORSHIP COST: \$17,500

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.