



## **Showcase Productions: Who We Are and What We Do . . .**

Our qualifications for the production of home improvement shows are solid. The staff and support complement at Showcase Productions allows you to benefit from our combined "hands on" experience with home shows, including production, management and on-site administration of over 200 home improvement shows in the Chicagoland area. This provides us with a deep understanding of this market and, most importantly, the needs of our exhibitors which helps ensure an efficient, productive event for all involved. And now, a little about our events:

**Proven Success:** Our circuit of events is once again projected to grow where 2012 will yield our largest average show size ever. In fact, we easily expect each and every one of our upcoming Fall and Spring shows to be larger than ever. This results from solid shows which produce a stronger, loyal exhibitor base who seek out not only the most consistent and productive events in Chicagoland, but a production group who they trust deliver shows with strong and thorough advertising plans.

**The Ad Plans:** When you invest in a "Home Show", you are investing the strength of the advertising plan. Our promotional program is substantial to say the least. The advertising plans that support our events blanket the area through major media, including (but not limited to): Television ad campaigns on at least three of the major networks, such as CBS, WLS, WGN & FOX; We run 100% FULL COLOR print ads (except where color is not available) with solid frequency through The Chicago Tribune, Daily Herald, as well as other local publications. Drive-time and daytime 30 & 60 second ads with 10 and 15 second "teasers" on several radio stations per show; Large full color, direct mail invitations to virtually all homes within a 10 to 15 minute drive time (even further for many shows) around each show; and much, much more! This program is designed to produce a consistent flow of qualified, motivated homeowners to meet and speak with you about their upcoming projects and home related expenditures.

**Free Admission:** Make no mistake, we produce serious home improvement shows. The absolute primary reason for homeowners to walk through the door is to see YOU, the exhibitor. These attendees are motivated, focused and prepared to spend money on their homes. Free admission absolutely guarantees that the maximum number of these top-shelf consumers attend this event to meet you. Any doubts? Call us for references to see what our exhibitors say. We do this for the same reason that free estimates are a standard in the home improvement industry.

**SUPPORT:** Whether it's before you reserve space, before the show or on the show floor, our knowledgeable, friendly staff is here to help. We encourage you to call us with any questions that you may have. You'll get straight answers that make sense, not "doubletalk". The more you know, the more you'll realize what an incredible opportunity that our events offer your company. There is nothing more valuable in this business than experience... with an open ear to those who make the shows possible, our exhibitors. We know how, where and when to promote our shows to maximize exposure for our exhibitors. And we will help you prepare for the show in any way possible.

Our experience, coupled with our massive advertising and promotional campaigns make "*The Home Improvement Showcase Expos*" a series of events that we feel are the best you'll find in Chicagoland. We will always strive to provide you with the most consistently productive investment for your marketing dollar. We work hard to provide you with the most profitable and enjoyable experience possible at our shows. Thank you for your time and consideration and we look forward to the opportunity to work with you.

Sincerely,

*Scott & Sandy Hardesty*

**Showcase Productions, Inc.**

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