

## Show Entrance Design Exhibits Your Work, Products

Monday, April 12, 2010, 2:40 p.m. EDT

Every year about this time, our local Homebuilders' Association heralds the arrival of Spring by hosting a Homebuilding and Remodeling Show at the civic center. The Homebuilding and Remodeling Show features more than 600 booths manned by various contractors, vendors and service providers allied to the building industry.

Up to 15,000 people attend the show over a three-day period. Each of those 15,000 attendees pass through a grand entrance, designed and installed by us.

What better way to showcase our business? Like dressing a movie set, we create an elaborate 1,500-square-foot garden oasis to set the stage for the experience. The cost is relatively low and the benefits are high. The Homebuilding and Remodeling Show organizers, who invite us back each year, donate the space. Some of our distributors give us products to use in the display. Selected contractors that work with our Design Center donate their labor.

We create a complete outdoor living experience using water features, hardscapes, outdoor kitchens, outdoor lighting, greenscaping, arbors and furnishings.

The Homebuilding and Remodeling Show project has become an important part of our marketing efforts to create branding and positioning of the type and quality of work we do and products we offer. At the Homebuilding and Remodeling Show we enjoy a captive audience of thousands searching for home and remodeling ideas. It would take weeks to generate that volume of foot traffic in one of our stores.

We start sketching out our designs months before to give our vendors the opportunity to feature their products. Expectations are high to see what we've created to top last year's display.

The local TV stations provide thorough coverage of The Homebuilding and Remodeling Show over the weekend. Because of the 'wow' factor, our entrance typically gets a lot of exposure with one-on-one interviews and live broadcasts.

This year our local CBS affiliate produced a mini 'makeover' show to demonstrate how we put together the elaborate set. The show now runs on our flat screen TV directly above our cashier's work station.

This, coupled with our TV and radio advertising, rounds out our marketing package. Homebuilding and Remodeling Show attendees can see, feel and touch what they only hear about in our radio ads. Regular store customers can see our ideas and products put together on one canvas.