

EXHIBITOR INVITATION PACKAGE

28th Annual  
**Truckee Home  
& Building Show**

*Find everything you need to enjoy the mountain lifestyle!*

**Memorial Day Weekend    May 29 & 30, 2021**

[www.truckeehomeshow.com](http://www.truckeehomeshow.com)



**Featuring  
Tiny Homes!**





# Truckee Home Building Show

**MEMORIAL DAY WEEKEND**  
**Saturday & Sunday, May 29th & 30th, 2021**  
**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.

## SUSTAINABLE 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. This event provides 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 over twenty years. They come with a purpose: to find out about building, remodeling, housing, and recreating in the Truckee/Lake Tahoe area.*

## TAHOE'S ACTIVE, HEALTHY LIFESTYLE

Truckee and Lake Tahoe are all about an active, healthy lifestyle. The mountain life is filled with almost unlimited opportunities to play, rest, recreate and enjoy nature. This is why thousands of people choose to live and vacation here. They spend on building, buying, remodeling and redecorating a primary or vacation home and then spend more to have fun and make memories. This is the clientele that supports the Truckee/Lake Tahoe economy and they are interested in healthy living.

Displays promoting health, wellness and recreation are all well received at the Home Show.

## 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 SPONSORS

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

## TINY HOMES

Tiny Homes are now on display at the Truckee Home Show. These creative mini-residences are not just the rage nationwide but being looked at seriously in the Truckee/Lake Tahoe area as one way to help solve the huge need for workforce housing. They are also of interest as guest houses, studios and work-shops by local residents and second-homeowners. Builders of tiny homes and related businesses are encouraged to participate with a Tiny Home to tour, displays and in our educational "Tiny Home Talks" seminar programs at the Home Show.

## EXTENSIVE MARKETING

- **Television and 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 Utility Co. Bills & Newsletters**
- **Publicity Releases • News Stories**
- **Radio Talk Shows**
- **Remote Radio Broadcasts at the Show**
- **Truckee Home Show Television Programs**
- \* **Social Media**

## ADVERTISE AND REACH QUALIFIED READERS

Reach affluent readers in our Full-Color, Event magazine with this exclusive distribution: Emailed to Second-Homeowners • Inserted in local newspapers • Available on news racks and businesses throughout Truckee/Lake Tahoe • Handed to each attendee at the Home Show. Published annually in May • 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 .....	\$295	10 x 10 ... ..	\$795
6 x 8 .....	\$495	10 x 20 ... ..	\$1395
8 x 8 .....	\$595	10 x 30 ... ..	\$1695
8 x 10 ... ..	\$695	20 x 20 ... ..	\$1995

Hand-made Craft Display .....\$195

Health & Recreation Exhibit 6 x 6.....\$395

Specialty Exhibit Spaces .....\$995- \$1495

NE Hall Exhibit Space 4 x 14.....\$495

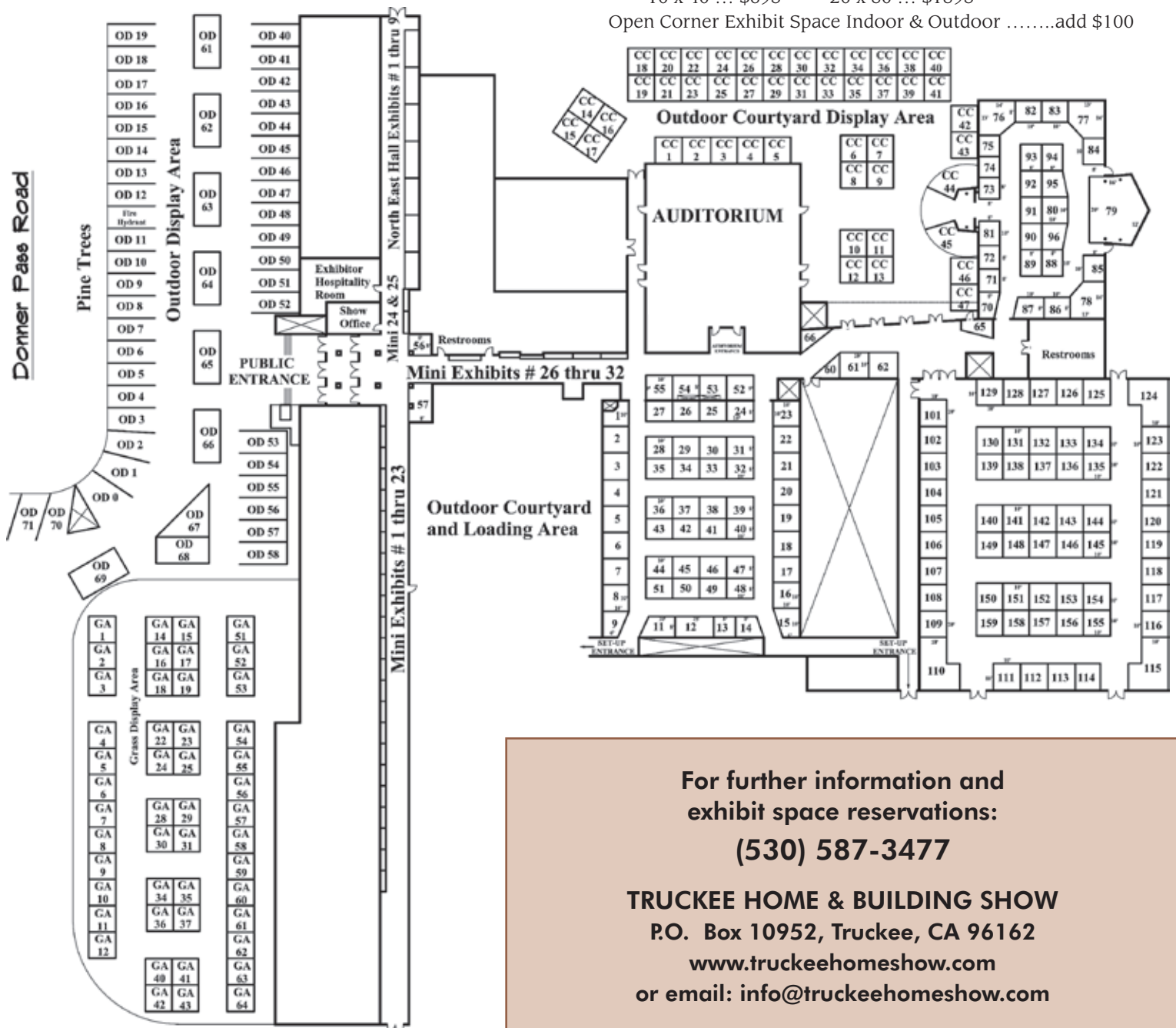
Hall Mini Exhibit Space 2 x 8.....\$295

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

### OUTDOOR EXHIBIT SPACE (weather can be inclement)

10 x 10 ... ..	\$295	20 x 20 ... ..	\$695
8 x 18 .....	\$395	20 x 30 ... ..	\$895
10 x 20 ... ..	\$495	20 x 40 ... ..	\$1095
10 x 30 ... ..	\$595	20 x 60 ... ..	\$1495
10 x 40 ... ..	\$695	20 x 80 ... ..	\$1895

Open Corner Exhibit Space Indoor & Outdoor .....add \$100



**For further information and  
exhibit space reservations:  
(530) 587-3477**

**TRUCKEE HOME & BUILDING SHOW**  
P.O. Box 10952, Truckee, CA 96162  
[www.truckeehomeshow.com](http://www.truckeehomeshow.com)  
or email: [info@truckeehomeshow.com](mailto: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 Power  
Wind Power  
Micro-Hydro Power  
Metal Buildings  
Furniture  
Interior Design  
Financing  
Window Coverings  
Garage Doors  
Insurance  
Crane Service  
Home Theater Systems  
Lumber  
Insulated Concrete Forms  
Geothermal Heating  
Lighting

Painting & Staining  
Home Restoration  
Gutters  
Artwork  
Kitchen Design  
Bath Design  
Landscaping  
Patio Furniture  
Bear Proof Garbage Bins  
Home Automation  
Systems  
Appliances  
Electrical  
Gates  
Iron Work  
Security Systems  
Engineering  
Building Depts.  
Utility Companies  
Satellite/Cable  
Real Estate  
Snow Removal  
Snow Melt Systems  
Barns  
Reclaimed Wood  
Tiny Homes  
... and more!

## HEALTH & RECREATION

Medical Services  
Yoga  
Gardening  
Chiropractic  
Acupuncture  
Meditation  
Stress Reduction  
Nutrition  
Fitness  
Massage  
Whole Foods  
Supplements  
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

