

# 2020

## SPONSORSHIP OPPORTUNITIES



Be part of KC's most iconic and best-loved Home Show. The Greater Kansas City Home & Lifestyle Show returns to Bartle Hall March 13-15, 2020. Hosted by the Home Builders Association of Greater Kansas City, it is your greatest opportunity to meet with thousands of area homeowners shopping for the latest in home improvement products and services.



K C H O M E S H O W . C O M





MEET **CONTACTS** WHO ARE READY FOR **CONTRACTS** AT THE 2020 KANSAS CITY HOME & LIFESTYLE SHOW

## MAKE THE KANSAS CITY HOME SHOW YOUR BEST MARKETING TOOL.

Take the hassle out of fruitless appointments to quote jobs and dead end inquiries by taking part in the Greater Kansas City Home Show, the region's best-attended and well-regarded tradeshow related to bettering, buying and constructing homes here in Kansas City. Meet "ready to buy" attendees representing Millennials (30%), Generation X (23%) and Baby Boomers (43%) from all across the greater metropolitan area!

"WE HAVE **CONSISTENTLY CLOSED** 80% OF THE **LEADS** FROM THIS SHOW **EVERY YEAR.**"  
- COMPLETE OUTDOOR CONCEPTS



# MARCH 13-15, 2020

Kansas City Convention Center-Bartle Hall

**20K**   
POTENTIAL HOMEBUYERS & HOME REMODELERS  
WHO WALK IN THE DOOR READY FOR YOU  
TO ANSWER THEIR QUESTIONS!

**82%**

OF ATTENDEES PLAN TO DO A MAJOR HOME IMPROVEMENT PROJECT OR BUILD/BUY A NEW HOME IN THE NEXT 12 MONTHS.



**66%**

OF ATTENDEES HAVE A HOUSEHOLD INCOME SURPASSING \$70,000



**1 IN 5**



CONSUMERS MAKE AN IMPULSE PURCHASE OVER \$2,000.

RESERVE YOUR SPACE TODAY  
**KCHOMESHOW.COM**

816-942-8800 | KELCEE@KCHBA.ORG

# Presenting Sponsor

**\$35,000 | One available**

Seeking exposure? Or creative ways to market your business? As presenting sponsor of the Home & Lifestyle Show, you will brand your organization as a leader in the home improvement industry as well as highlight your commitment to the Kansas City community. The Home & Lifestyle Show provides the presenting sponsor with several ways to reach a targeted consumer audience interested in home-related products and services, decision-makers in the home-building industry, and academic professionals supporting the residential construction industry:

- One-year HBA membership plus Diamond Sponsor benefits (Value: \$25,000)
- Main stage speaking opportunity
- Premier booth location near entrance to the show
- Full page, four-color ad in official show guide
- Opportunity to have exclusive deals, services, products in booth announced over PA system once per day
- Reserved parking at venue for duration of show
- Company video played once a day on main stage screen
- Floor decal denoting "presenting sponsor" status outside company booth
- Opportunity to display company banner in prominent area at show
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- Company name and/or logo placed on:
  - Official show guide cover
  - All print/TV advertising
  - Official Home Show website, [www.kchomeshow.com](http://www.kchomeshow.com)
  - Pre-printed and online show tickets
  - Main stage screen throughout weekend
- 100 complimentary tickets to show (plus a 50% discount on any additional tickets purchased)

**Secure this opportunity.**

Contact Dawn Allen, [Dawn@kchba.org](mailto:Dawn@kchba.org) or at 816-942-8800



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## **NEW IN 2020: Shuttle Sponsor \$15,000 | One available**

The show shuttle riders are a captive audience; don't miss out on this opportunity to communicate directly to show attendees and exhibitors with a targeted message that won't be missed. This sponsorship offers interior advertising options. In addition to the targeted, valuable exposure for your organization, as the shuttle sponsor you will receive:

- Booth space in prime location
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Main Stage screen throughout weekend
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 1/2 page, 4-color ad in official show guide
- 50 complimentary tickets (plus a 50% discount on any additional tickets purchased)

## **KC MADE Sponsor \$15,000 | One available**

The KC Manufacturing and Design Expo (KC MADE) is a contest among high school students (grades 9-12) in construction and manufacturing programs. Students who enter the contest will display their woodworking and mixed material projects during the show. The Home Builders Association of Greater Kansas City (KCHBA) is a non-profit organization focused on supporting the home-building industry. KCHBA hosts the KC MADE competition during the Home Show to promote careers in the residential construction industry.

- Space near KC MADE competition to market your company
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Social media posts
- 1/2 page, 4-color ad in official show guide
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 50 complimentary tickets (plus a 50% discount on any additional tickets purchased)

## **NEW IN 2020: Flower Market \$10,000 | One available**

This will be one of the KC region's first and best shopping opportunities for garden-related products and services. Attendees will find everything they need to stock up for the coming season: plants, garden tools and furnishings, landscape services and botanical decor. As sponsor of this area, you will receive:

- Space in flower area to market your company
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Social media posts
- 1/2 page, 4-color ad in official show guide
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 50 complimentary tickets (plus a 50% discount on any additional tickets purchased)



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## Kids Corner \$10,000 | One available

The Home & Lifestyle Show wants to provide the most valuable and positive experience possible for all attendees - including the kids! Provide a fun day for children and their parents won't possibly be able to say no when their little ones ask for a play gym for the backyard.

- Area for interactive displays
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Social media posts
  - Main Stage screen throughout the weekend
- 1/4 page ad in official show guide
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 30 complimentary tickets (plus a 50% discount on any additional tickets purchased)

## Pub in the Park \$7,000 | One available

When attendees want to sit down, enjoy a cold beverage and watch some basketball, they will flock to Pub in the Park - and your company. We provide the beer and TVs and you provide the fun! Develop a theme and support it with creative marketing details - a tailgating theme with raffles and giveaways like koozies, coolers or a grill, for example. Add a great photo op and your company will be all over social media. As the sponsor of Pub in the Park, you will receive:

- Area to market your brand to thousands of show attendees
- Signage in and around Pub in the Park that acknowledges your brand the partnership
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Main Stage screen throughout the weekend
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 25 complimentary tickets (plus a 50% discount on any additional tickets purchased)

## NEW IN 2020: Home Away from Home \$7,000 | One available

As the weather warms up, consumers aren't just planning their next home improvement project, they're also planning their summer adventures - and what better place to start than in the Home & Lifestyle Show's "Home Away from Home" area where attendees will find RVs, campers, Airstreams and more!

- Area to market your brand to thousands of show attendees
- Signage in and around the area that acknowledges your brand and the partnership
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Social media posts
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- 25 complimentary tickets (plus a 50% discount on any additional tickets purchased)



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## Parade of Playhouses Sponsor **\$5,000 | One available**

This is a priceless opportunity to promote your company to thousands while aligning your brand with a worthy cause! The KCHBA Foundation is asking for a donation of \$5,000 to be the presenting sponsor of the 2020 Parade of Playhouses. As presenting sponsor, you will receive:

- Area near the Parade of Playhouses to display your company's promotional materials
- Opportunity to announce winners of playhouses and/or announce current bids throughout weekend on main stage
- Pre-promotion on social media (timing of post at KCHBA's discretion)
- Opportunity to network with thousands including builders of playhouses and show attendees
- Opportunity to present donation to charitable organization
- Recognition in the 2020 Home & Lifestyle Show guide
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Main Stage screen throughout the weekend
- 25 complimentary tickets

## Cooking Stage Sponsor **\$5,000 | One available**

Showcasing the best of Kansas City, the cooking stage focuses on the local food scene by highlighting a wide array of chefs, breweries, foodies and more. Featured on KCTV5 in live coverage from the show, the cooking stage is an excellent way to promote your company to consumers!

- Naming rights to the cooking stage
- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- Signage in and around cooking stage
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Main Stage screen throughout the weekend
- 25 complimentary tickets

## NEW IN 2020: Design Studio **\$5,000 | One available**

The KC Home & Lifestyle Show is excited to announce a new exhibit during the show: The Design Studio. Consumers will submit a photo of a room in their house that is in desperate need of a makeover. Only five rooms will be chosen and five professional interior designers will take a room, design it and showcase it at the show. By sponsoring this challenge, you will have the opportunity to network with consumers, interior designers, home builders and more!

- Pre-promotion on social media (timing of posts at KCHBA's discretion)
- Signage in and around Design Studio area
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official Show Guide
  - Press release
  - Social media posts
- 25 complimentary tickets



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## Lanyard Sponsor **\$5,000 | One available**

The lanyards sponsorship is certain to call attention to your company and draw additional buyers to your booth

- Company name / logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official show guide
  - Main Stage screen throughout the weekend
- 25 complimentary tickets

## Bag Sponsor **\$4,000 | One available**

The Show Bags area placed in prominent locations and are picked up - and then reused - by thousands of buyers, resulting in tons of exposure during the show. Sponsor supplies bags; must be co-branded with Home Show logo. This sponsorship also includes:

- Company name / logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official show guide
- 20 complimentary tickets

## Pet Zone **\$3,000 | One available**

A home just doesn't seem complete without a furry family member! This area of the show focuses on everything pet-related. Dog adoption - check. Dog training - check. Sponsor this area and promote your pet products and/or services to attendees who treat their pets like children.

- Area to market your brand to thousands of show attendees
- Company name and/or logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official show guide
- 15 complimentary tickets

## DIY Workshop Host **\$750**

At this sponsorship level, you'll have the opportunity to host your own hour-long workshop as part of the Home & Lifestyle Show. This is a chance to teach on a topic related to home or lifestyle that is beneficial for attendees while also highlighting you and your company as knowledgeable leaders in your field. (Company responsible for RSVPs and for any take-home materials attendees receive).

## Secure this opportunity.

Contact Dawn Allen, [Dawn@kchba.org](mailto:Dawn@kchba.org) or at 816-942-8800



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## Floor Decals \$350 (Limited Availability)

Guide attendees directly to your booth with a 4' round floor decal that features your company logo and your booth number. (Placement subject to approval by Home Show staff.)

- Company name / logo placed on:
  - Official Home Show Website [www.kchomeshow.com](http://www.kchomeshow.com)
  - Official show guide
  - Main Stage screen throughout the weekend
- 25 complimentary tickets

## Official Home & Lifestyle Show Guide Advertising Opportunities

To help attendees navigate the show floor, 10,000 show guides will be printed and distributed throughout the weekend. Make sure they visit your booth with an ad in this year's guide!

### 2020 Show Guide Ad Rates:

- Full page \$1,000
- 1/2 page \$750
- 1/4 page \$500

### 2020 Show Guide Ad Sizes:

- Full page 8.5" x 11" (plus 0.125" on all four sides for bleed)
- 1/2 page 9.75" x 4.75"
- 1/4 page 3.625" x 4.75"

Deadline to reserve your space is Jan. 15, 2020. Contact Kari at [Kari@kchba.org](mailto:Kari@kchba.org) or call 816.942.8800 to secure your spot in the guide.

### Contact the Greater Kansas City Home & Lifestyle Show Team:

#### Booth Rental/Exhibitor Questions

Kelcee Schlotzhauer, Home Show Director  
[kelcee@kchba.org](mailto:kelcee@kchba.org)  
816.942.8800

#### Sponsorship Opportunities

Dawn Allen, Director of Membership and Events  
[dawn@kchba.org](mailto:dawn@kchba.org)  
816.942.8800

#### Advertising and Promotional Opportunities

Kari English, Director of Communications  
[kari@kchba.org](mailto:kari@kchba.org)  
816.942.8800



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