

The Union Presents:

Nevada County's Premiere

Home & Garden Expo

THE UNION'S

29th ANNUAL

HOME GARDEN & SHOW

APRIL 26 and 27, 2014

nevada county fairgrounds
grass valley, ca

- Sign up to be a vendor today!
 - Hit your target market!
 - Event is FREE to attendees
 - Reinforce your presence in the community and meet your customers face to face!
 - New attractions are being added!
 - An extensive marketing campaign
 - Prizes, live radio broadcast and an expanded How-to Demo Series
- ... All to lead to increased attendance!

Contact
Mary Anne Davis
at 530.477.4241 or
mdavis@theunion.com
for vendor
information


THE UNION
Fresh. Local.



OUR GOAL IS TO MAKE YOUR BUSINESS GROW!

- Extensive print advertising campaign in The Union newspaper and theunion.com
- Live radio broadcast from the Home Show
- Radio promotion on KVMR, KNCO and more
- Internet advertising on theunion.com, Facebook, and more
- Banners and posters reaching surrounding areas (Marysville/Yuba City, Auburn and beyond)
- Print advertising in popular area publications
- Special Home & Garden publication distributed to 27,000 readers
- E-mail blasts to subscribers and previous Home and Garden Show attendees
- Posters/Handouts at local vendors' storefronts

We continually improve our marketing plan to increase attendance




“ We look forward to The Union Home & Garden show every year. Attendees are serious buyers and we always generate a lot of leads, with a 75% closure rate. We also visit with past happy customers which is important since 25% of our business comes from referrals. The Union event management is very responsive and the environment is professional yet fun — overall an enjoyable and profitable show for us. ”

Laura and Buckley Armacher, owners
Budget Blinds
Grass Valley, CA

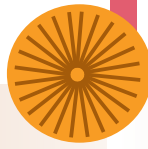


REACH MANY NEW CUSTOMERS IN JUST 2 DAYS!

- Build relationships and make face-to-face contact with motivated consumers
- Shorten the buying process, as many attendees are ready to buy at the show
- Generate more immediate sales and qualified sales leads
- Introduce or distribute new products, samples, promotions or information to a motivated, targeted audience
- Conduct market research and understand consumers attitudes
- Increase market presence and build brand awareness
- Maximize your marketing budget by allowing our significant household reach to drive leads.



Take the guesswork out of how to effectively spend your marketing dollars



“ Last April's Home & Garden Show at the Nevada County Fairgrounds was a great success for us. We met with a lot of our existing customers and met lots of new ones. Our free toilet plungers we gave away helped make it fun. We invested quite a bit of time and money in to last year's Home Show, and it was a great investment. Our immediate return on investment was over 200%, not including the future business it will bring. We're definitely going to be at The Union's Spring Home & Garden Show again this year. ”

Andrew Twidwell, owner
ABT Plumbing, Electric, Heat & Air
Grass Valley, CA




WHAT YOUR BOOTH PRICE INCLUDES

- Indoor booths: 10x10 space, Electrical single outlet
- Outdoor booths: 20x10 space, Electrical single outlet (except for craft and gifts and novelty vendors)
- Listing on theunion.com/homeshow - includes your business name, phone and link to your website
- Posters to hang in your storefront promoting the event
- Exposure to more than 8,000 area homeowners
- 25% discount on your ad in The Home & Garden Publication
- Listing in the 2014 Home & Garden Publication, including your business name, phone and website, plus product description
- Opportunities to participate in additional marketing for your business at the Home Show at no cost to you — including: bag stuffers, live radio broadcast, business profiles and more!

THE UNION'S
29th ANNUAL
HOME
GARDEN &
SHOW

APRIL 26 and 27, 2014
nevada county fairgrounds
grass valley, ca



Questions, ideas or feedback?
Please contact Mary Anne Davis
Event and Sponsorship Manager
at (530) 477-4241 or mdavis@theunion.com