

2017

The Greater Kansas City Home Show has been a Kansas City tradition for more than 65 years. Sponsored by the Home Builders Association, it is Kansas City's original home show and your best opportunity to meet with thousands of area homeowners who are interested in the products you have to sell.



Sponsorship Opportunities



Jonathan & Drew Scott

The HBA is excited to announce that Jonathan & Drew Scott, stars of HGTV's "Property Brothers," are the 2017 headliners! This popular duo is sure to draw thousands to the Home Show and you need to be there, too!



Presenting Sponsor

\$25,000 | One available

- Company name/logo placed on all advertising including:
 - Official show guide
 - All print/radio/TV ads
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Tickets
- Opportunity to display company banner in prominent area at show (to be provided by sponsor).
- Half page 4-color ad in official show guide, which has a 30,000+ circulation in KC Star as well as show distribution (ad to be provided by sponsor). Value: \$9,500.
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 10 tickets to the VIP meet-and-greet with Jonathan and Drew Scott of HGTV's *Property Brothers*. Value: \$750.
- 100 complementary tickets. Value: \$1,000.
- Free one-year HBA membership. Value: \$625.
- Reserved parking at venue for duration of Home Show. Daily dock passes are \$100. Value: \$300.

Secure this opportunity.

Contact Kelcee Schlotzhauer Kelcee@kchba.org or at 816-942-8800



Pop-Up Market Sponsor

\$15,000 | One available

- Company name/logo placed on:
 - Official show guide
 - Official Home Show Website www.kchomeshow.com
 - Press releases
- Opportunity to display company signage outside/inside Pop-Up Marketing tent during show.
- Quarter page 4-color ad in official show guide, which has a 30,000+ circulation in KC Star as well as show distribution (ad to be provided by sponsor).
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 50 complementary tickets. Value: \$500.

Secure this opportunity.

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Main Stage Sponsor

\$10,000 | One available

- Company name/logo placed on:
 - Official show guide
 - Official Home Show Website www.kchomeshow.com
 - Press releases
- Opportunity to display company signage on main stage throughout duration of show, including during Jonathan and Drew Scott's (of HGTV's "Property Brothers") presentation.
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 50 complimentary tickets. Value: \$500.

Secure this opportunity.

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Tickets Sponsor

\$7,000 | One available

This is one of the best ways to advertise to thousands of consumers, even those who do not attend the event. As the ticket and coupon sponsor, your company name and logo will be on all online and printed tickets for the show. Estimated attendance over the course of the three-day event is 25,000 people.

- Company name/logo placed on:
 - All pre-printed and online show tickets
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off of Home Show page with a click-thru logo.
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 25 complimentary tickets. Value: \$250.

Secure this opportunity.

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Pub in the Park

\$7,000 | One available

When attendees need to take a break and enjoy a cold beverage, they will flock to Pub in the Park — and your company. Pub in the Park will offer people a choice of beer or wine and tables at which to rest and relax during the show.

- Signage around and inside Pub in the Park.
- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off of Home Show page with a click-thru logo.
- 10' x 20' booth in the back portion of Pub in the Park.
- 25 complimentary tickets. Value: \$250.

Secure this opportunity.

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Bag Sponsor

\$5,000 | One available

Don't miss your opportunity to LITERALLY put your name in the hands of thousands of qualified consumers as they walk the show floor. These bags are strategically placed at the top of the main entrance for consumers to use for all their take-aways. More than 20,000 bags are distributed over the weekend.

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off of Home Show page with a click-thru logo.
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 25 complementary tickets. Value: \$250.

Ask an Expert Sponsor

\$5,000 | One available

This is an excellent opportunity for a company that would like to become better acquainted with our builder members. As the exclusive sponsor, you will spend each day of the show assisting the builders in the booth with inquiries from attendees.

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off of Home Show page with a click-thru logo.
- Booth space within the Ask a Builder booth area.
- Signage around and inside Ask a Builder booth.
- 25 complementary tickets. Value: \$250.

DIY Stage Sponsor

\$5,000 | One available

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off of Home Show page with a click-thru logo.
- Booth located near DIY stage for optimum exposure.
- Opportunity to display company signage on main stage throughout duration of show, including during presentations.
- 25 complementary tickets. Value: \$250.

Secure these opportunities with Kelcee Schlotzhauer: Kelcee@kchba.org

816-942-8800



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HOME BUILDERS ASSOCIATION
OF GREATER KANSAS CITY

Lanyard Sponsor

\$5,000 | One available

Stay one step ahead of your competition and other exhibitors by placing your company logo in every booth at the 2016 Home Show. Lanyards are distributed to every exhibitor booth and their staff to be worn at all times during show set-up, during the three-day event and for tear-down.

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
 - Official Show Guide
- Link to company site off Home Show page with a click-thru logo.
- Premier booth at show; located in one of the most high-traffic locations on the show floor.
- 25 complementary tickets. Value: \$250.

Floor Decals

\$300 | 20 available

Guide Home Show attendees directly to your booth with a floor decal that features your company logo and your booth number. (Floor placement subject to approval of Home Show staff.)

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
- Link to company site off Home Show page with a click-thru logo.
- 5 complementary tickets. Value: \$50.

Book Signing Sponsor

Call for pricing | One available

Backdrop behind book signing table with company/HBA logo

- Company name/logo placed on:
 - Official Home Show Website www.kchomeshow.com
 - Press releases
- Link to company site off Home Show page with a click-thru logo.
- 25 complementary tickets. Value: \$250

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**Stay
Connected**



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