



2024 MEDIA PACKET

MONEY SAVING ADVERTISING IDEAS



Fresno 38th Annual
HOME & GARDEN
Show

March 1,2,3 2024
Fresno Fairgrounds

Specialists in bringing qualified customers to you

MEDIA PACKET

March 1,2,3, 2024 Fresno Fairgrounds

Here it is! **Our 2024 Spring Show Media Packet**. Choose from the a la carte menu or take advantage of the money saving Sponsorship Packages located below.

Remember, most of these opportunities are limited, and are offered on a first

come, first served basis. **Questions or Ready to book? Contact us at 800-897-7899.**



Advertise in our Spring Show Program!

Our fabulous show program is handed to each attendee at the three entrances of the Spring Show. By having an ad in the program, you advertise directly to our thousands of attendees, 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 Here for Full Page](#)
\$975

[Click Here for 1/2 Page](#)
\$675

Helcim Credit Card Processing Company is a Secure Website.

Payment Deadline: January 20, 2024 (payment is non-refundable)

Ad Deadline: January 29, 2024. 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.

3. 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.

[Click Here for Show program templates to help create](#)

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

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Bold Listing in Fresno Home Show Program

Here's yet another way to increase your exposure to potential clients - reserve a bold listing! In the Home Show Program is a category listing of all exhibiting companies. Your company's name can be bolded, AND you can have your company contact information, name of your product and/or services listed. Bolding your information draws the eye to your listing!

FLOORING/CARPET/HARDWOOD	
47th Carpet & Linoleum	89 2
FCI Monterey Bay	1
Floor & Decor	2
Golden State Distributors	2
Top Tier Concrete Coatings	2
Your Home Remodeling & Design	2
Tom and Sandra Kaye – the ONLY husband and wife Remodeling and Decorating Design team.	
www.yhremodeling.com 559-277-1234	

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 January 20, 2024.

[Click Here to Purchase Bold Listing!](#)

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

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Additional Category Listing Now Available!

Have several products? You can now be listed under several categories in our Show Program! Please check which additional categories you would like to be listed under. There is a \$25 charge per category. **The first category is free**

this form is only if you want an additional listing.

- | | |
|---|---|
| <input type="checkbox"/> Artists/Crafters(handmade only) | <input type="checkbox"/> Heat-A/C/Solar/Plumbing/Insulation |
| <input type="checkbox"/> Associations/Societies | <input type="checkbox"/> Home Exterior/Roofing/Painting |
| <input type="checkbox"/> Autos/Boats/Accessories | <input type="checkbox"/> Home Exterior/Roofing/Painting |
| <input type="checkbox"/> Cabinets/Molding/Millwork | <input type="checkbox"/> Home Furnishings |
| <input type="checkbox"/> Closets/Garage Cabinets/Shelving | <input type="checkbox"/> Household Products & Services |
| <input type="checkbox"/> Computers/Internet | <input type="checkbox"/> Interior Design/Window Fashions |
| <input type="checkbox"/> Contractors/Builders | <input type="checkbox"/> Kitchen/Bath |
| <input type="checkbox"/> Craft Spirits | <input type="checkbox"/> Maker's Market |
| <input type="checkbox"/> Crafts/Gifts | <input type="checkbox"/> Outdoor Products & Services |
| <input type="checkbox"/> Curbs/Concrete | <input type="checkbox"/> Pet Supplies & Services |
| <input type="checkbox"/> Financial/Insurance/Real Estate | <input type="checkbox"/> Pools/Spas/Stoves/BBQ's |
| <input type="checkbox"/> Flooring/Carpet/Hardwood | <input type="checkbox"/> Screens/Sunrooms/Patio |
| <input type="checkbox"/> Gardening/Landscape | <input type="checkbox"/> Security/Cellular/Home Theater |
| <input type="checkbox"/> Gourmet Food Products | <input type="checkbox"/> Specialty Products & Services |
| <input type="checkbox"/> Granite/Tile/Marble/Stone | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Health/Fitness/Wellness | <input type="checkbox"/> Water/Sewing |
| | <input type="checkbox"/> Windows/Doors/Building Supplies |

_____ # Categories X \$25 = \$ _____

[Click Here To Purchase Additional Categories!](#)

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

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Your Company's Name on Directional Sign!

Direct the homeowners to your Booth while promoting your company name! Fresno Home Shows now offers advertising on the **6' tall directional signs** placed outside of each building. Place your company name on both sides of the sign in front of your building for **\$300!**

This purchase is not for outside vendors. 25 characters for line 1 including spaces, and 25 characters for line 2 including spaces. Space on signs is limited, so this is a first purchase, first serve promotion!

[Click Here To Purchase Your Name](#)



On Directional Sign!

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

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Fresno
HOME & GARDEN
Show

Radio Co-ops
Advertise on some of Fresno’s top radio stations at less than half the regular price!

Join us in a 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!



Fresno
HOME SHOWS
FRESNO FAIRGROUNDS

2024 MARCH 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	11.8%	3x	142,370	\$7,750	\$3,875	\$27

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

Ads will air February 19-March 2, 2024

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

The following stations are just an example of those that may be selected, based on cost effectiveness, target audience and ratings: KMJ-AM & KSKS-FM

The Fresno Home & Garden 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 choose one or more stations from the list on the link below, fill out payment form and send! Schedules will be booked to run one to two weeks prior to the show.

[Click Here to A Purchase Radio Co-Op Ad!](#)

For Questions, please contact Brian with Think Tank Media & Marketing –
Phone 602-788-1067 / email Brian@ThinkTankMM.com



Sponsor Show Tables at Entrances!

Your company's banners can be the first thing the Central Valley homeowners see when they visit the Fresno Home & Garden Show! Along with banner placement, this sponsorship also allows you to place your company's shopping bags on the show entrance tables. Homeowners love to receive the bags and will be carrying your logo throughout the show and their community! Merchant provides banners, 2'x6' banner will fit on the front of each table. **The sponsorship cost is \$750.** (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.

Please bring bags to show office during set up or have bags delivered to:

Fresno Home & Garden Show
c/o The Big Fresno Fairgrounds
1121 Chance Ave. Fresno, Ca 93702

Deliveries of bags are accepted – February 27-28, 2024

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

[Click Here To Purchase Show Tables](#)

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

Helcim Credit Card Processing Company is a Secure Website.



Link Your Website to H&G Show Website!

FREE! Take advantage of over 50,000 unique visitors who visit our website before and after the Spring Home Show by linking your website to ours. It's easy and **free!** Just send your company name and website address to the following email: events@fresnoshows.com and we will link you up!

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



Home Show's Website reaches 49,000 unique visitors! Place Your Web Banner on our Home Page

<u>VISITS</u>	<u>BOUNCE RATE</u>	<u>UNIQUE VISITORS</u>	<u>PAGEVIEWS</u>
24K	71.6%	21K	36K
-29% mo/mo	-9% mo/mo	-30% mo/mo	-20% mo/mo

Your Company's ad can be front and center at the top of the Fresno Home Shows Website! With over **49,000 visitors** weeks before and after the Spring Show, your banner ad will have your company stand out over 500 exhibiting companies. In addition to the banner, consumers can click on your ad and be directly linked to your website! There is only one opening, so this is a first come, first served situation.

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

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

[Click Here To Purchase Web Banner!](#)

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

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Advertise to Over 25,000 Social Media Followers with our Vendor Spotlight!



Let us advertise your company directly to our more than **25,000** social media followers! The Vendor Spotlight will feature your company name, a photo of your choice, a description of your product/service, as well as any special promotions you wish to highlight. Your post will be featured on the following platforms in the weeks prior to the show:

Facebook (23K followers)

Instagram (5.2k followers)

Twitter (1.2k followers)

Threads (357 followers)

Nextdoor (NEW but already voted a Neighborhood Favorite Event in 2023)

The total cost for the Vendor Spotlight is **\$150**, limited to one Vendor Spotlight per company, per show, and is a first-come, first-serve basis.

Please send the following information to homeshowsmedia@gmail.com after purchase:

- at least 1 photo from your company (square format for Instagram)
- a brief description of what your company does (1-2 sentences)
- information on where to find you at the show (building & booth number)
- if you are giving away prizes or if you have a show special/discount

[Click Here To Purchase Vendor Spotlight!](#)

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

Helcim Credit Card Processing Company is a Secure Website.

Fresno
HOME & GARDEN
Show

Fresno
HOME & GARDEN
Show

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HOME & GARDEN
Show

Fresno
HOME & GARDEN
Show

FREE! Let your customers know you will be at the Fresno Home Show! Use the **Fresno Home Show Logo** on your website and advertising materials prior to the Fresno Home & Garden Show 2024. Download the HG logo by clicking

the link below:

[Download HG
Logo](#)



Free! Complimentary VIP Passes!

Let your customers know how much you appreciate their business by giving them a Free VIP Ticket to the big, spring Home & Garden Show, 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. to reduce attendance during peak times.

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

You may order up to 25 complimentary passes at no cost to you! Extra Complimentary passes (above the 25) are available for sale at \$4.00 each.

[Email Request For your FREE 25 VIP
Tickets!](#)

[Click Here To Purchase Extra VIP
Tickets](#)

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

Helcim Credit Card Processing Company is a Secure Website.



SOLD OUT

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. 10,000 VIPs will be available for the 2024 Spring Event. **This sponsorship will cost \$1000 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 January 1, 2024

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".

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

[Click Here to Purchase Ad on back of VIP Ticket](#)

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

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Sponsorship Packages

Save Money and Bundle Promotions!

A limited number of sponsorship opportunities are offered by Fresno Shows for the upcoming, 38th Annual Fresno Home & Garden Show, one of the state's largest and most respected three-day consumer events. 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 Home & Garden Show advertises the main features at this Spring Event and your company's name can be a part of this advertising program!



Features for the 2024 Fresno Home & Garden Show are:

19th Annual Pet Expo-Featuring ever-popular Pet Products & Services!

Place of Taste-Attendees enjoy sampling the latest trends in Gourmet Foods!

Garden Pavilion-Garden Societies, Garden Market and Master Gardener Seminars!

Cocktail Corner, where attendees sip and shop!

Tiny House Village-All our Tiny House Exhibitors in one location!

- **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 20'x4' banner.
- **Show Program:** Your Company's name or logo alongside our feature's page in the Show Program
- **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 Fresno Home Shows website next to the title of Feature. A direct clickable link to your website!

Purchase \$500 Bronze Sponsorship

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

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SOLD OUT

\$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 Home & Garden Show's Advertising Campaign. You will be able to showcase your product or service and explain any promotions you may be having.

- Discount Code: One of the major changes we made this last show is offering \$3 off admission when attendees bought their tickets online. Our online ticket sales increased to over **7,000!** The Silver Sponsor Package offers you to place your company's name on the Discount Code that each homeowner receives! (See photo below; this image is emailed to each attendee who signs up for a discount code).
- The type will read, "\$3 off Admission to Fresno Home Show brought to you by "Your Company Name"



- 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 RECEIVE DISCOUNT CODE
BY TEXT CLICK HERE

Email *

SUBMIT



CONTACT US:

800-897-7899

kristen@fresnoshows.com

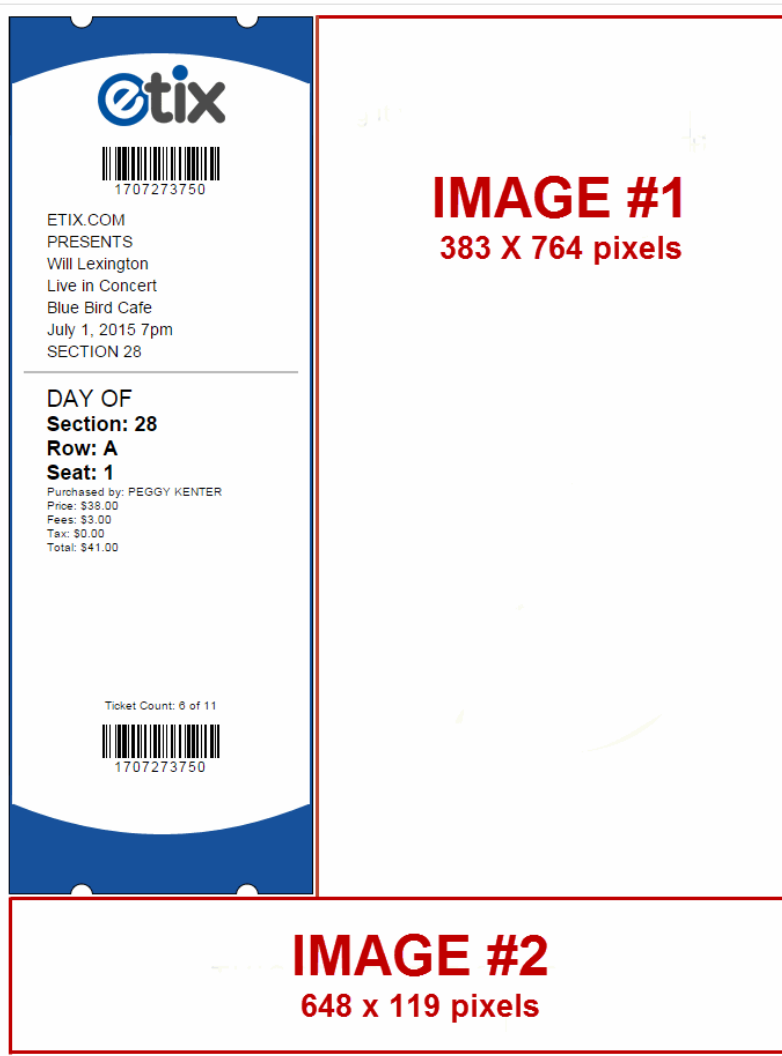
DISCOUNT CODE
SIGN UP TODAY

PURCHASE TICKETS
ONLINE ONLY!

ABOUT US



- Your Company name will be listed on our social media posts on Facebook, Instagram and Twitter, alongside our discount code promotions. We have over **25,000 social media followers!** Again, it will say, "Sign-up for \$3 off brought to you by "Your Company Name". (Not to include ads).
- Your Company's Ad on every ticket sold online! See below for layout of ticket. Image #1 is where we place information about the show. Image #2 is the **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! **12,000 Show Programs** are printed and distributed at both entrances. Ad will be provided by Sponsor.
- 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, email or physical mailing address. Total of 45 characters per line including spaces.
- Banner: **Your company's banner** placed in Home Show's Food Court. Company to provide banner.

**Purchase \$1500 Silver
Sponsorship**

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

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\$15,000 Gold Sponsorship

Be a part of the Fresno Home & Garden's **\$140,000 Advertising Budget!**



- Billboards: Name of company will be listed as a sponsor of The Fresno Home & Garden Show. (Sponsored by "name of company or logo depending on size." Maximum 3 words for company name)
- Tv limit of 3 words for company name
- Radio: Company name will be included as a part of all radio advertising, Example, "Company X, sponsor of The Fresno Home & Garden Show." Limit of 3 words for company name
- 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.
- Show Program: Company name will be listed on cover of Show Program. Example, "Company X, sponsor of The Fresno Home & Garden Show.
- Social Media; Equivalent \$500 Ad on The Fresno Home & Garden Show's Facebook, Instagram, and Twitter Pages...over **23,000 followers** combined!
- Website: The company's name will appear on the Fresno Home & Garden Show's home page website as a sponsor. **49,000 visitors** went to our website for the March 2023 show!
- Email Blasts: Data Base of over 52,000 emails of past home show attendees will include your company's name as Sponsor of 2024 Fresno Home & Garden Show!
- First right of refusal for the next annual Fresno Home & Garden Show Sponsorship, deadline 8/1/24.

Purchase \$15,000 Gold Standard

Sponsorship

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

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Fresno Home Shows

Toll Free Number: 800-897-7899 Fax: 916-780-9434

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