

# 2018 Homearama



Show Book & Exhibit Rates  
See back for details & pricing

August 18-26, 2018 • WaterSong, Penfield

*We are pleased to return to the Town of Penfield for Homearama 2018 to display six beautifully decorated new homes built by members of our Association.*

## ABOUT THE SHOW:

- Average Show Attendance 20,000+
- Show Book Advertising and Exhibit Opportunities
- Show Book distributed to Homearama Attendees at the Gate!
- Extensive TV & Radio Publicity
- Attracts from over a 5 County Area!

**The deadline is July 13! Act now and be a part of Homearama 2018!**



Contact the office at  
**(585) 272-8222**

## 3 Ways To Target Your Message!

### 1. Sponsorships Available

Be part of a targeted advertising campaign of over \$50,000 reaching 5 counties and more than a quarter of a million households.

Here are a few sponsorship ideas:

- Homearama Event Sponsor
- Realtor Day Sponsor
- Preview Party Sponsor
- Daily Event Sponsor

Call for more opportunities and details.

### 2. Advertise at the Show!

Target your message to over 20,000 show attendees when you advertise in Homearama Show Book.

### 3. Have an Exhibit Tent or Booth at the Show!

Showcase your business by purchasing an Exhibit space or a Pagoda-style Tent.



# 2018 Homearama



www.FindTheHomePros.com

WaterSong, Penfield  
August 18-26, 2018

## MEET OUR BUILDERS



## Show Book & Exhibitor Space Acknowledgement and Contract

### Sponsorship Opportunities

Call for more details!

**The Show Book** will provide the attendees with information about the show & act as a guide once they arrive. **Mail or fax your reservation today - the deadline is July 13!**

**Deadlines:**  
**All Ad Copy and Full Payment Due By July 13, 2018**

Assistance with ad layout will be provided by Penny Lane Printing for an additional fee.

1.) E-mail all ad copy to: ginad@pennylaneprinting.com (subject line must read: Homearama) You may compress file when emailing.

2.) Mail this contract & payment to:

Rochester Home Builders' Association  
20 Wildbriar Road  
Rochester, NY 14623  
(585) 272-8222  
Fax (585) 272-8206

### Show Book Advertising

- Inside Front/Back Cover  \$1,495
- Back Cover  \$1,595
- Full Page (7.0" wide x 9.5" high)  \$1,195
- Half Page Horizontal (7.0" wide x 4.5" high)  \$695
- Half Page Vertical (3.375" wide x 9.5" high)  \$695
- 1/4 Page (3.375" wide x 4.5" high)  \$395

- Distributed to show attendees at the gate
- Average Attendance 20,000+
- Full Color Magazine Format with Glossy Cover

**10% Discount to Members**

### Exhibitor Areas

- Pagoda Style Individual Tents 16' x 16' & Larger, Starting At \$1,950** (electric included)
- Booth in Exhibit Tent, 10'x10' Space, \$1,550**

**10% Discount to Members**

All tents/spaces include floors, tent side walls and electric.

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Visa / MasterCard / Discover / AMX Exp. Date \_\_\_\_\_  
 Account \_\_\_\_\_  
 V-Code \_\_\_\_\_ Billing Zip \_\_\_\_\_  
 Enclosed Check in the amount of \$ \_\_\_\_\_  
 (make payable to R.H.B.A.)  
 Balance Due \$ \_\_\_\_\_  
 Signed \_\_\_\_\_  
 Title \_\_\_\_\_

