Participate in the

VIRTUAL HOME & OUTDOOR LIVING SHOW

Presented by the HBA of Northern Michigan

Promoted April 16 - May 8, 2021 Website active until March 2022!

FORMS & PAYMENT DUE BY MARCH 26, 2021

Dear Exhibitor,

The year 2020 was tough for most businesses, including our HBA, due to COVID-19. There are still concerns in 2021 about the virus which is why we have elected to host a VIRTUAL Northern Michigan Home and Outdoor Living Show this year. Any type of in-person show could compromise the safety of exhibitors, staff and attendees. The VIRTUAL show will be fantastic with significant social media and traditional media promotion during the promotion period of April 16 to May 8. Our success at hosting virtual events was underscored by our Virtual Parade of Homes last October which was viewed by nearly 3000 visitors with more than 78,000 FB post views! We anticipate similar results for the home show! **Please sign up by March 26** to take advantage of this dynamic venue to promote your products and services for a full 10 months!

Attached is the registration form and content submission form along with sample pages of the home show website pages. We have enlisted the help of a seasoned marketing professional to promote the show and generate web traffic for our exhibitors.

The Home Show Committee *Forms at:* https://www.hbanorthernmichigan.com/2021-home-show

Contact us for questions: Janet Chambers, EO, HBANM janeteo@hbanm.com, cell 814-308-3168
or Office Manager Lyn Ann Reid at info@hbanm.com, 231-348-9770

Six Reasons to be involved in the 2021 VIRTUAL Home and Outdoor Living Show

Capitalize on Increased Web Traffic

Internet traffic last year was up 18%! Have a greater online presence and focus where your prospects are spending their time.

Expand Your Audience

Reach new prospects including vacation home owners. We will promote the show in high-end feeder markets to Northern Michigan.

Gain Data-Driven Marketing Insights

Exhibitors will get a report on visitor traffic and other data during the promotion period.

Generate Leads

Every Exhibitor page will have a dedicated lead form plus there will be a lead form for the general website.

Be Cost-Effective with Your Marketing $

The show website will be up until March 2022 making this a cost-effective way to promote your business over 10 months.

Increase Your Social Media Exposure

Get value from our Facebook and Instagram posts as well as Google ads.

NORTHERN MICHIGAN VIRTUAL HOME SHOW and outdoor living
45th ANNUAL
Home Builders Association of Northern Michigan

EXHIBITOR REGISTRATION FORM

VIRTUAL HOME & OUTDOOR LIVING SHOW

Presented by the HBA of Northern Michigan

Promoted April 16- May 8, 2021 Website active for 11 months!

FORMS DUE BY MARCH 26, 2021

50% Payment due now. Rest due by April 10.

Company Name_____ Contact Person_____

Mailing Address_____ City, State, Zip_____

Phone_____ Mobile_____

Fax_____ Email_____

Website_____

What are you promoting? _____

Select up to TWO categories for search and focused entry pages:

[ ] Builder/Remodeler
[ ] Flooring
[ ] Designers & Architecture
[ ] Water Systems
[ ] Financial Services
[ ] Furniture & Home Decor
[ ] Non Profit
[ ] Building Supply – lumber, windows, doors, hardware
[ ] Kitchen & Bath Design & Supply – cabinets, countertops, fixtures
[ ] Utilities
[ ] Home Systems - HVAC/plumbing/electrical/technology
[ ] Other products or services related to a home
[ ] Landscaping & Outdoor Living
[ ] Outdoor Recreation

See attached sheets for information we need for your home show page on our website.

Virtual Home Show Package Options:

[ ] STANDARD PACKAGE – $800 One standard website page – Submit information on PAGE SUBMISSION SHEET
Includes one web page with up to 8 photos, one copy block, contact info and lead form

[ ] ENHANCED PACKAGE – $1,300 One standard website page PLUS one 1-3 minute video created from photos or video we take at your location. Submit information on the PAGE SUBMISSION SHEET (Some restrictions apply to videography)

[ ] NON-PROFIT – $100 Includes a 4" x 3" boxed ad on the non-profit page with a link to your website

ADD ONS – These extra promotional packages are available once you select a Home Show Package above:

SELECT Check Below	Exhibitor Promotion Package	Facebook posts 4/16-5/5/21	Logo on Category Entry page	Rotating Banner ad 4/16-5/8/21	Rotating banner continuation, 5/9/21 to 3/1/2022	Company name listed as a sponsor on all promotions. Logo used where possible
	SILVER $350	1	x	1	none	
	GOLD $500	2	x	1	3 months	
	PLATINUM $700	2 + a video post	x	1	10 months	x

[ ] OPTIONAL – Please donate a contest Giveaway Prize(s) with a value of $50 or more:

We will be pulling names from those who fill in the general MORE INFO request form during the promotion period of April 16- May 8, 2021. By donating an item (that can be easily mailed), your company will get extra promotion during the home show dates. We will promote the items on the show website and our Facebook and Instagram pages. Donated item will need to be mailed by your staff to contest winner. ***The home show committee will need to approve all Giveaway Prizes. Discounts on the purchase of any product or services are not acceptable prizes.*** Suggested items are actual products, gift certificates, electronics, and related.

Describe donated item: (Remember that people entering will be coming from a wide geography) Please send us an image of your donated item to info@hbanm.com and mark the Subject: GIVEAWAY ITEM

*Giveaway Description:*_____

I agree to enter my company product and/or service in the 2021 Virtual Home and Outdoor Living Show by the HBA of Northern Michigan. I agree to submit all needed website materials by the due date of March 26 or before. I understand that there are no guarantees implied or stated as to the amount of web traffic the show website will get or the amount of leads that will be generated by this promotional opportunity. I also understand that the HBANM staff will make every effort to promote the website from April 16, 2021 to March 1, 2022, but especially during the promotional period of April 16 to May 8,2021. I am entering this agreement in good faith and will not hold the HBANM harmless for any results or non-results of this promotion. I agree to review and approve my website page for accuracy in a timely manner. I warrant that any images or content submitted for my webpage are free of any copyright restrictions and available for use on the HBANM website.

Exhibitor Signature: _____

Print Name: _____Date: _____

Please sign the application and fax or email it to the HBA office upon receipt.

Fax 231-348-8155 email:info@hbanm.com

For questions, call Janet Chambers, EO at (cell) 814-308-3168 or Lyn Ann at (office) 231-348-9770

PAYMENT: Exhibitor Entry Fee [ ] $800 or [ ] $1300 $_____

(OPTIONAL) Promotional Add Ons [ ] $350 or [ ] $500 or [ ] $700 $_____

50% Payment due now. Rest due by April 10. **TOTAL ALL FEES $_____**

[ ] BY CHECK Made payable to HBANM. Mail to HBA of Northern Michigan, 455 Bay Street, Petoskey, MI 49770.
[ ] BY CREDIT CARD (+ 3.5% processing fee)

Name on Card_____

NUMBER_____ CV_____ Expiration_____

Signature of Card Holders _____ *Date* _____

All forms and content must be received by March 26, 2021.

Applications without at least a 50% payment will be returned. All fees due by April 10.

Updated 3/1/21

HOME & OUTDOOR LIVING SHOW – Webpage SUBMISSION FORM Due by March 26, 2021

Fill in this form to tell us what you want on your webpage on the VIRTUAL Home & Outdoor Living Show website. When the page is completed, you will be sent a copy of the page to proof. Please TYPE this form using a PDF editor or Microsoft Word.

Company Name _____ Phone _____

Address (Optional) _____

List the NAME of anyone you want listed on your page with their contact information: (Up to two contacts)
Name: _____ email _____ Phone _____
Name: _____ email _____ Phone _____

Website address (Your page will link to this site) _____

List the email you want the lead form to go to: _____

YOUR WEBSITE PAGE CONTENT:
[ ] **Standard Package $800** – email us up to 12 photos for a photo gallery slideshow. No video is included in this package. See sample page for details on content

[ ] **Enhanced Package $1,300** – email us up to 12 photos for a slideshow gallery PLUS with this packed you get one 1-3 minute video by a videographer or we can create a video slideshow from your images using up to 25 images. There are geographic restrictions for live videography at your location, so please contact us to make arrangements for the video. If you want a video slide show, please send us up to 25 high-resolution images (jpegs) and your logo. Videos submitted cannot be more than 3 minutes. The committee has the right to review all videos for appropriateness for this venue. Commercials may be used as long as these are for the company represented as the exhibitor.

ALL PACKAGES – Where to send your content for your webpage:

1) Email your information to info@hbanm.com with MEMO: Home show. Once you register for the homeshow and email us this form, **we will create a dropbox link for your content upload**. Please ZIP all photo files. You will get a confirmation email to confirm receipt of your content.

2) Describe your products/services below. Limited to 500 words.

3) List your products and services – up to 20 bulleted items.

4) Email us your high-resolution logo, photos or video. See above packages for descriptions.

List any special instruction below:

Who should we contact at your company to get this content page approved? _____

Email _____ BEST PHONE _____

ADD-ON PROMOTIONAL PACKAGES – ALL content information **DUE BY MARCH 26, 2021**

If your company signed up for one of the promotional packages, we will need this form back to build your content.
All materials should go to info@hbanm.com MEMO: Home Show, or you may upload the information to your assigned dropbox file.

1) FACBOOK Posts:

Send one image and two lines of copy for your post. Please paste info below or send in an email.

2) **BANNER AD: Ad size is 7" wide x 2" deep.** Please send a high resolution JPEG file. We can create an ad at no charge if needed.

Direct all questions on content for your pages to Janet Chambers, EO at janeteo@hbanm.com or cell 814-308-3168

HBA of Northern Michigan. Sample Pages for Virtual Home and Outdoor Living Show

Posted live April 16, 2021, at **www.homeshowupnorth.com** Promoted 4/16 to 5/8/21
Site live until March **2022**

SHOW ENTRY PAGE

Search function

Click to a general lead form

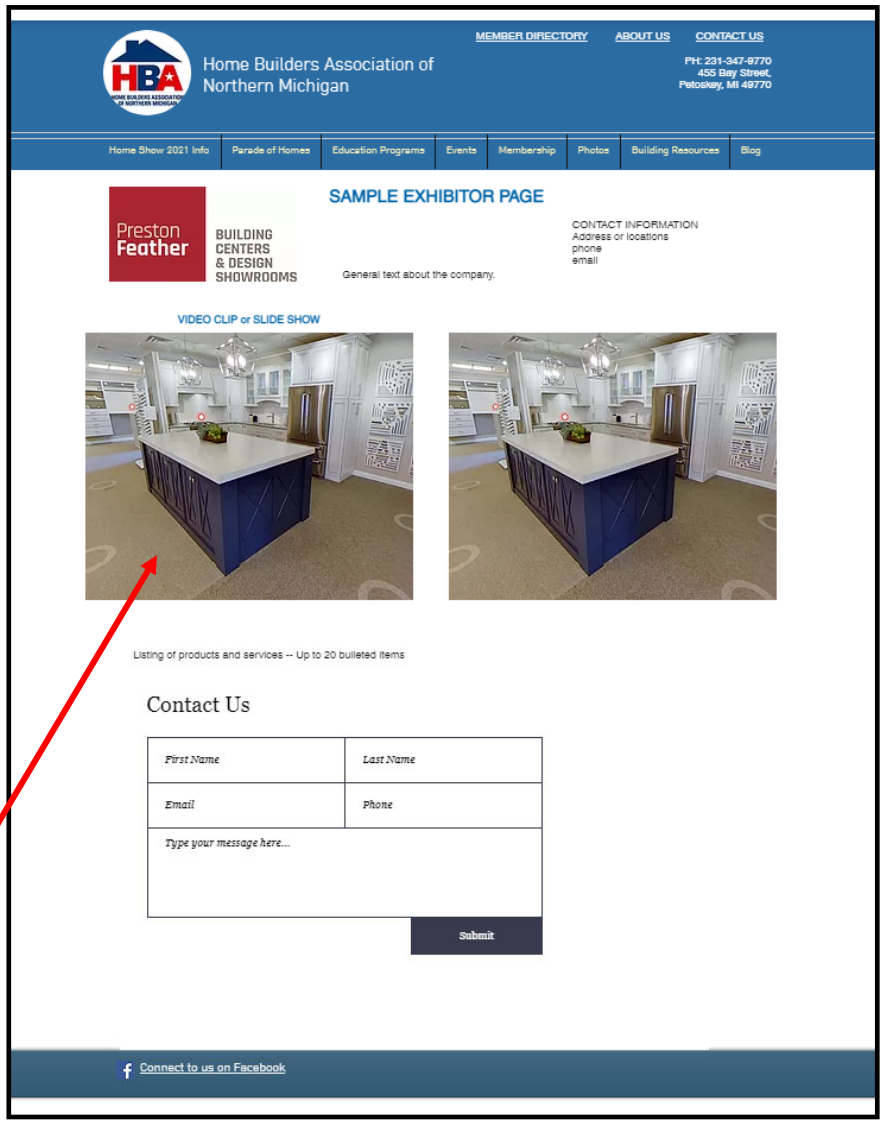
(1) Visitors select a category to visit

Rotating Banner ads

(2) Visitors select a business to visit

(3) Exhibitor pages include the following:

- Contact info
- Contact form
- Logo
- Introductory copy
- VIDEO clip — Included with the $1,300 package. We want to encourage all exhibitors to have a WHY ME Video of up to 3 minutes. This is your normal sales pitch.
- SLIDE SHOW— we can create a slide show of your image with up to 25 images of your project work. This is included in all exhibitor pages.
- Bulleted list of products and services up



Two video clips are allowed on each exhibitor page or this will be a slide show of exhibitor images with the $800 package.. The $1300 package includes the production of <u>one</u> video clip.