

April 20
10a.m. to 6p.m.

April 21
10a.m. to 6p.m.



Alaska
AIRLINES
— CENTER —
3550
Providence Dr.

FREE FOR KIDS
17 AND UNDER

EXHIBITOR ADVERTISING PACKAGES

AHBA's marketing partner, Saggio, is offering special marketing packages to all Home Show vendors to promote their business and presence at the Home Show.

These packages will capitalize AHBA's efforts and create synergies for both your business and the Home Show. Saggio will utilize the materials already created for AHBA's Home Show marketing efforts to save you time and energy and produce high quality results.

CUSTOM PACKAGE \$13,000 INVESTMENT

- Campaign running 4/7 - 4/28 (week before, week of, and week after Home Show)
- Three-week radio buy with 30 second spots on 6 stations (Alpha Media Group) - \$9,630*
- One 30-second radio spot fully scripted and produced
- Facebook, Instagram & Google Ads media placement of \$2,000
- Four branded graphics/images for social media
- One 30-90 second Home Show sneak peak video featuring your team
- Twelve social media posts/ads created, scheduled and monitored during campaign
- Report on social media engagement upon conclusion of campaign

MOVE-UP PACKAGE \$9,250 INVESTMENT

- Campaign running 4/7 - 4/21 (week before and week of Home Show)
- Two-week radio buy with 30 second spots on 6 stations (Alpha Media Group) - \$6,420*
- One 30-second radio spot fully scripted and produced
- Facebook, Instagram & Google Ads media placement of \$1,500
- Two branded graphics/images for social media
- One 30-90 second Home Show sneak peak video featuring your team
- Six social media posts/ads created, scheduled and monitored during campaign
- Report on social media engagement upon conclusion of campaign

STARTER HOME PACKAGE \$5,250 INVESTMENT

- Campaign running 4/7 - 4/21 (week before and week of Home Show)
- One-week radio buy with 30 second spots on 6 stations (Alpha Media Group) - \$3,210*
- One 30-second radio spot fully scripted and produced
- Facebook, Instagram & Google Ads media placement of \$1,250
- Two branded graphics/images for social media
- Six social media posts/ads created, scheduled and monitored during campaign
- Report on social media engagement upon conclusion of campaign

CONDO PACKAGE \$2,000 INVESTMENT

- Campaign running 4/14 - 4/21 (week of Home Show)
- Facebook, Instagram & Google Ads media placement of \$1,250
- Two branded graphics/images for social media
- Six social media posts/ads created, scheduled and monitored during campaign
- Report on social media engagement upon conclusion of campaign

Contact
Lindsey@Saggio.com
for details.

Deadline for video and
radio production is
MARCH 25, 2024

*Radio budget can be reduced or removed to lower cost