



MARKETING RECOMMENDATIONS

Promotional & Marketing Materials for Vendors

As a vendor in the 2024 Anchorage Home Show, AHBA encourages you to promote your booth across your social media platforms and through regular advertising. We have pulled together some resources to help make it easier than ever for you to share information about your booth and the Anchorage Home Show in general. Please feel free to utilize the materials we have developed or customize your own. If you have any questions, please reach out!

AHBA is committed to having a great show, we are investing \$40,000+ into marketing and advertising for the Home Show, through traditional advertising and digital ads. But the more outreach you do the more likely you are to get strong healthy leads from show attendees.

Here are a few ways you can help amplify awareness of the Anchorage Home Show:

1. **GRAPHICS:** Create your own graphics and materials using the Home Show and Alaska Airlines Center Logos.
 - a. [Home Show Logo](#)
 - b. [Alaska Airlines Center Logo](#)
2. **SOCIAL MEDIA:** Get social! Share the show information and encourage your customers and potential customers to come visit you at the Home Show.
 - a. We have put together 20 social media posts with graphics, [here](#), that are ready for you to share as is or customize for your audience and message.
 - b. Create your own posts, but share AHBA's graphics, found [here](#).
3. **REGULAR ADVERTISING:** Take advantage of your regular advertising by adding a message about your Home Show booth. This can be done on radio spots, print ads and all traditional advertising, simply by adding messages like:
 - a. "And come see us at the Anchorage Home Show, April 20 & 21 at the Alaska Airlines Center."
 - b. "Visit our booth at the Anchorage Home Show, April 20 & 21 to find out more."
4. **HOME SHOW FLYER:** Print and post a Home Show [flier](#) in your place of business.
5. **BUILDING ALASKA MAGAZINE:** Promote the AHBA [Building Alaska magazine](#) that showcases industry articles and upcoming AHBA events and opportunities, including the Anchorage Home Show. It'll be available on April 12 in the ADN and the entrance of the Home Show.