



## Memo to Exhibitors

From: Wallace Steadman, Home Show Chairman

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### Two Easy Ways to Improve Your Home Show Traffic

As you are aware, the 2010 Carolina Classic Home & Garden Show is coming March 12 - 14 to the SC State Fairgrounds. As an exhibitor there are two very simple things you can do to improve your traffic at the show **that won't cost you a thing:**

1. **Include a tagline promoting your presence at the home show on your existing advertising.** If you are already running newspaper, TV or radio advertising promoting your company, contact your sales representative and tell them you want to add a tagline to it. You'll be surprised at how far a one-sentence tag or Home Show logo to your existing advertising will go...and it's at no extra cost to you. (And don't forget to add something to your company website!) Recommended language for a tag is:

*Visit us at the Carolina Classic Home & Garden Show at the State Fairgrounds, March 12 - 14.*

**OR**

*Come see us at the Carolina Classic Home & Garden Show March 12 - 14. We're in booth <<insert booth number here>> in the <<insert building name here>> at the State Fairgrounds.*

2. **Fill out and return the "Free Promotion of Your Products/Services" form included in your Exhibitor Packet.** The deadline on this form is February 5 to ensure that your information is included in the maximum number of publications and ads by the HBA. The sooner the better. If you wait until Friday the 5th, you will not get the same coverage as those that send it in earlier.

If you would like a Home Show logo for inclusion on print advertising, please contact Bin Wilcenski at (803) 256-6238 or e-mail [homeshow@columbiabuilders.com](mailto:homeshow@columbiabuilders.com). If you don't have the Free Promotion form, contact the HBA at the above phone number and request one.

More information on the Home Show is at [www.columbiabuilders.com](http://www.columbiabuilders.com). When there, click on the Home Show logo. You'll see a list of exhibitors, a schedule of seminars, description of special events at the show, promotion of products and services (from the form mentioned above) and much, much more. If you have a company website, mention your presence at the home show on your site and link to this Home Show page. We also have a fanpage on Facebook! Call Bin if you need more information on this.

Thank you for being an exhibitor at the 44<sup>th</sup> Annual Carolina Classic Home & Garden Show. We look forward to another great year at the fairgrounds. Please contact us if we can be of any assistance.