

January 2010

Please join us for the eleventh annual North Central Florida Home Show presented by The Gainesville Sun and the Builders Association of North Central Florida. This two-day event is scheduled for Saturday, March 13th and Sunday, March 14th, 2010 at the O'Connell Center in Gainesville.

This event is the perfect venue to showcase goods and services for consumers in the market to buy a new home or update their existing home. We will have over 200 booths available to select from.

Advertising in a variety of mediums will be purchased to reach the maximum number of consumers. This multi-media promotional campaign will include the following:

- The Home Show Program is printed for the event and included in the Saturday, March 13th edition of The Gainesville Sun providing advertisers with additional marketing opportunities.
- A Home Show website, www.ncfhomeshow.com
- Gainesville Sun advertising campaign utilizing large, full-color ads publishing frequently from December through March
- Advertising campaigns in Gainesville Guardian, and the Gainesville Voice.
- Banner ads promoting the event and the website on Gainesville.com and Gainesvillemoms.com.
- Full page, full color ad's in Gainesville Magazine.
- Campaign of billboards located throughout Gainesville.
- Advertising campaigns on television and radio prior to show.
- 200 posters printed and distributed for in-store displays.
- Limited Sponsorship packages are available.
- Bill stuffers provided for sponsors to send to their customers.

Past exhibitors tell us that they capture business all year long from contacts made during this show. For further questions or to participate in the 2010 Home Show, please contact Melissa Levin or Ashley Butcher at The Gainesville Sun.

Thank you,

Melissa Levin
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Ashley Butcher
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