



American 1 Event Center
FEB 25-27, 2022

SPONSORSHIP REGISTRATION FORM

Consider becoming a sponsor of the Home Builders Association of Jackson Home & Garden Show 2022. These are great opportunities to promote your business!

Please check the box next to the sponsorship your company would like to reserve for the 2022 show.

Show Guide FRONT COVER Sponsor \$800

- ★ Unique opportunity for HBA Builder MEMBERS ONLY! A banner ad for your business will be placed at the bottom of the Home Show Guide Cover. Ad size is 1.5" high x 5.5" wide.

Event Sponsor \$3500 - SOLD - CONSUMERS ENERGY Includes 10'x 10' PREMIUM BOOTH SPACE (up to \$900 value) plus these benefits:

- ★ Logo on all Home Show 2022 television spots
- ★ Voice mention on all Home Show 2022 radio spots
- ★ Full page, full color back cover advertisement in official Show Guide.
- ★ Recognition posters, one on each end of the show venue, as well as posters at the entrance and other locations in the show venue.
- ★ Logo on all printed Home Show 2022 newspaper ads.
- ★ Space in the new Outdoor Plaza to park 2 company vehicles visible to show attendees

BOOTH PREFERENCE: 1st CHOICE(S) _____ 2nd CHOICE(S) _____ 3rd CHOICE(S) _____

LICENSE REQUIRED IS ENCLOSED (See Rule #2) **WATER will be used in our booth (Rule #10)**

TIME NEEDED to SET UP BOOTH: _____ Hours (Rule #7)

Silver Sponsor \$1300 - 6 Available - Includes 10' x 10' Standard Booth Space (up to \$800 value)

- ★ 1/2 page full color advertisement inside the official Home & Garden 2022 Show Guide
- ★ Recognition on posters located inside the venue as Silver Sponsor
- ★ Listing by company name in all Home Show 2022 newspaper ads
- ★ Space in the new Outdoor Plaza to park 1 company vehicle visible to show attendees

BOOTH PREFERENCE: 1st CHOICE(S) _____ 2nd CHOICE(S) _____ 3rd CHOICE(S) _____

LICENSE REQUIRED IS ENCLOSED (See Rule #2) **WATER will be used in our booth (Rule #10)**

TIME NEEDED to SET UP BOOTH: _____ Hours (Rule #7)

Bronze Sponsor - Free for HBAJ MEMBERS ONLY - Become a member

CHECK HERE IF YOU WOULD LIKE MORE INFO ABOUT BECOMING AN HBAJ MEMBER

- ★ Bold listing with HBA logo in Show Guide and on website with link to exhibitor website

What if you could pay for your HBAJ membership with the savings from all the benefits?

Become an HBAJ member and receive the following benefits:

- ★ Discounted Member pricing on your Home & Garden Show Booth - Save hundreds!
- ★ Networking opportunities all year long
- ★ Superfleet Fuel, GM Rebates on vehicles and Meijer Discounts & Manufacturer Rebates
- ★ Referrals from HBA of Jackson to homeowners
- ★ 3 Memberships in 1, Local, State & National
- ★ Advocacy at the Local, State and National level to protect and grow the building industry



Bag Sponsor \$1400 - 2 AVAILABLE

Sponsor Logo & contact info printed on one side of bags, Home Show logo printed on opposite side of bag

- ★ HBA supplies bags - 2000 re-usable bags printed

Ticket Sponsor - \$800 - 1 AVAILABLE

- ★ 1/4 page full color advertisement inside the official Show Guide
- ★ Promote your business with an ad printed on the reverse of admission tickets (5000 printed), distributed by all show exhibitors, sponsors, and local media outlets
- ★ Ticket sponsor receives 500 free tickets

Balloon Sponsor \$600 - 1 available

- ★ 1/2 page full color advertisement inside the official Show Guide
- ★ Logo on the HBAJ website

Please return this form by email: EO@HBAJMI.COM. All sponsors must be committed by JANUARY 5th, 2022 to get all promotional value. Please CALL US first to make sure the sponsorship you want is still available. Call Susie Mulvaney at 517-783-4800.

2022 HOME SHOW SPONSORSHIP REGISTRATION FORM

- ★ WE ACKNOWLEDGE READING, and agree to abide by, the rules/ regulations governing this show as printed on the Home Show 2022 CONTRACT SUPPLEMENT, which is SIGNED, DATED and RETURNED WITH THIS ORIGINAL CONTRACT.
- ★ We agree to provide the HBAJ with a certificate of insurance, listing HBAJ as the additional insured, as described in Rule #5 of the Contract Supplement. (This insurance certificate may be emailed to EO@HBAJMI.COM at the time you pay your booth balance.)
- ★ We accept and agree to this Contract and its conditions. **All business/correspondence relating to Home Show 2022 will be the responsibility of the following company representative:** (PLEASE PRINT)

Business Name: _____

Contact Person: _____

Phone: _____ Cell: _____ Email: _____

Authorized Signature: _____ Date: _____

Do you need an invoice? Yes No Call us if you want to pay by credit card. A 3.5% processing fee applies.

How do you want your company listed? PRINT _____

Email a high-resolution logo to EO@HBAJMI.COM no later than January 5, 2022.

ADVERTISING OPPORTUNITIES - HOME & GARDEN SHOW 2022



Promote your business during the Home & Garden Show 2022 by placing an ad in the official Show Guide. This is a high impact, event-long advertising opportunity. The publication will be distributed to all attendees at the Home Show and include a map of the booth layout. Consider placing an ad listing your products or services with your booth number on the ad or how about spiking interest in your business by placing a coupon in the ad! **ALL ADS ARE FULL COLOR!**

If you wish to place an ad, please provide the HBA of Jackson with a camera-ready ad no later than Wednesday, JANUARY 5th, 2022 for inclusion in the 2022 Home & Garden Show Guide. "Camera-ready" means that no additions, deletions, corrections, or other adjustments are needed for

publication. Please email a digital copy of your ad in pdf or jpg file format to eo@hbajmi.com include "Show Program Ad" in the subject line. If you would like Susie to design your ad for you for an additional \$75, please send your logo, and the information you would like on the ad. Please call Executive Officer Susie Mulvaney at 517-783-4800 if you have questions

UPDATED OR CONFIRMED CONTACT INFORMATION & ADS DUE NO LATER THAN WEDNESDAY, JANUARY 5, 2022.

Payment must accompany this form for your ad to be included in the 2022 Show Guide.

Please complete the following information:

If you would like to place an Ad please choose from the options below:

- 1/4 Page Ad - 4.5" x 1.75" horizontal or 2.25" x 3.5" vertical \$150
- 1/2 Page Ad 4.5" x 3.5" \$250
- Full Page, Inside 4.5" x 7.5" \$450
- *INSIDE FRONT COVER Full Page 4.5" x 7.5" \$500
- *Inside BACK COVER Full Page 4.5" x 7.5" \$500
- *COVER Sponsor Banner ad 5.5" x 1.5" \$800

**Inside Cover ads and cover banner are first come first serve.*

Add a banner ad at JacksonHomeShow.com for an additional \$200 with any print ad.

PAYMENT INFORMATION:

Company Name _____

CHECK # _____ Enclosed (Payable to: HBA of Jackson)

Charge my CREDIT CARD # _____ in the amount of \$ _____

Check one: VISA MASTERCARD EXPIRATION ____/____ CVV _____ BILLING ZIP: _____

NAME on card: _____

SIGNED: _____ **DATE:** _____

* Please note that per HBAJ policy, there is an additional 3.5% convenience fee for credit card processing.