

PORTLAND SPRING

HOME



GARDEN

SINCE 1948

OFFICIAL SHOW OF THE HOME BUILDING ASSOCIATION OF GREATER PORTLAND

SHOW



February 22-25, 2024 | PORTLAND EXPO CENTER | HomeShowPDX.com

Exhibit in one of the nation's hottest housing and remodeling markets!

- Showcase garden displays
- Show-only promotions – offer a special promotion to drive visitors to your booth
- Produced by the area's leading association for residential/multi-family housing in our community – the **Home Building Association of Greater Portland**
- Increased advertising and show features for 2024 as compared to previous shows – continued investment in the show!

Special Promos for Attendees

- Early bird ticketing discounts
- Discount coupons and promo codes marketed widely. Social media special offers!
- One, Get One offer in retail locations throughout the greater Portland & SW Washington areas
- Featured local celebrities

Show features

- Showcase Gardens + Flora Experience featuring **Flowers by Julia Rose** featured guest – master floral artist + designer from Australia
- Culinary Kitchen Stage presented by Standard TV and Appliance
- Feature Garden designed by Jamie Buckiewicz, sponsored by Pomarius Nursery
- Home & Garden Living featuring Tiny Homes & Village Gardens
- NW Natural Street of Dreams – Stroll Dream Street vendors
- Remodeling Ideas + Home Building Experts
- Building Science + Sustainable Building
- Hands-On Workshops, Speaker Seminars
- Art by Pacific Northwest Sculptors
- Plant + Flower Society Exhibits
- Plant Sale
- Beer + Wine Garden

PRESENTING SPONSOR





Marketing & Advertising

Upgrades + Enhanced for 2024 Show! Targeting greater Portland and SW Washington design enthusiasts, green thumbs, homeowners, first-time home buyers and those considering remodeling and landscaping projects.

The 2024 Portland Spring Home + Garden Show has further elevated its marketing efforts to reach new audiences.

Our refreshed media campaign for 2024 includes targeted digital and email marketing, social media, plus an extensive campaign placed on TV, radio, magazine, newspaper and billboards. The show is also promoted through live coverage on local TV stations and newspapers leading up to the show, on-site reporter interviews, and in-studio appearances. In partnership with show sponsors, vendors, and the garden community and homebuilding industry, the show will drive attendance through custom ticket offers and promotions and in-retail brochures and posters.

Spring Home + Garden Show works with the following media partners in addition to our behavioral, contextual and geo-targeted digital campaign:

- KGW, KATU, KOIN, KPTV, Pamplin Media, Oregonian, The Columbian, Oregon Home Magazine, The HomeMag, Oregon Public Broadcasting, Portland Monthly, and Eastmoreland Magazine, KINK, K103, KEX, Facebook, Instagram, area billboards and more!
- Marketing efforts also include custom email offers and curated social media content to garden, design, remodeling and homeowners.
- Ask how to UPGRADE your exhibitor experience with custom sponsorships, advertising in the official show guide & custom show social media packages.

Exhibitors receive a show social media toolkit including ready-to-use graphics and suggested posts to help promote the show to customers as a personal invite and perk.

Demographics

- The 2024 campaign targets garden and design enthusiasts, homesteading followers, DIY homeowners, plant lovers, garden clubs, remodeling customers and buyers of all ages.
- Digital marketing efforts specifically include those seeking remodeling information on-line and/or who have visited DIY locations, showrooms and more.
- Show attendees often attend with their spouse/partner – both decision makers are there, so closing a deal onsite is easier.
- Homeowners with remodeling plans in-hand, seeking remodel or landscaping/gardening ideas
- While ages and income can vary, show audience attendees seek out this show with income to spend on both small take-away items, as well as larger purchases including spas, saunas, greenhouses, roofing, remodeling projects and landscape redos.



Booth Space for General Exhibitors

- **\$1,300** per 10' x 10' booth space*
- Each booth includes 8' back wall drapes & side wall drapes
- Free WiFi
- 10 complimentary show passes
- Members of Home Building Association of Greater Portland (HBA) receive \$100 discount per 10' x 10' booth space, one complimentary parking pass good for the entire show, and one fused 5-amp receptacle power outlet of up to 500 watts capacity

Booth Space for Plant Sellers, Nurseries, Urban Crafters & Makers Exhibitors

- **\$350** per 10' x 10' booth space*
Free WiFi
- Oregon Association of Nurseries members receive a \$50 discount per booth space
- Nurseries, plants and urban crafters & makers booths are a special feature at the show. Due to the already reduced booth price, the cost of power, parking passes, carpet, tables, chairs are available at an additional expense to exhibitor.
- 10 complimentary show passes

*Corner booth locations at \$200 additional per corner.



Building Better Together

For more information, contact Yvonne Lerch at 503-479-2660 or yvonne@hbapdx.org.

Reserve your spot now for best placement!

The Portland Spring Home & Garden Show places thousands of qualified customers face-to-face with you. Exhibit at the show to sell your products and services with a conversation and a hands-on demonstration. In-person product engagement!

HomeShowPDX.com