

Western Fair District Agriplex  
London, Ontario

24-26 JAN.  
2025

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?

The show attracts over 10,000 people and 300+ booths 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  
EMAIL: [homeshow@lhba.on.ca](mailto:homeshow@lhba.on.ca)  
Phone: 519-204-2499



# 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 along with LHBA
- 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 or printed ticket for 150 passes to the show for any day

# ULTIMATE PARTNER \$15,000

## NUMBER OF OPPORTUNITIES: 4

- ULTIMATE VACATION CONTEST SPONSOR (Major giveaway prize)
- DESIGN CENTRE
- OUTDOOR LIVING
- LIFESTYLE GUIDE SPONSOR

### YOUR PACKAGE INCLUDES:

#### DIGITAL ADVERTISING

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

#### ONSITE BRANDING RECOGNITION

- Prime 20' x 20' booth at the show
- Premium logo placement on event materials
- Onsite Signage with logo

#### MEDIA ADVERTISING

- Recognition as ultimate partner 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 partner on our event landing page
- Logo on event landing page
- Sponsor supplied banner ad on website January 2025

#### SHOW GUIDE

- Distributed to the attendees at the entrance of the show.
- You will receive:
  - o 1/2-page full colour ad
  - 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 or printed ticket for 100 passes to the show for any day

## LUXURY PARTNER \$10,000

### NUMBER OF OPPORTUNITIES: 5

- LOBBY / ENTRANCE SPONSOR
- PRINT SPONSOR
- SKILLED TRADES & CONSTRUCTION INTERACTIVE SHOWCASE SPONSOR
- STAGE SPONSOR
- TICKET SPONSOR

### YOUR PACKAGE INCLUDES:

#### DIGITAL ADVERTISING

- Recognition as a luxury partner on social media posts
- Recognition as a luxury partner 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

- Recognition as a luxury partner 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 partner on our event landing page
- Logo on event landing page
- Sponsor supplied banner ad on website January 2025

#### SHOW GUIDE

- Distributed to the attendees at the entrance of the show
- You will receive:
  - o 1/2-page full colour ad
  - 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 or printed ticket for 100 passes to the show for any day

## DREAM HOME SPONSOR \$7,500

NUMBER OF OPPORTUNITIES: 6+

### Choice of:

- CAFÉ / GRILL SPONSOR
- LOUNGE SPONSOR
- EXHIBITOR LOUNGE SPONSOR
- EMCEE SPONSOR
- SPEAKER SPONSOR

### YOUR PACKAGE INCLUDES:

#### DIGITAL ADVERTISING

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

#### ONSITE BRANDING RECOGNITION

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

#### MEDIA ADVERTISING

- Recognition as a dream home 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 home 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 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 or printed ticket 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 or printed ticket for 25 passes to the show for any day

## Add on Opportunity

### **BOULEVARD OF DREAMS Premium Add On \$299 PER BOOTH (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'