



2023 MEDIA PACKET

MONEY SAVING ADVERTISING IDEAS



Fresno Fall 18th Annual **HOME IMPROVEMENT** *Show*

November 3,4,5,2023
Fresno Fairgrounds

Specialists in bringing qualified customers to you

MEDIA PACKET

November 3,4,5, 2023 Fresno Fairgrounds

Here it is! **Our 2023 Fall Show Media Packet**...Please review the information and then take advantage of these excellent programs. Remember, most of these opportunities are limited, and are thus offered on a first come, first



Advertise in the Fresno Home Show Program

"Click" on the above photo to see the 2023 show program.

Our fabulous show program is handed to each attendee at the two entrances at the Fall Show. By having an ad in the program, you remain directly in front of the consumer, even after the event. Get a jump on the competition! The ads are sold on a first come, first served basis, so call today to book your ad!

"Click" on one of the following to purchase:

Full Page Ad \$800 1/2 Page Ad \$500 1/4 Page Ad \$350

Payment Deadline: September 30, 2023 (payment is non-refundable)

Ad Deadline: October 4, 2023. If ads are not in by deadline, you forfeit your reservation space, and payment is non-refundable.

Specifications for Half or Full Page

1. ___ Full Page: 8-1/2" x 10-7/8" plus 1/8" bleed all sides for a full page ad and
1/2 Page: 8 -1/2"x 5 -7/16" plus 1/8" bleed all sides.
1/4 Page: Non-bleed/Safety 4"x5.1875", Trim 4.25"x5.4375", with bleed 4.5"x5.6875"
2. ___ All submitted PDF and image files should be CMYK (not RGB) and have a resolution of at least 300 dpi. Files being uploaded using FTP client software program must be zipped or stuffed to prevent corruption.
4. ___ PDF X1a, PDF, and TIFF/IT P1 files are preferred. Standard graphic arts application files such as Quark Xpress, InDesign, Illustrator and Photoshop will be accepted, but must also include all printer and screen fonts and all related images, logos, etc.

Questions? Feel free to contact us at 800-897-7899

Show program templates or rate sheet for a designer to create your ad here.



Bold Listing in Fresno Home Show Program

Here’s yet another way to increase your exposure to potential clients - reserve a bold listing! What is a bold listing? The Home Show Program has a category list of all exhibiting companies. Your company’s name can be bolded, AND you can have your company phone number, name of your product and/or services listed. You may also add a physical address or your website. Bolding your information draws the eye to your listing.

Bold Listings are just \$50. Your company name will be bolded and you may add two lines of text. Choose up to 45 characters per line (including spaces). Submit Payment and information by September 29, 2023.

[Click Here To Order and Make Payment](#)

[Click Here to send us your verbiage: Up to 45 characters per line](#)

Questions? Feel free to contact us at 800-897-7899

CABINETS / MOLDING / MILLWORK	
Cabinetry Design Center	2
Enticing Interiors Faux Finishing	1
Ferguson Bath, Kitchen & Lighting Gallery	2
Valet Organizers & Cabinetry	1
Your Home Remodeling & Design	2
Tom and Sandra Kaye – the only husband & wife design team. Visit them at www.yhremodeling.com, or call 559-277-1234 for info.	



**2023 NOVEMBER SHOW
RADIO CO-OP ADVERTISING PACKAGES**

All data based on Adults 35-64 Demographic

RADIO	STATIONS	NUMBER OF :60 SPOTS	REACH	FREQ.	TOTAL IMPRESSIONS	OUR TOTAL COST	YOUR CO-OP PRICE	CPM	AVG. COST PER SPOT
		KMJ 105.9 FM/580 AM News Talk Radio	88	20.2%	4x	249,948	\$5,700	\$2,850	\$11

NOTE: Co-op Ads will run exclusively in Morning Drive, Mid Day, Afternoon Drive, and Weekend prime day parts.

Ads will air October 23-November 4, 2023

* Surveys used the most recent 3-Book average.
Please contact media@thinktankmm.com or at (602) 788-1065 with any questions.

Radio Co-ops
Advertise on some of Fresno’s top radio stations at

less than half the regular price!

Join us in a KMJ co-op radio promotion and spotlight your business. We pay half, you pay half, but you will be featured in two-thirds of the commercial! This is an outstanding, one of a kind opportunity to promote your company and save advertising dollars.

The Fresno Fall Home Improvement Show will book and monitor the schedules, produce the 60-second spot and handle the billing, your company provides the script for the :40 seconds. All you have to do is fill out payment form and send! You have 40 seconds in which to feature your company. We will introduce your business, and end the spot inviting listeners to visit you at the Home Show. Schedules will be booked to run one to two weeks prior to the show.

[Click Here For Radio Co-op Schedules and Sign up Form](#)

For questions, please contact Brian Slutsky with Think Tank Media & Marketing
Phone 602-788-1065 / email brian@thinktankmm.com



Sponsor Show Tables at 2 Entrances!

Great Opportunity! Your company's banners can be the first thing the 8-10,000 homeowners see when they visit the Fresno Fall Home Improvement Show (2'x6' banner will fit on the front of the home show table). Merchant to provide banner. Along with banner placement, this sponsorship also allows you to place bags on our TWO show entrance tables. Homeowners love to receive a bag and will carry it throughout the show and community! **The sponsorship cost is \$400.** (This is not considered a booth; no sales reps will be allowed at the table). Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis.

Payment must be included with this form to confirm participation. Call today! 800-897-7899. Please have bags delivered to:

Fresno Fall Home Improvement Show
c/o The Big Fresno Fairgrounds
1121 Chance Ave. Fresno, Ca 93702
Deliveries of fliers/bags are accepted – 11/1-11/2, 2023

[Click Here to Order and Make Payment](#)

(We will confirm by email that you are the first to respond to this sponsorship)

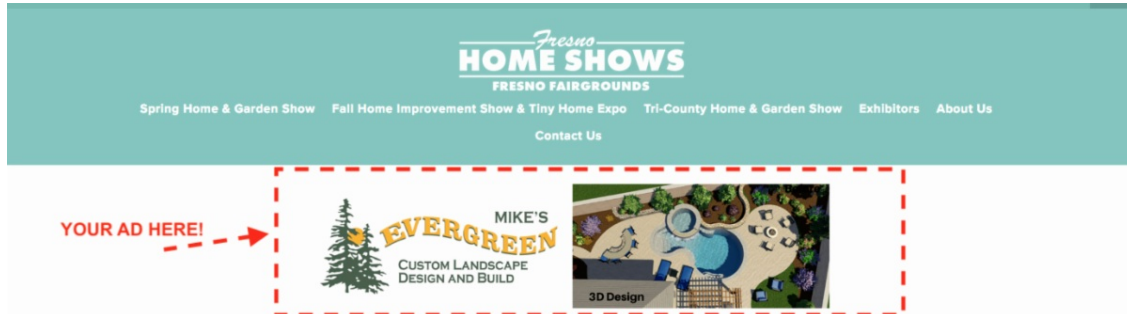
Questions? Feel free to contact us at 800-897-7899



Link Your Website to Fall Home Show Website!

FREE! Take advantage of the 8-10,000 homeowners who check out our website before and after the home show by linking your website to ours. It's easy and **free!** Just submit your company name and website address by email: events@fresnoshows.com or by fax 916-780-9434 and we will link you up!

Questions? Feel free to contact us at 800-897-7899



Your Banner On Our Website!

This is an exclusive offer – we have banner space on The Fresno Home Show Website available for one of our merchants. This includes website's home page AND The Fresno Fall Home Improvement Show's home page! In addition to the banner, consumers can click on your ad and be directly linked to your website! Again, there is only one opening, so this is a first come, first served situation. What a great way to put your company in front of thousands of potential customers.

During our 2022 Fresno Fall Home Improvement Show, we had 25,000 **unique visitors** during the weeks prior to and after the event...An advertising dream come true!

UNIQUE VISITORS	PAGEVIEWS
25K	49K
+17% yr/yr	+10% yr/yr

Web Banner Cost \$300. The specs: 782 x 90 px.

[Click Here To Order and Make Payment](#)

(We will confirm by email that you are the first to respond to this sponsorship)

Questions? Feel free to contact us at 800-897-7899



Free Complimentary VIP Passes!

Let your customers know how much you appreciate their business by giving

them a Free VIP Ticket, compliments of your company! Encourage your new potential customers to come see you at the show, by sending them a Free VIP Ticket. It's a great way to build a new business relationship and/or to maintain an old one.

Our VIP Complimentary Passes will allow two consumers in for each ticket.

You may order 25 complimentary passes at no cost to you! Supplies are limited and will be distributed on a first come, first served basis while they last! Extra Complimentary passes (above the 25) are available for sale at \$2.00 each.

[Email request for VIP Tickets](#)

[Click to Order Extra VIP Tickets and Make Payment](#)

Questions? Feel free to contact us at 800-897-7899



Advertise on the Complimentary VIP Tickets



Great Opportunity! Your company's name can be the first thing the homeowners see when they receive their complimentary VIP tickets. Your company name, logo, phone number, website address and/or any show specials, can be printed on the backside of the VIP tickets. 7500 VIPs were available for the 2022 Fall Event (*final number tbd at time of printing). **This sponsorship will cost \$800 for 4-color.** Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis. Payment is non-refundable.

Please send your PDF artwork by September 6th. Requirements: Size: 2x5.5

Resolution:

All file formats must have a minimum of 300 dpi resolution.

Images designed for the web typically cannot be used for printing as they have a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a substantial drop in the image quality.

Color Mode:

All color artwork and/or images must be provided in CMYK color mode.

Bleed:

Please build your print-ready digital files by adding 0.1" bleed to each dimension (or 0.05" bleed on all four sides). For example, a 2" x 5.5" ticket with the full bleed should be 2.1"x5.6".

[Click Here To Order and Make Payment](#)

(We will confirm by email that you are the first to respond to this sponsorship)

Questions? Feel free to contact us at 800-897-7899

Your Company's Name on Directional Sign!



These signs are 6' tall and are on a block which raises it up to 7' tall! You may have 2 lines, 25 characters including spaces for line #1 and 25 characters including spaces for line #2. The cost is \$300 for both sides. There will only be one Company per industry per building. Each building has a directional sign out front, call now to reserve yours! Space is limited!

[Click Here To Order and Make Payment](#)

(We will confirm by email that you are the first to respond to this sponsorship)

Questions? Feel free to contact us at 800-897-7899

Additional Category Listing Now Available!

Have several products or services? You can now be listed under several categories in the home show program! Please decide which categories you would like to be listed under. **There is a \$25 charge per extra category.** The first category is **free**, this is only if you want an additional listing.

___ Associations/Societies

- Autos/Boats/Accessories
- Cabinets/Molding/Millwork
- Closets/Garage Cabinets/Shelving
- Cocktail Corner
- Computers/Internet
- Contractors/Builders
- Crafts/Gifts
- Curbs/Concrete
- Financial/Insurance/Real Estate
- Flooring/Carpet/Hardwood
- Food Trucks & Fair Food
- Gardening/Landscape
- Gourmet Food Products
- Granite/Tile/Marble/Stone
- Health/Fitness/Wellness
- Heat-A/C/Solar/Plumbing/Insulation
- Home Exterior/Roofing/Painting
- Home Furnishings
- Household Products & Services
- Interior Design/Window Fashions
- Kitchen/Bath
- Maker's Market - Artists/Crafters Handmade
- Outdoor Products & Services
- Pet Supplies & Services
- Pools/Spas/Stoves/BBQ's
- Screens/Sunrooms/Patio
- Security/Cellular/Home Theater
- Specialty Products & Services
- Tiny House Products and Services
- Travel
- Water/Sewing/Vacuum
- Windows/Doors/Building Supplies

_____ # Categories X \$25 = \$ _____

[Click Here To Make Payment](#)

[Click Here to Email the Name of Additional Category\(ies\)](#)

Questions? Feel free to contact us at 800-897-7899



Let your customers know you will be at the Fresno Home Show! Use the Fresno Home Show Logo on your advertising materials prior to the Fresno Home

Improvement Show 2023.

Download the HI logo by clicking the link below:

[Download HI Logo](#)

Sponsorship Packages

Save Money and Bundle Promotions!

A limited number of sponsorship opportunities are offered by Fresno Shows for the upcoming, 18th Annual Fresno Fall Home Improvement Show, one of the state's largest and most respected three-day consumer event. Each sponsorship level has its own unique criteria, all designed to promote the sponsor by association with the Home Show in a variety of highly visible, creative ways. This association provides immediate and unparalleled name recognition for the sponsor - before, during and after the event.

\$500 Bronze Sponsorship Sponsor A Home Show Feature!

Each year The Fresno Fall Home Improvement Show advertises the main features at the Fall Show and your company's name can be a part of this advertising program!

Features for the 2023 Fresno Fall Home Show are:

Maker's Market - Rustic Farm Charm, Flea Market Finds, Artisans & Crafters!

Tiny House Expo! **SOLD!**

Tiny House Seminar Series!

Cocktail Corner!

- **Banner:** Your company's name in **big letters** on a 4' tall and 20' wide banner located in your choice featured area. Merchant to provide the banner or Fresno Shows can provide for an additional \$200...great value for a huge banner that you can use at other events! ☐☐
- **Show Program:** Your Company's name or logo in feature's article listed as a sponsor!
- **Bold Listing:** Let us Bold your company's name in the Show Program AND add 2 lines with company's contact information and/or company's slogan.
- **Website:** Your Logo on Feature's website page next to title of Feature. Clickable link to your website! Direct more consumers to your website!

Purchase \$500 Bronze Sponsorship

\$1500 Silver Sponsorship It's All About Your Company!

The Silver Sponsorship has been created to promote your company's name AND tell your company's story by expanding the exposure in The Fresno Fall Home Improvement Show's Advertising Campaign. Through ads you will be able to showcase your product or service and explain any promotions you may be having.

- Discount Code: There is a \$3 off admission when attendees buy their tickets online. The Silver Sponsor Package offers your company name to **be** the Discount Code that each homeowner receives! (See photo below, this image is emailed to each attendee who signs up for a discount code. Your company name will be included.



Discount Code: "PREMIERPOOLS"

- And...Your company name will be on the sign-up form for the discount code! See below for a screenshot of our sign up page!



Sign up for the \$3 off General Admission!

by Text or Email!

Please click on the link below to receive your discount code and save! You can receive the discount code by text (green button) or by email (enter email address). We respect your privacy and do not share or sell your information. Once you have received your discount code you may purchase your tickets to the right of this page by clicking on the green button, "Purchase Tickets".

- Not to be combined with other discounts.
- Discount code to be used online, not valid at the gate.
- To offset the .75¢ online ticket fee, the discount has been increased from \$2 to \$3. 🙌

TO RECIEVE DISCOUNT CODE
BY TEXT CLICK HERE

Email *

SUBMIT

Fresno
HOME SHOWS
FRESNO FAIRGROUNDS

CONTACT US:

800-897-7899

kristen@fresnoshows.com

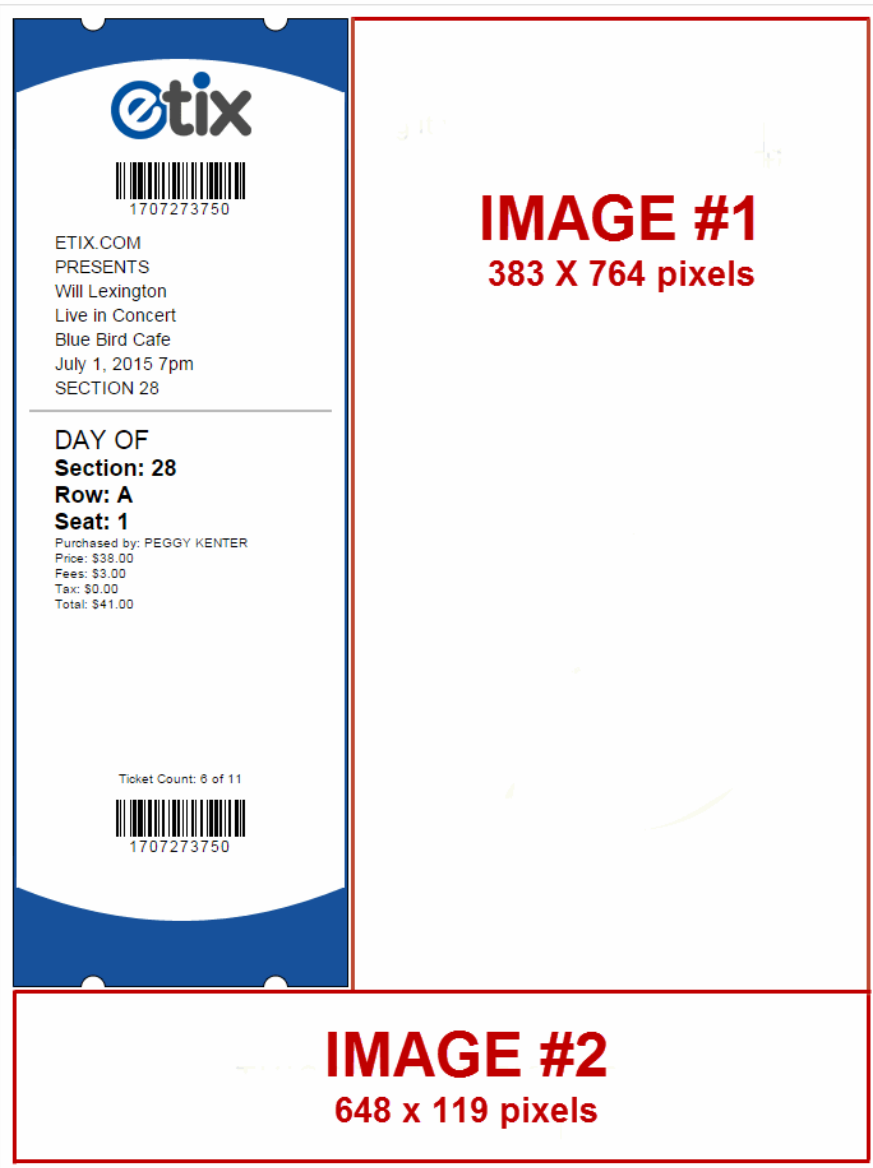
DISCOUNT CODE
SIGN UP TODAY

PURCHASE TICKETS
ONLINE ONLY!

ABOUT US



- AND...Your Company name will be listed on our social media posts on Facebook, Instagram and Twitter, promoting signing up for the \$3 off discount code. We have over 23,000 social media followers! Again, it will say, "Sign-up for \$3 off brought to you by "Your Company Name". (Not to include ads).
- And...Your Company's Ad on every ticket sold online! Image #1 is where we place information about the show. Image #2 is ad space for The Silver Sponsor! The whole ticket is what each attendee receives when they buy their ticket online!



- Show Program Ad or Article: Place a 1/2 page ad or article in our beautiful 4 color Show Program! 5,000 Show Programs are printed and distributed at both entrances. Sponsor to provide Ad.
- Signage: Direct the homeowners to your booth while promoting your company! Place your company's name on the 6' tall directional signs in front of your building. (not for outdoor vendors).
- Bold Listing in Show Program: The company will be listed in the show program in bold type. Additional space is also given so you may include phone number, website address, email or address. Total of 45 characters per line including spaces.
- Banner: Your company's banner place in Home Show's Food Court. Company to provide banner.



Purchase \$1500 Silver Sponsorship!

\$10,000 Gold Sponsorship

Be a part of the Fresno Fall Home Improvement Show's \$100,000 Advertising Budget!

- Billboards: Electronica, Poster & Board sizes. Name of company will be listed as a sponsor of The Fresno Fall Home Improvement Show. (Sponsored by "name of company or logo depending on size.") Limit to 3 words. Logo color adjusted to coordinate with billboard.
- Radio: Company name will be included as a part of radio advertising on the :15, :30, :60 second commercials. Example, "Company X, sponsor of The Fresno Fall Home Improvement Show." *Please note: Length of company name (# of words) may affect select radio spots.* Limit to 3 words.
- Sponsor Logo at end of :30 TV commercial.
- Show Program: The company will be listed in the show program in bold type; said listing will include pertinent information about the company, i.e., contact name, phone number, etc. Total of 45 characters. (Exhibitors only)
- Show Program: Company name will be listed on cover of Show Program. Example, "Company X, sponsor of The Fresno Fall Home Improvement Show.
- Social Media; \$500 Ad on The Fresno Fall Home Improvement Show's Facebook ...over 23,000 followers combined!
- Website: The company's name will appear on the Fresno Fall Home Improvement Show's home page website as a sponsor, 24,844 **unique visitors** went to our website for the Fall 2022 show!
- Email Blasts: Data Bases of over 132,000 emails of past home show attendees and Central Valley residents will include your company's name as Sponsor of 2023 Fresno Fall Home Improvement Show!
- First right of refusal for the next annual Fresno Fall Home Improvement Show Sponsorship, deadline 5/1/24.

Purchase \$10,000 Gold Sponsorship

Helcim Credit Card Processing Company is a Secure Website



Fresno Home Shows
Toll Free Number: 800-897-7899 Fax: 916-780-9434
events@fresnoshows.com www.fresnoshows.com
4120 Douglas Blvd. #306-349
Granite Bay, Ca 95746

