



# 2010 Home Improvement Showcase

## PROJECT GUIDELINES & ADVERTISING TIPS

Regardless of whether you're a first time exhibitor or a seasoned veteran, the following is a checklist of "things to do" and ideas to consider as you prepare for the 2010 NARI Home Improvement Showcase October 2 and 3, 2010.

### SELECT A PROJECT

Since you do such fine work, making a decision on which project(s) to enter in the NARI Home Improvement Showcase may be difficult. Consider these factors when identifying the project(s) you will enter:

- Has the project received an award (i.e., NARI Contractor of the Year, CotY award)?
- Does the project have features that represent the variety of work that you do?
- Where is the project located? Is access convenient via major streets and/or highways?
- Will the homeowners be open to having consumers visit their home?

### WHO TO CONTACT FOR ADVERTISING

Companies participating in the NARI Home Improvement Showcase must **be members of NARI of Central Ohio. Advertisers in the show program do not have to be members of NARI.** NARI asks each show participant to help provide leads for advertising to help reduce costs and enable us to provide more advertising for the event. Those leads should be ones with which you have a working relationship. Contact those with which you do business, including...

- Suppliers
- Subcontractors
- Financial Services Institutions
- Insurance Companies
- Professional Service Providers (i.e., architects, interior designers, and home inspectors)

In addition, place an ad for your own company to reinforce your message and explain further the services that you offer.

## **LEADING UP TO THE SHOWCASE**

- Do a mailing around the vicinity of your project.
- Send complimentary tickets to prospects and to neighbors around the project location.
- Check with municipality regarding parking restrictions and sign locations.
- Determine directional sign locations.
- Gather brochures and business cards to distribute at the Showcase locations.
- Gather before and after photos of other projects.
- Give a gift to the homeowners – a coupon for future work, “handyman services” for a day, flowers, chocolates, restaurant or store gift certificates, overnight hotel accommodations, theater or sporting event tickets, etc. To thank them for allowing you to use their home and to give them something to do the weekend of the NARI Home Improvement Showcase.
- Obtain booties or plastic mats for walkways in the home.
- Do a walk through with the homeowner/employees staffing the project.
- Determine an “in and out” route for attendees – block off restricted areas.
- Make sure you have enough employees for the Showcase.
- Agree with the homeowner regarding their participation, what rooms in the house are on display, and putting away heirlooms.
- Determine how you will respond to the questions of price of the project – provide a broad range and indicate final cost is determined by several factors, outlining the factors and how they affect cost.

## **DURING THE SHOWCASE**

- Make sure those that enter have tickets. “Is this the first project you are visiting?” Have a cash box and tickets ready to sell at the entrance to the project.
- Ask how they heard about the showcase.
- Have promotional materials on your company available for distribution.
- Take photos.
- Have a sign-in book for guest to send more information.
- Consider having light refreshments available for attendee.
- Consider having a promotional contest to give a product or gift certificate away.
- HAVE FUN!

## **AFTER THE SHOWCASE**

- Pick up signs.
- Thank your advertisers.
- Follow-up with homeowners on how the event went.
- Have a meeting with staff that worked the Showcase to obtain comment/feedback. Prepare a summary of comments to review for subsequent events.
- Turn in directional signs and ticket money to the NARI office.