

MARKETING TIPS

PROMOTE YOUR BUSINESS

Promotional Materials & Recommendations for Vendors

As a valued vendor for the 2025 Anchorage Home & Garden Show, AHBA encourages you to showcase your booth through social media and your regular advertising channels. To support your efforts, we've put together a suite of resources designed to make it easier than ever to share information about your booth and the Home Show overall. You're welcome to use these materials as-is or tailor them to fit your unique brand and message. If you have any questions, please feel free to reach out!

At AHBA, we are committed to delivering an exceptional show experience. That's why we're investing over \$40,000 in both traditional and digital marketing to promote the Home Show. The more you engage in outreach, the greater your chances of attracting strong, healthy leads from show attendees.

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

- **Create your own graphics and materials:** Design custom promotional materials for your booth by incorporating the Home Show and Alaska Airlines Center logos. Feel free to tailor your visuals to best reflect your brand and engage your audience.
 - **Home Show Logo**
 - **Alaska Airlines Center Logo**
- **Get Social:** Leverage your social media platforms to share details about the Home Show and invite both your current customers and prospective clients to visit your booth.
 - **Social media posts:** We've created a collection of 20 social media posts complete with graphics that are ready for you to share as-is or customize to better suit your audience and messaging. Take advantage of these resources to boost your promotion efforts and connect with your customers, **here**.
 - **Create your own posts:** We encourage you to craft your own social media posts while incorporating AHBA's graphics, which you can find **here**.
- **Take advantage of your regular advertising:** Integrate the Home Show into your existing marketing efforts! Whether it's radio spots, print ads, or other traditional advertising, simply add a message inviting customers to visit your booth at the show. This is a great way to maximize your exposure and drive more traffic to your display. For example:
 - "And come see us at the Anchorage Home Show, April 12 & 13 at the Alaska Airlines Center."
 - "Visit our booth at the Anchorage Home Show, April 12 & 13 to find out more."
- Print and post a Home Show **flyer** in your place of business