



October 26th – 28th
The Ocean Center

101 N. Atlantic Avenue
Daytona Beach, Florida

Show Hours:

Friday & Saturday
10:00am – 6:00pm

Sunday
10:00am – 3:00pm



For additional information
contact:

386-681-2365

Kaitlyn Stier

kaitlyn.stier@news-jrnl.com

Move-In:

Large Vendor Only
Wednesday, October 24
9:00am-5:00pm

All Vendor Move-In
Thursday, October 25
9:00am-8:00pm

Move-Out:

Sunday, October 28
3:00pm-8:00pm

Monday, October 29
8:00am-12:00pm

2018 Fall Home Show Sponsorship Agreement

❑ Presenting Sponsor \$15,000 – 1 available

- (4) 10x10 Premium Booth Spaces
- One full page, full color ad in Fall Home Improvement Guide, subject to change
- (4) ¼ page ads to run the week of the show (Mon-Sat)
- (4) ¼ page ads to run prior to show
- 250K digital ad impressions on news-journalonline website.
- Logo positioning on advertising for show, including print ads, online ads, posters, flyers, billboards and radio.
- Logo as presenting sponsor on 2,000 reusable bags that will be handed out to the first guests at the show each day.
- Premium position box ad on the Home Show website with link to page.
- Logo on all event signage and PA announcements as presenting sponsor.
- Banners strategically placed at event.
- Social media mentions with two boosted posts as event presenting sponsor.
- One 30 minute seminar on stage each day & participating booth in News-Journal
- (4) invitations to the Vendor Breakfast
- (8) 3-Day Parking Passes

❑ Celebrity Sponsor - \$8,000 – 1 available

- 20x50 Premium Booth Spaces
- One full page, full color ad in Fall Home Improvement Guide, subject to change
- (3) ¼ page ads to run the week of the show (Mon-Sat)
- 125K digital ad impressions on news-journalonline website.
- Logo positioning on celebrity guest premarketing for show, including print ads, online ads, posters, flyers, billboards and radio.
- Premium position box ad on the Home Show website with link to page.
- Logo on all event signage and PA announcements as celebrity sponsor.
- Banners strategically placed at event
- Social media mentions with one boosted post as HGTV celebrity guests sponsor.
- One 30 minute seminar on stage each day & participating booth in News-Journal contest
- (4) invitations to the Vendor Breakfast
- (6) 3-Day Parking Passes



2018 Fall Home Show Sponsorship Agreement

❑ **Stage Sponsor \$5,000 – 1 available**

- 20x20 Premium Booth Space in front of stage
- One full page, full color ad in Fall Home Improvement Guide, subject to change
- (1) ¼ page ROP ad to run week of show (Mon-Sat)
- 50K digital ad impressions on news-journalonline website.
- Opportunity for stage time and business name “sponsored by” announcements by stage emcee.
- Logo positioning on advertising for the Home Show including print ads, posters and flyers.
- Ability to hand out marketing materials for attendees at the information booth.
- One medium box ad on Home Show website with logo and link to website.
- Logo on all event signage and PA announcements as stage sponsor
- Social media mentions on News-Journal Events Facebook & opportunity to provide stage decor
- (4) invitations to the Vendor Breakfast
- (2) 3-Day Parking Passes

❑ **Gold Sponsor \$3,000 – 2 available**

- 20x20 Premium Booth Space
- One full page full color ad in Fall Home Improvement Guide, subject to change
- Logo positioning on advertising for show, including print ads, posters and flyers
- Logos on signage at event and PA Announcements as gold sponsor
- Social media mentions on News Journal Events Facebook page.
- (4) invitations to the Vendor Breakfast
- (3) 3-Day Parking Passes

❑ **Silver Sponsor \$2,500 – 5 available**

- 10x20 Premium Booth Space
- One half page full color ad in Fall Home Improvement Guide, subject to change
- Logo positioning on advertising for show, including print ads, posters and flyers.
- Logos on signage at event
- Social media mentions on News Journal Events Facebook page.
- (3) 3-Day Parking Passes
- (4) invitations to the Vendor Breakfast



YOUR HOME PASSPORT



Drive traffic to your booth by adding your business to the Home Show Passport program. One lucky attendee will win a \$1000 Gift Card.

Only \$300 extra

10 Sponsor Spots available!

*Must have a 10x10 booth to participate.

Make me Passport Sponsor (10 Available) \$300

- Drive Traffic to your booth all weekend
- Added to the “Your Home Passport” program
- Business Name listed on the “Your Home Passport” program 2000+ printed passports
- Special offer printed on all passport programs
- Passport stamps provided by show promoter
- Added to all marketing in support of the “Your Home Passport” program. including print ads, posters and flyers.
- Custom signage at show
- Social media mentions on News Journal Events Facebook page.
- One email blast to all show participants on behalf of Passport Participants.
- PA Announcements at show

2018 Fall Home Show Floor Plan (Subject to change)

WEST PARKING LOT

Updated 10.9.18



SOUTH



157	254
155	254

257	356
255	354

50x50	
Cafe & Seating	
349	

Backstage
STAGE
Seating & DJ

20x50
Living Legends Lounge
649

40x50
Dream Cruise
749

151	250
149	248

251	350
249	348

145	244
143	242

245	344
243	342

345	444
343	442

445	544
443	542

139	238
137	236

239	338
237	336

339	438
337	436

439	538
437	536

539	638
537	636

639	738
637	736

739	838
737	836

133	232
131	230

233	332
231	330
229	328

333	432
331	430

433	532
431	530
429	528

533	632
531	630

633	732
631	730
629	728

733	832
731	830

127	226
125	224

227	326
225	324

327	426
325	424

427	526
425	524

527	626
525	624

627	726
625	724

727	826
725	824

	
113	

321	420
319	418

421	520
419	518

521	620
519	618

621	720
619	718

721	820
719	818

315	414
313	412

415	514
413	512

515	614
513	612
511	610

615	714
613	712

715	814
713	812

Beck's & Pumpkin Patch	
101	

309	408
307	406
305	404
303	402
301	400

409	508
407	506
405	504
403	502
401	500

509	608
505	604
503	602
501	600

609	708
607	706
605	704
603	702
601	700

709	808
707	806
705	804
703	802
701	800

845
843
841
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801

NORTH

LOADING DOCKS

PARKING

CENTER CONCOURSE ENTRANCE



Layout subject to change

