

20th Annual
**Truckee Home
& Building Show**

EXHIBITOR INVITATION PACKAGE



Presented with the
Sierra Recreation Expo

Photo courtesy of: www.pioneerloghomesofbc.com

MEMORIAL DAY WEEKEND • SATURDAY, MAY 26TH & SUNDAY, MAY 27TH 2012

Hosting the 6th Annual

**REGIONAL GREEN
BUILDING SYMPOSIUM**

www.truckeehomeshow.com



Truckee Home Building Show

Hosting the **REGIONAL GREEN BUILDING SYMPOSIUM**

Presented with the **Sierra Recreation Expo**

THREE EVENTS ONE LOCATION!
MEMORIAL DAY WEEKEND
SATURDAY, MAY 26TH & SUNDAY, MAY 27TH 2012
10 A.M. TO 5 P.M.
TRUCKEE HIGH SCHOOL • TRUCKEE, CALIFORNIA

AFFLUENT CONSUMER TARGET

Truckee/Lake Tahoe is a second-home vacation resort market. The second-home clientele is an affluent consumer. They are highly educated and appreciate new technological advances presented at the show. This show is modest in size, but brings a very high return to the exhibitors displaying. The most common comment from exhibitors is how "qualified the attendees are." The show is marketed as the one stop for those serious about building or remodeling homes in the Sierra. What we get are consumers ready and able to buy ... some with plans in hand, others looking for ideas. The Memorial Day weekend is the prime time to reach this audience while they are in town for the three day weekend and at the start of the building season.

GREEN TECHNOLOGY EDUCATION

The Truckee Home Show has been at the forefront of the move toward renewable and sustainable living education in the home construction process for many years. The Show is filled with exhibitors providing the latest in green building concepts and technology. Geothermal heat pump systems, wind, solar and micro-hydro electric generating systems, expanded polystyrene insulated concrete forms, home automation, soy-based polyurethane foam and spray applied cellulose insulation are some of the examples of concepts that have made their local debut at the Truckee Home Show. The Home Show is always looking for new items to present to the area. In partnership with the Contractor's Association of Truckee Tahoe (CATT) we host a Regional Green Building Symposium at the Home Show to provide educational and networking opportunities for professionals and the public.

HOME CONSTRUCTION CONCEPT

The concept for the Truckee Home Show has been to bring all the services and suppliers affiliated with the local home construction industry together, at one time, under one roof. Then, through extensive marketing, we invite the public inside to, personally meet these professionals, obtain contacts, collect ideas and get bids. All products and services used in new construction, remodeling, redecorating and landscaping are appropriate for the show.

Our campaign has been effective in drawing a good traffic flow of qualified and interested attendees to the Truckee Home Show for the past eighteen years. They come with a purpose: to find out about building, remodeling, housing, and recreating in the Truckee/Lake Tahoe area.



MARKETING THE TAHOE LIFESTYLE

Truckee and Lake Tahoe is all about lifestyle. The mountain life, with almost unlimited opportunities to play, rest, recreate and enjoy nature, is why thousands of people choose to invest in a second or third home here. They spend the big dollars on building, buying, remodeling and redecorating a vacation home and then spend more to have fun and make memories. This is the clientele that supports the Truckee/Lake Tahoe economy.

The Sierra Recreation Expo is the newest addition to the Truckee Home Show. This platform is bringing together all the sports, recreation, toys and resort opportunities available in the High Sierras and Lake Tahoe into a venue that has been successfully drawing these customers for almost two decades. They come to the Home Show every year to find something new for their vacation homes and now we will offer even more. There will be displays on hiking, biking, sailing, skiing, climbing, kayaking, boating, events...opening the doors of fun in the Sierras to them, all under one roof!

WORLD CLASS LOCATION

The Truckee Home Show is presented in the heart of the High Sierra with tall pines, mountains and lakes as its backdrop. The show is held at the Truckee High School, located just off Interstate 80 and about 15 miles north of Lake Tahoe.

INFLUENTIAL SHOW SPONSOR

The Truckee Donner Public Utility District presents this show and provides information on the latest technology in energy use for home building, remodeling, energy conservation and sustainable living.

EXTENSIVE MARKETING

The strength of the Truckee Home Show comes from an extensive and creative marketing and advertising plan - including:

- **Television Commercials • Radio Commercials**
- **Newspaper Advertisements • Real Estate Magazines**
- **Visitor Publication Advertisements**
- **Chamber of Commerce Newsletters**
- **Homeowner Association Publications**
- **Home Show Website • Local Events**
- **Home Show Magazine**
- **Posters, Street Banners and Signs • Hand Bills**
- **Home Show Inserts in Electric Bills**
- **Utility Company Newsletters**
- **Publicity Releases • News Stories**
- **Radio Talk Shows**
- **Remote Radio Broadcasts at the Show**
- **Truckee Home Show Television Programs**

ADVERTISE AND REACH OVER 48,000 READERS

Reach over 48,000 readers in our Full-Color, Event Magazine with this exclusive distribution:
Mailed to Second-Home Owners • Available for pick-up at news racks and businesses throughout Truckee/Lake Tahoe • Distributed at the entrance to the Home Show
Published annually in May. Advertising is limited. Call today to reserve your space!

EXHIBITOR SERVICES

- Professionally Draped Exhibit Space For Indoor Displays. The back drapes are 8 feet high. The sides are 3 feet high.
- Floor Covering - Exhibit spaces numbered 1 thru 51 and 101 thru 159 are carpeted. All other indoor spaces are vinyl floors. Outdoor exhibit spaces are either asphalt or grass.
- Exhibitor Identification Sign
- Publicity - Exhibitors are included in publicity for the show. Please provide us information and materials for this purpose.
- Show Decorator - Tables, chairs and other accessories are available for rent from the show decorator. Freight handling is available.
- Electrical service available through Show Decorator.
- Exhibitor Brunch - Brunch is provided Saturday morning.
- Exhibitor Hospitality Room

*If you have special needs, let us know.
We will do our best to accommodate you.*

EXHIBITION RATES

INDOOR EXHIBIT SPACE

| | | | |
|-------------|-------|--------------|--------|
| 2 x 8 | \$285 | 10 x 10 | \$765 |
| 4 x 8 | \$465 | 10 x 20 ... | \$1365 |
| 8 x 8 | \$565 | 10 x 30 ... | \$1665 |
| 8 x 10 ... | \$665 | 20 x 20 ... | \$1965 |

Specialty Exhibit Spaces\$965- \$1465

NE Hall Exhibit space 4 x 14\$485

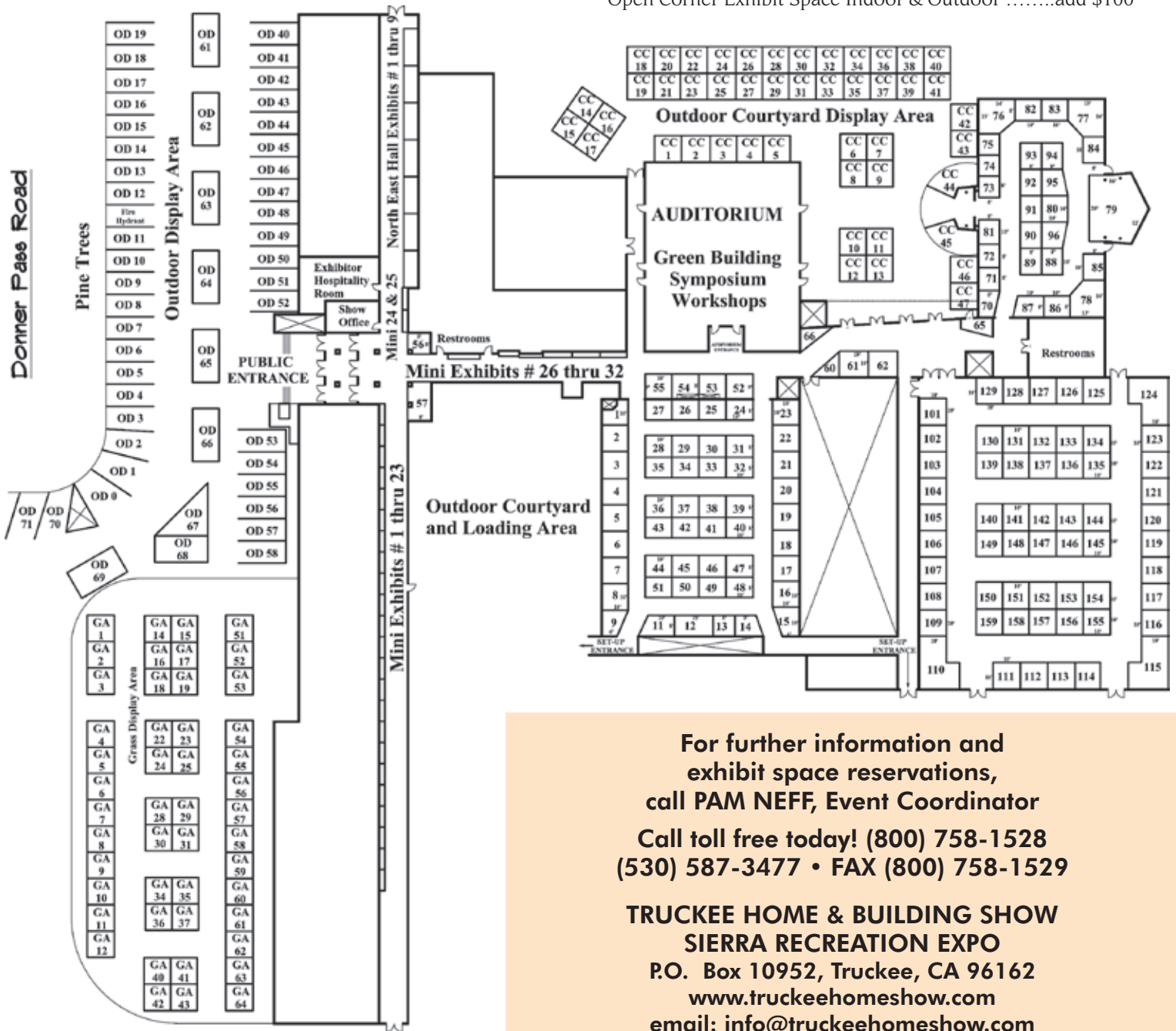
NW Hall Mini Exhibit Space 2 x 8.....\$285

(Mini Exhibit Space includes 2 x 4 draped table & chair)

OUTDOOR EXHIBIT SPACE (weather can be inclement)

| | | | |
|--------------|-------|-------------|--------|
| 10 x 10 ... | \$285 | 20 x 20 ... | \$665 |
| 8 x 18 | \$365 | 20 x 30 ... | \$885 |
| 10 x 20 ... | \$465 | 20 x 40 ... | \$1085 |
| 10 x 30 ... | \$565 | 20 x 60 ... | \$1485 |
| 10 x 40 ... | \$665 | 20 x 80 ... | \$1885 |

Open Corner Exhibit Space Indoor & Outdooradd \$100



For further information and exhibit space reservations, call PAM NEFF, Event Coordinator
Call toll free today! (800) 758-1528 (530) 587-3477 • FAX (800) 758-1529
TRUCKEE HOME & BUILDING SHOW
SIERRA RECREATION EXPO
P.O. Box 10952, Truckee, CA 96162
www.truckeehomeshow.com
email: info@truckeehomeshow.com

TRUCKEE HOME SHOW

*Everything you need to enjoy the
High Sierra Mountain Lifestyle!*

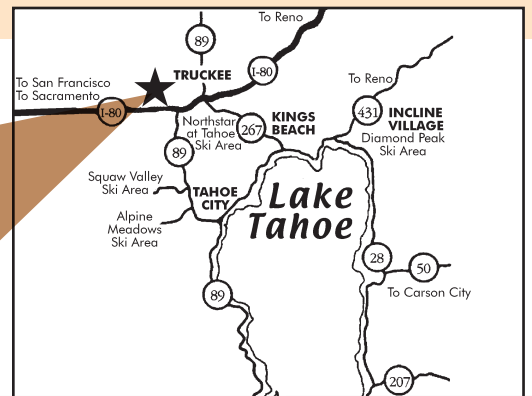
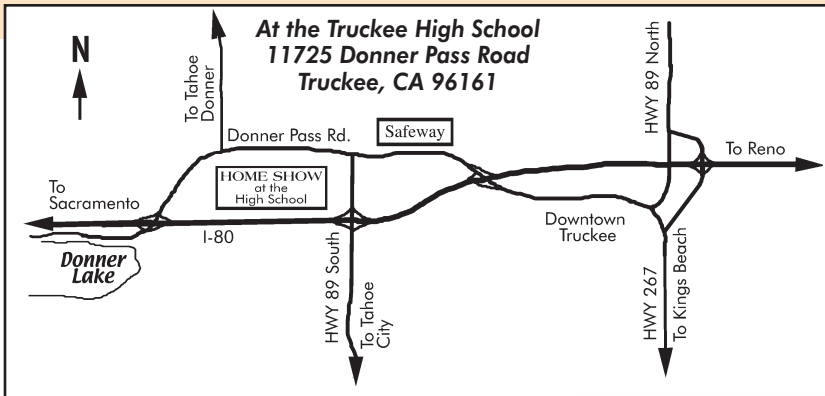


BUILDING & REMODELING

- Architecture
- Doors and Windows
- Roofing
- Insulation
- Heating & Cooling
- Plumbing
- Flooring
- Masonry
- Central Vacuums
- Slate and Tile
- Marble and Granite
- Cabinets
- Door Hardware
- Woodstoves
- Fireplaces
- Spas & Saunas
- Home Design
- Building Contractors
- Log Homes
- Timberframing
- Paving
- Decorative Walkways
- Waterfalls & Ponds
- Drywall
- Green Building
- Products
- Solar & Wind Power
- Micro-Hydro Power
- Metal Buildings
- Furniture

RECREATION

- Golf
- Sailing
- Parasailing
- Hot Air Balloons
- Sport & Fly Fishing
- River Rafting
- Boat Cruises
- Scuba Diving
- Biking
- Jet Skiing
- Horseback Riding
- Kayaking
- Glider Rides
- Museums & Tours
- Shopping & Dining
- Gaming
- Jeep Tours
- Boating & Water Skiing
- Rock Climbing
- Hiking
- Beaches
- Camping
- Stand Up Boarding
- Tram Rides
- Ice Skating
- ATV's
- Cross Country Skiing
- Skiing & Snowboarding
- Snowmobile Tours
- Events



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