

26-28 JAN.
2024

LONDON HOME BUILDERS' ASSOCIATION

LIFESTYLE
HOMESHOW



PARTNERSHIP OPPORTUNITIES



Why Partner with us?

Our show attracts current and future homeowners from across Southwestern Ontario who are seeking products and services for their home and lifestyle!

As a Partner you will receive:

- Extensive brand exposure to increase your brand awareness
- High advertising exposure! Our packages include high visibility on-site branding, activation opportunities and visibility with your target audience.
- Build relationships with customers and prospects in a fun and family friendly environment
- Confidence in your brand with current and future homeowners

Who Attends?

With more than 300 booths and over 10,000 people in attendance at the show that will feature a variety of products and services related to the industry. At the Lifestyle Home Show, you will have access to your direct target audience. This show is an excellent opportunity for your company to connect directly with consumers, spread knowledge of your brand, and sell your products on the sales floor.

To Secure your Partnership:

Contact us to discuss a custom-tailored package to best suit your needs!

Holly Doty
Event Manager – Lifestyle Home Show
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Partnership Packages

MAJOR SHOW PARTNER \$20,000

NUMBER OF OPPORTUNITIES: 1

YOUR PACKAGE INCLUDES:

DIGITAL ADVERTISING

- Recognition as the Major Show Sponsor in all social branding (with link to company social media)
- Premium logo placement on all online e-blasts

ONSITE BRANDING RECOGNITION

- Prime 20' x 30' booth at the show.
- Prime location at the Lifestyle Home Show – Booth #1 in the Lobby!
- Dedicated signage displayed throughout the show including vertical signs, horizontal signs, and a large LHBA/Major Show Sponsor horizontal sign
- Recognition as presenting sponsor on all event materials along with LHBA

MEDIA ADVERTISING

- Your logo and “presented by” in all ads along with LHBA
- Radio: Name and “presented by” in all ads
- Recognition as the presenting sponsor on all media branding
- Logo inclusion on all media releases

WEBSITE

- Your logo on the Home Show home page with link to your website
- Partner supplied banner ad to run

SHOW GUIDE

- Distributed to attendees at the entrance of the show
- You will receive:
 - Full page colour ad
 - Your logo on the cover of the show guide
 - Inclusion in the list of Features
 - Your booth will be highlighted on the Show floor plan as a Feature.

CONCESSIONS

- Concierge support with booth requirements and show service purchases.
- Promo code for 150 passes to the show for any day

ULTIMATE PARTNER \$15,000

NUMBER OF OPPORTUNITIES: 2

- BOULEVARD OF DREAMS
- ULTIMATE VACATION CONTEST SPONSOR (Major giveaway prize)

YOUR PACKAGE INCLUDES:

DIGITAL ADVERTISING

- Recognition as ultimate sponsor on social media posts
- Recognition as ultimate sponsor on all online e-blasts

ONSITE BRANDING RECOGNITION

- Prime 20' x 20' booth at the show (Lobby or Boulevard of Dreams)
- Premium logo placement on event materials
- Onsite Signage with logo

MEDIA ADVERTISING

- Your logo in all ads
- Recognition as ultimate sponsor on all media branding
- Logo inclusion on all media releases

WEBSITE

- Your logo on the Home Show home page with link to your website
- Inclusion as a Feature
- Recognition as an ultimate sponsor on our event landing page
- Logo on event landing page
- Sponsor supplied banner ad on website January 2024

SHOW GUIDE

- Distributed to the attendees at the entrance of the show.
- You will receive:
 - o 1/2-page full colour ad
 - o Your logo on the cover of the show guide
 - o Inclusion in the list of Features
 - o Your booth will be highlighted on the Show floor plan as a Feature.

CONCESSIONS

- Concierge support with booth requirements and show service purchases.
- Promo code for 100 passes to the show for any day

LUXURY PARTNER \$10,000

NUMBER OF OPPORTUNITIES: 4

- LOBBY / ENTRANCE SPONSOR
- LIFESTYLE GUIDE SPONSOR
- PRINT SPONSOR
- SIGNAGE SPONSOR

YOUR PACKAGE INCLUDES:

DIGITAL ADVERTISING

- Recognition as a luxury sponsor on social media posts
- Recognition as a luxury sponsor on all online e-blasts

ONSITE BRANDING RECOGNITION

- Prime 20' x 20' booth at the show (Boulevard of Dreams)
- Premium logo placement on event materials
- Onsite Signage with logo

MEDIA ADVERTISING

- Your logo in all ads
- Recognition as a luxury sponsor on all media branding
- Logo inclusion on all media releases

WEBSITE

- Your logo on the Home Show home page with link to your website
- Inclusion as a Feature
- Recognition as a luxury sponsor on our event landing page
- Logo on event landing page
- Sponsor supplied banner ad on website January 2024

SHOW GUIDE

- Distributed to the attendees at the entrance of the show
- You will receive:
 - o 1/2-page full colour ad
 - o Your logo on the cover of the show guide
 - o Inclusion in the list of Features
 - o Your booth will be highlighted on the Show floor plan as a Feature.

CONCESSIONS

- Concierge support with booth requirements and show service purchases.
- Promo code for 100 passes to the show for any day

DREAM HOME SPONSOR \$7,500

NUMBER OF OPPORTUNITIES: 6+

Choice of:

- CAFÉ / GRILL SPONSOR
- STAGE SPONSOR
- LANYARD / PASS SPONSOR
- OUTDOOR / HOME AND GARDEN SPONSOR
- SKILLED TRADES & CONSTRUCTION INTERACTIVE SHOWCASE SPONSOR
- ARTISAN ALLEY SPONSOR

YOUR PACKAGE INCLUDES:

DIGITAL ADVERTISING

- Recognition as a dream sponsor on social media posts
- Recognition as a dream sponsor on online e-blasts

ONSITE BRANDING RECOGNITION

- Prime 20' x 20' booth at the show (near activation)
- Logo placement on all event materials
- Onsite Signage with logo

MEDIA ADVERTISING

- Your logo in all ads
- Recognition as a dream sponsor on all media branding
- Logo inclusion on all media releases

WEBSITE

- Your logo on the Home Show home page with link to your website
- Recognition as a dream sponsor on our event landing page
- Logo on event landing page

SHOW GUIDE

- Distributed to the attendees at the entrance of the show
- You will receive:
 - o Your logo on the cover of the show guide
 - o Inclusion in the list of Features
 - o Your activation will be highlighted on the Show floor plan as a Feature.

CONCESSIONS

- Concierge support with booth requirements and show service purchases.
- Promo code for 50 passes to the show for any day

LIFESTYLE PARTNER \$2500

NUMBER OF OPPORTUNITIES: MULTIPLE

YOUR PACKAGE INCLUDES:

DIGITAL ADVERTISING

- Recognition on some social media posts

ONSITE BRANDING RECOGNITION

- Prime 10' x 10' booth at the show
- Logo placement on all event materials
- Onsite Signage with logo

WEBSITE

- Your logo on the About and Feature pages

SHOW GUIDE

- Distributed to the attendees at the entrance of the show
- You will receive:
 - o Inclusion in the list of Features
 - o Your booth will be highlighted on the Show floor plan as a Feature

CONCESSIONS

- Promo code for 25 passes to the show for any day

Add on Opportunity

BOULEVARD OF DREAMS SPONSOR \$1000 PER PACKAGE (Minimum 400 sq feet)

NUMBER OF OPPORTUNITIES: MULTIPLE

YOUR PACKAGE INCLUDES:

PROMOTION OF YOUR COMPANY

- Sign to promote your company within the Boulevard of Dreams Feature
 - o See attached map for locations
 - o Must provide artwork
- Logo inclusion on the Lifestyle Home Show website promoting the Boulevard of Dreams Feature with a link to your social media and website
- Social Media mentions (tagging your business) leading up to/during the Show

PROMOTION OF FEATURE

- Inclusion in the Show Guide (distributed to attendees at the entrance into the Show):
 - o Boulevard of Dreams has a dedicated 2-page spread
 - o Boulevard of Dreams is in the Features listing
 - o Boulevard of Dreams is highlighted as a feature on the floor plan in the show guide
 - o Logo on show floor plan
 - o Your booth will be highlighted on the Show floor plan as a Feature
- Conditions
 - o BOULEVARD OF DREAMS - Need to have a 400 Square foot booth or larger (booth space not included)
 - o Limited offer to exhibitors showcasing space that is 'outside the box'