

EXHIBITOR PROSPECTUS

Home-Improvement and Design Expos



Minnesota's
Premiere
Home
Show



PROVEN
ESTABLISHED
SUCCESSFUL
SINCE 1978

MEDIAMAX



EVENTS AND EXPOS, INC.

MediaMAX Events and Expos, Inc., Corporate Offices: (952) 238-1700

www.MediaMaxEvents.com

EXHIBITOR PROSPECTUS

Home-Improvement and Design Expos



WHAT'S THE SHOW ABOUT?

MediaMax's Home-Improvement and Design Expos™ serve to connect homeowners with your products and services. The home-improvement, design, and remodeling industries are flourishing, with sales expected to reach \$312 billion this year.

The home-improvement industry expects to see continued growth as baby-boomers mature and the next generation of homeowners enters the market. A lot of money will be spent on kitchens, bathrooms, home offices, expanded living spaces, exteriors, and landscaping. Our company focuses on helping you to capture your share of this multi-billion dollar marketplace.

Recently released data from the U.S. Department of Commerce show that retail sales for building-material and garden-equipment dealers from April to June 2006 grew 10.6% over the same period in 2005—a rate of growth significantly above national retail sales in general (6.7%).

Our home expos consistently attract thousands of attendees eager to learn about your unique products and services. Our extensive research enables us to target high-growth communities (based on the number of building permits issued), delivering to your booth an audience of high-earning professionals.

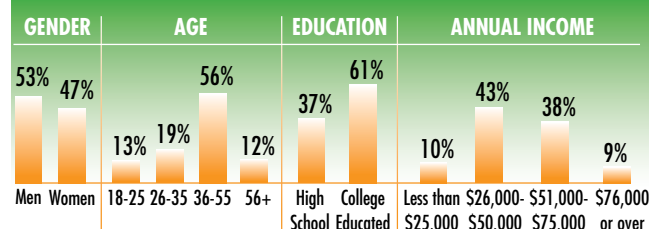
WHO SHOULD PARTICIPATE IN THE HOME IMPROVEMENT AND DESIGN EXPO?

If you sell products or services related to home improvement, remodeling, landscaping, decorating, or design, then we offer you the perfect opportunity to increase your sales. We invite you to see why more marketing-savvy business owners are choosing MediaMAX shows and stay with us year after year, show after show. Don't miss out! Choose a booth or sponsorship package today and increase your sales by branding your company for a great future!

EXHIBITOR CATEGORIES INCLUDE, BUT ARE NOT LIMITED TO:

- Landscape Contractors
- Architects
- New Home Builders
- Remodelers
- Professional Design Consultants
- Interior and Exterior Products and Services
- Windows, Siding and Doors
- Spas, Pools and Supplies
- Landscaping and Gardening
- Interior Décor
- Cabinets and Countertops
- Entertainment Centers
- Flooring and Wall Covering
- Plumbing and Electrical Contractors
- Kitchen Remodeling and New Appliances and Fixtures
- Builders and Remodelers
- Lighting Inside and Out
- Bedrooms and Bathrooms
- Closets and Shelving
- In-Home Fitness Centers
- Seminars, Workshops and Classes
- And much more!

ATTENDEE PROFILE



CAPTURE YOUR SHARE OF THIS MULTI-BILLION DOLLAR MARKET

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WHY EXHIBIT?

Meeting potential customers and speaking with them face-to-face at shows and events is a highly effective marketing method, and value-minded marketing professionals are aware that the cost of an exhibit space at our shows generally costs less than a small ad in a newspaper.

Looking for a proven marketing formula? We, the Expo Guys, with over 40 years of combined experience, have it!

AT THE SHOW YOU WILL:

- Meet new customers face-to-face
- Re-connect with past customers
- Generate new leads on qualified buyers
- Showcase your latest products and services to a targeted audience
- Establish and build brand identity
- Launch or promote new products
- Inform and educate prospects
- Increase your exposure
- Gauge your market
- Collect qualified leads
- Generate immediate sales
- Create commercial project opportunities
- Generate media coverage
- Solidify customer relationships
- Meet other contractors and create relationships



WHO WILL I REACH?

People who attend home shows either own homes or are looking to buy them. Typically, today's homes are valued at well over \$200,000. Many own a second residence, vacation property, or income properties. About 85 percent of attendees plan major purchases at the show. About 60 percent plan to make an investment between \$8,000 and \$14,000 on their property within six months of our shows. We provide you with an active audience that is ready to buy.

The long-term market outlook remains strong. Global Insight projects an average of 5.0% total market growth for 2007-2010—slightly below the pace of the past five years, but well ahead of the rate of overall economic growth.

Maximize your marketing budget by letting our advertising expertise drive your leads.

Each year, American homeowners spend more than \$130.4 billion on home improvements. Home buyers are now moving toward luxury homes—emphasizing art, computer networks, elaborate entertainment centers, and space efficiency. Roughly seventy-six percent of customers want the best quality products for their homes.

HOW IS THE SHOW PROMOTED?

We have designed a targeted marketing campaign to ensure that the greatest number of high-income attendee's visit our shows. Strategic advertising is tailored to each targeted market area:

TELEVISION – Major network stations and cable channels.

RADIO – Commercials, PSAs, and on-air interviews.

PRINT – Major daily newspapers, local weekly and community newspapers, and some magazines.

BILLBOARDS – Strategically placed in high-traffic and targeted areas.

DIRECT MARKETING – Invitations mailed directly to past attendees and area community residents.

POINT OF PURCHASE – In-store posters and discount passes are placed at strategic retail locations.

ONLINE – Expos are listed on hundreds of event online directories and websites.

E-MAIL – Over 8,000 e-mails from our in-house database.

ASSOCIATION MEMBERSHIPS – We are members of multiple trade and business associations, like MERSC and Builders Association of the Twin Cities.

TICKET DISTRIBUTION to 250,000 employees of leading Minnesota corporations through our MERSC membership and several other corporate partnerships.

STRATEGIC PARTNERSHIPS – We have relationships with various networks and promotional partners.

WHAT ABOUT SPONSORSHIP OPPORTUNITIES?

To gain additional exposure and maximize your marketing effectiveness beyond your booth, sponsorship packages are available.



ABOUT MEDIAMAX EVENTS & EXPOS, INC.

MediaMAX, headquartered in Minnetonka, MN, has over 40 years of business-to-business and business-to-customer experience conducting successful events and expos. In addition to producing events, we build and operate successful retail and wholesale businesses. We never waver from good old-fashioned customer service and a caring professional attitude, giving you the respect you deserve. We are proven marketing pros, with the connections to help you achieve results.

PUBLICITY PROS WITH CONNECTIONS TO DRIVE RESULTS

MediaMAX is one of the fastest growing event producers in the Midwest, serving three major industries—home, health, and hospitality. Our strategic partnerships and resources provide marketing opportunities superior to any other event marketing company. We integrate traditional and proven marketing methods through LIVE events, resulting in cost-effective sales for our customers. Year after year, our events draw record attendance. Our targeted marketing campaigns and aggressive promotions ensure successful shows by achieving maximum results. MediaMAX is on the cutting edge of business technologies and knows what works.

MEDIAMAX—DEDICATED TO YOUR SUCCESS!

Over the years, thousands of exhibitors have profited as a direct result of our shows. We draw thousands of attendees from all over the Midwest. Year after year, show after show, we attract buyers ready to take action on their home-improvement projects. We pride ourselves in having the widest variety of resources for today's discriminating consumers. Whether you are a first time exhibitor or a veteran, you will find that working with MediaMAX is not only a pleasant but also a rewarding experience. We can provide you with the tools and resources necessary to access greater market share by generating qualified leads to help you sell more of your products and services, thereby increasing your bottom line.

CONSUMER AND BUSINESS-TO-BUSINESS SHOWS
...INCREASING YOUR BOTTOM LINE!

HOW DO I RESERVE A BOOTH?

CALL (952) 238-1700

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