



Saturday April 14, 2018
10am to 4pm

Kenmore Middle School
200 S Carlin Springs Rd., Arlington, VA 22204

Presented by Resilient Virginia
In partnership with Arlington County's Housing Division
and the Virginia Cooperative Extension Service

What are we looking for?

Businesses working in these areas:

- Windows/Doors
- HVAC Systems
- Decorating Products
- Closet Organizers
- Furniture
- Security
- Playground Equipment
- Kitchens/Baths
- Pools/Hot Tubs
- Appliances
- Roofing
- Fencing
- Alternative Energy
- Entertainment Systems
- Landscaping
- Lighting
- Decks
- Garden Design
- Home Remodeling
- Siding
- Garage Doors
- Awnings
- Plumbing
- Waterproofing
- Interior Design
- Energy and Backup Power
- Patios and Porches
- Energy Audits
- Universal Design/Retrofit
- Smart Home Systems
- Energy Improvements
- Water Features

Why exhibit?

- 1. Exposure to motivated clients!** Unlike many of the bigger home shows, the Arlington Home Show is free for visitors to attend. We attract customers from Arlington, Alexandria, Falls Church, Mc Lean, Fairfax, Washington DC and other neighboring jurisdictions. You can generate solid sales leads, since homeowners in these areas typically live in houses that are at least 40 years old. Average homeowner income in this region is high and residents are eager to modernize, expand, and innovate. This show gives you access to over 1,200 people in ONE DAY.
- 2. Put your advertising dollars to best use!** We are committed to a strong marketing campaign. The show organizers are using the latest targeted marketing techniques, including social media, local and regional

electronic media outlets, and local and regional printed media. There will be banners over major Arlington thoroughfares for two weeks before the show, posters on public transit stops along Columbia Pike (DC Metro's highest ridership route), as well as posters and signs displayed in store fronts all over Arlington. A postcard mailing campaign will go out to targeted residential areas. For several weeks leading up to the show, we will post ads on the most significant regional internet public and private publications, and will run full-page print ads in the regional papers. In addition the show will be featured on all official Arlington County communications channels.

3. **An expanded venue at a great location!** The show is now in its 12th annual edition and will take place at the *Kenmore Middle School*,

located right on **Route 50** (exit Carlin Springs Rd.). It is central in Arlington, on a major NoVA connector road and very close to Seven Corners in Falls Church and Fairfax. This convenient location provides free, plentiful, parking, direct access to the event from the parking lot and a better layout of the vendor booths. The floor plan is open and expanded to allow for



100+ booths. Our goal is to make it convenient and interesting for visitors to move through the whole show, thus increasing their exposure to each vendor. Presentation areas and thematic focus areas are positioned in a way that entices visitors to walk through the entire show. Reserve your best location by signing up early.

4. **Increased opportunities for making presentations!** The new main presentation area for contractors is located in a distinct area just next to the main event hall. It is equipped attract more visitors to hear about your company's product or services. Smaller venues are designated in the exhibit hall to accommodate special workshops and allow for landscape/gardening presentations. Indicate your interest in making a presentation by checking the appropriate box on the Exhibitor Application.

For more information:

- **visit the Home Show website: www.arlingtonhomeshow.org**
- **call our office at 202-599-0665**
- **send an email to takis@arlingtonhomeshow.org**



April 14, 2017

10 am – 4 pm

Kenmore Middle School

What's Important at a Glance:

<u>Great Location</u>	<ul style="list-style-type: none"> • Convenient to North and South Arlington • Convenient to Alexandria, Falls Church, Fairfax and Washington DC • On Route 50 • Lots of FREE parking on site • Well known venue
<u>Bigger, Better, Venue</u>	<ul style="list-style-type: none"> • Expanded number of booths • Better layout • Better visitor flow • More presentation opportunities • Direct access from the parking lot to the entrance of the event
<u>Expanded Scope</u>	<ul style="list-style-type: none"> • Home remodeling and new homes • Gardening and landscaping • Universal design and multigenerational living options • Energy efficiency and other sustainable innovations • Healthy living • Special 2018 focus: Condo renovation and Accessory Dwelling Units
<u>Better Date</u>	<ul style="list-style-type: none"> • Right when springtime home improvement plans are hatched • No competition from other home shows in the area
<u>A Well Established Event</u>	<ul style="list-style-type: none"> • 2018 is the 12th annual edition!
<u>Increased & Improved Marketing</u>	<ul style="list-style-type: none"> • Local newspapers • Local and regional electronic media • Social media / targeted campaigns • Posters/banners/mailings • Media sponsors • Expanded listings in Home Show program • Access to Arlington County and Arlington Public Schools communications
<u>Booths</u>	<ul style="list-style-type: none"> • Prices lower than other area home shows • Bigger booth spaces • Reduced prices for multiple booth spaces • Reserve your booth today by completing the Exhibitor Application at www.arlingtonhomeshow.org • Contact: takis@arlingtonhomeshow.org, 202-599-0665