

# The Home ShowS and the Markets

The Home ShowS is in its 25<sup>th</sup> year of productions.

Since 1986, we've expanded from one show annually to 10 shows (3 Fall and 7 Spring).

We manage by establishing a strong advertising presence to assure attendance from show to show, market to market, year after year. Advertising is our greatest expense and assurance of attendees – your customers.

Discounts are available, including: (1) Early Bird Discounts when you sign up early; (2) Fall/Spring Combo Discounts for participating both seasons of the year; (3) Multi-Booth Discounts for larger spaces which expand your presence and enhance results; and, (4) Multi-Show Discounts so you can reach new markets; more clients. These discounts produce lower cost booths and higher ROI for exhibitors.

Our management is an experienced staff of professionals which you can rely upon to answer your calls. They hear your requests and respond immediately, whether before, during or after the shows.

Not to be understated, we believe The Home ShowS has the best Halls in the best markets. Here's some information to help you choose shows in key markets.

## FALL 2011

- △ **Oct 1 & 2 CENTRAL DUPAGE COUNTY College of DuPage – Glen Ellyn** since 1993  
On Park Blvd at COD College Rd, between Roosevelt & Butterfield
- △ **Oct 22 & 23 SOUTH SUBURBS The Pavilion – Oak Lawn** since 1991  
On Oak Park Ave @ 94th St.(1 block N of 95th St)

## SPRING 2012

- △ **Feb 18 & 19 SOUTH SUBURBS The Pavilion – Oak Lawn** since 1991  
On Oak Park Ave @ 94th St.(1 block N of 95th St)
- △ **Feb 25 & 26 FOX VALLEY Vaughan Center - West Aurora** since 2006  
On Indian Trail Rd, between Orchard & Randall Rds
- △ **Mar 10 & 11 NORTHWEST SUBURBS Harper Expo Hall – Palatine F/S Discount** since 1991  
N-E corner Roselle & Algonquin Roads in Palatine
- △ **Mar 17 & 18 CENTRAL DUPAGE COUNTY College of DuPage – Glen Ellyn** since 1993  
On Park Blvd at COD College Rd, between Roosevelt & Butterfield
- △ **Mar 24 & 25 St. CHARLES - Kane County Fairgrounds NEW** since 2007  
N-W corner Randall Rd & Lincoln Hwy (Rt 38) just S of Main St.(Rt 64)
- △ **Apr 14 & 15 S. COOK – Comfort Inn Conference Center – Orland Park** since 2011  
8800 W 159th St, Orland Park, IL
- △ **Apr 21 & 22 SOUTHEAST DUPAGE COUNTY Darien Sportsplex – Darien** since 2007  
On 75th Street between Cass Ave & Rt 83 (Exit I-55 N on Cass or 83)

# Aurora – Vaughan Center

## Southern Fox Valley (since 2006)

The Home Show at Vaughan Center  
2121 W. Indian Trail Road  
West Aurora, IL 60506

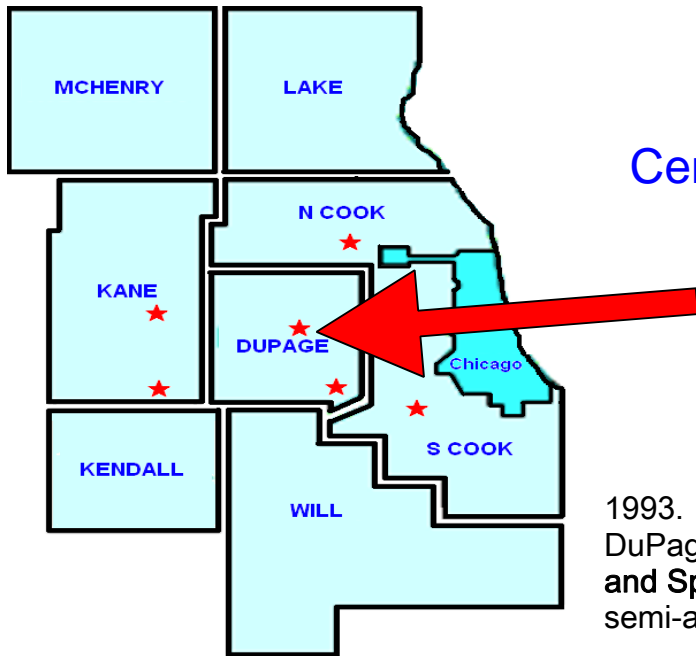
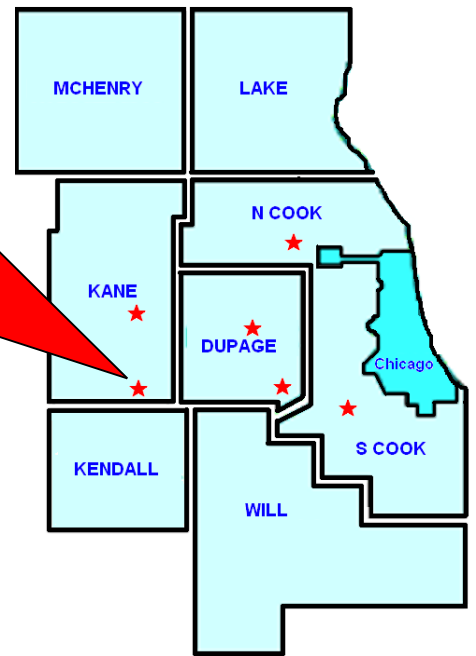
(On Indian Trail Rd, between Randall & Orchard Roads)

The Home Show has produced expos in this facility since 2006. In the well-established southern Fox Valley area, this show dominates lower Kane and northern Kendall Counties. It's, in effect, solo in the market.

The 50,000sf facility was built just prior to our first show and it's in growth market of west Aurora. Vaughan Center is located on Indian Trail, just east of Randall Road (near Lowes and Home Depot and all new commercial strip malls). It's location offers easy access for all major towns in Kane and Kendall Counties – Geneva, Batavia, Sugar Grove, Oswego, Yorkville, Bristol and Montgomery.

This show captures areas not served by other shows due to travel distance (our nearest show is 11 miles north at St. Charles at the Kane County Fairgrounds).

Exhibitors working the lower Fox Valley will also find The Home Show unsurpassed in producing the best results for the advertising dollar.



# Glen Ellyn

## College of DuPage

### Central DuPage County — Fall & Spring

(Since 1993)

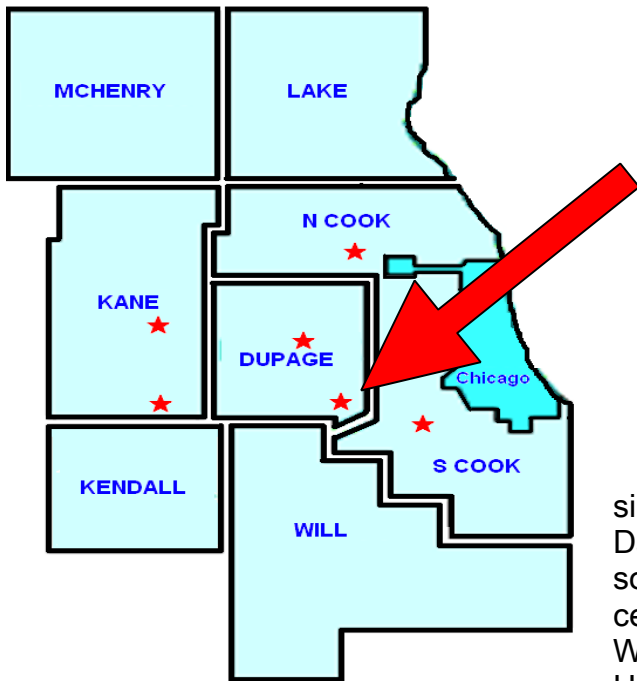
The Home Show — Fall & Spring  
College of Dupage — C.O.D.  
on Park Blvd. at College Road  
Glen Ellyn, IL 60137

The Home ShowS has been producing this expo since 1993. College of DuPage is centrally located in the heart of DuPage County. We produce two expos annually at C.O.D. (**Fall and Spring**). C.O.D. is one of our three *flagship* shows produced semi-annually, along with Darien and St. Charles.

***Ask about Fall/Spring and Multi-Show Discounts.***

In the context of remarkable markets, DuPage County ranks 2<sup>nd</sup> in Illinois and #37 for the highest-income counties in the United States. The housing stock is well established older houses (replacement windows and doors, roofing, painting, etc.), intermixed with new homes needing finishing touches (landscaping, patios, decks, etc.). It's the best show in DuPage, and DuPage is one of the best markets in Chicagoland – Illinois -- and the nation.

Contractors and tradesmen benefit from the tremendous number of jobs the area produces (Glen Ellyn, Naperville, Lisle, Warrenville, Wheaton and Lombard). The demand and work produced in DuPage caused other producers to attempt to capture the territory with nearby home shows. They can't compete with C.O.D. – their efforts don't compare with The Home ShowS' dates, parking, accessibility, location and familiarity. Given how hot the competition is around C.O.D., we're proud of The Home ShowS' productivity and will continue to out-produce all others, in Spring or Fall.



# Darien SportsPlex

## S-E DuPage / S-W Cook — Fall & Spring (Since 2007)

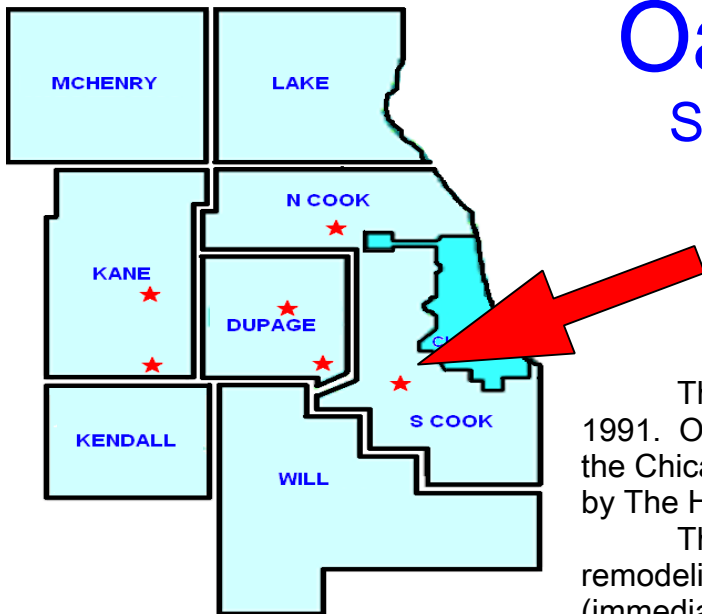
The Home Show at Darien — Fall & Spring  
 451 Plainfield Road Darien, IL 60561  
 On 75th Street between Cass Ave & Rt 83  
 (Exit I-55 N on Cass or 83)

The Home ShowS has produced expositions in this facility since 2007. In the well-established communities surrounding Darien, this show dominates southeast DuPage County and southwestern Cook (i.e., the *County Line*). This hall is in the center of wealth for communities on the County Line, including: Willowbrook, Burr Ridge, Indian Head Park, Countryside, Hinsdale and Oak Brook. To the north and west are dense populations of Westmont, Downers Grove, Clarendon Hills and Woodridge – all within minutes of Darien.

### ***Ask about Fall/Spring and Multi-Show Discounts.***

Since another producer abandoned their home show in Darien years ago, we were skeptical about moving too quickly. However, having had offices in Downers Grove since the early '80s, it gave us first-hand knowledge of the incredible density and breadth of demographics the area offers. We knew Darien's history was merely the folly of poor advertising. With The Home Show as its producer, our advertising plans would turn this hall into a strong and productive venue.

With no significant competition in the territory, Darien's dates in April are perfect for comfortable weather, and convenient to those with substantial home investments – and planning improvements.



# Oak Lawn Pavilion

## S-W Cook County (Since 1991)

The Home Show at the Oak Lawn Pavilion  
 9401 S. Oak Park Ave.  
 Oak Lawn, IL 60453  
 (1 block N of 95th St)

The Home ShowS has been producing this expo since 1991. Oak Lawn is the longest-running show produced annually in the Chicagoland area, along with Harper College (also produced by The Home ShowS).

This market has experienced new growth for repairs / remodeling / renovations due to its proximity to Chicago (immediately east). Older housing and rising gas prices has made rehabbing a growing market for Oak Lawn and surrounding

communities (Palos, Chicago Ridge, Bridgeview, Burbank, Bedford Park and Justice) – re-gentrification out of necessity; not just popularity. The vast majority of homes were built before 1975. With a median age of 7 years older than the state, they tend to hire rather than 'ToDo.' Old mortgages, economical housing and above average income makes project funding easier.

How do you market this area? The old school way. Slow and easy. References and credentials dominate with an emphasis on experience. These shows produce fewer attendees yet better results per

show than any other in the south suburbs. There's always work in the Oak Lawn area . . . ALWAYS.

And. If you assume the market's too small, you'll be surprised. Residents here are just as prone to beautify and make their home as functional as any other market in Chicagoland . . . they simply may not need a big mortgage to do it. They save before they spend.

Spend more time with attendees and you'll establish the familiarity they need to invite you to bid their work. Focus on the using the *good-better-best* approach.

Make Oak Lawn part of your marketing plan and you'll find steady work and dependable contracts.

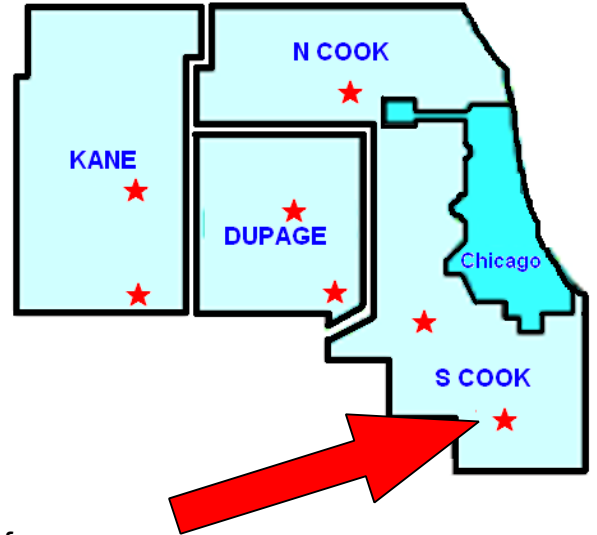
## Orland Park Georgio's Comfort Inn & Conference Ctr. So Cook County (started in Lemont 1998)

Georgio's Comfort Inn Conference Center  
8800 W 159th St Orland Park, IL 60462

159th St. @ 88th Ave, between LaGrange Rd (45) & Harlem Ave (43)

In 2011, we produced the first expo in this location. It's a great facility that dominates the area and has proven to be one of Chicagoland's best shows.

This dense market is a wealthy one with older immaculately groomed homes and landscapes. Here, The Home Show will supplant all others in this area, from Homer to Tinley.



## Palatine - Harper College N-W Cook County (Since 1991)

The Home Show at Harper Expo Hall - Bldg M  
1200 W. Algonquin Rd.  
Palatine, IL 60067

N-E corner Roselle & Algonquin Roads in Palatine

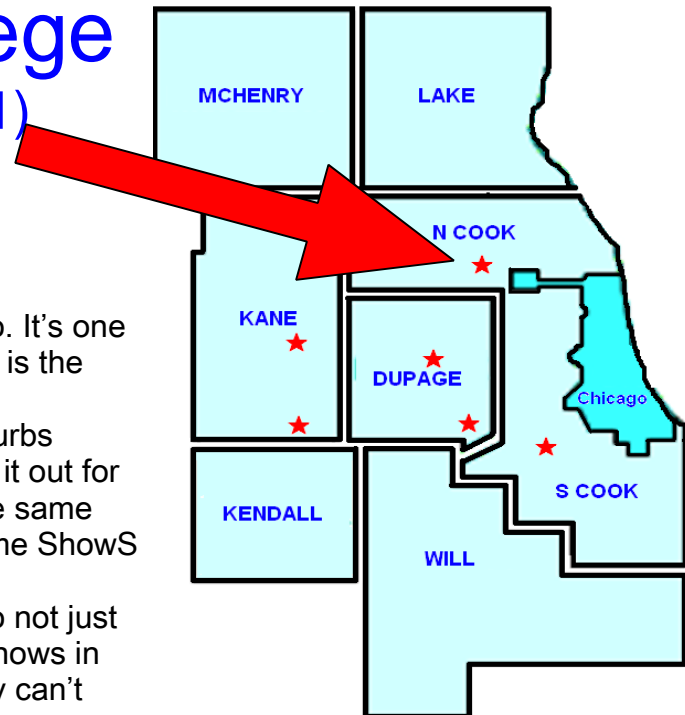
Since 1991, The Home ShowS has produced this expo. It's one of the two longest-running shows in Chicagoland – Oak Lawn is the other, also produced by The Home ShowS.

Cook county is a dense market and the northwest suburbs provide a wealth of opportunity. While other producers battle it out for dominance in halls that host three or more home shows in the same facility, the Harper home show is produced solely by The Home ShowS — one hall, one producer.

The Fall show is first in the market and early enough to not just log jobs, but get them done before year end. There's other shows in the area, but they're a month or more later. And, frankly, they can't compete with Harper – distinguished by nearly 20 years of shows.

The Spring dates are perfect – the beginning of March. It's PRIME season at a PRIME hall in a PRIME market (Palatine, Arlington Hts., Schaumburg, Barrington, Deer Park and Kildeer).

There's never been a show at Harper that wasn't successful, particularly when compared to others in the area. But then . . . maybe it's because The Home ShowS has always out produced the other producers. When we produce shows, our philosophy has always been *big shows in small halls*.



# St. Charles

## Kane County Fairgrounds

### Central Kane County - Fall & Spring (since 2009)

The Home Show in St. Charles  
at Kane County Fairgrounds — **Fall & Spring**  
525 South Randall Road St. Charles, IL 60174  
N-W corner Randall Rd & Lincoln Hwy (Rt 38)  
– S of Main St.(Rt 64 - North Ave.)

The Home ShowS produced it's first exposition here in 2009. Located in St. Charles, one of the most sought after show markets in the Chicagoland suburbs, it offers continual opportunities for businesses. St. Charles is a highly active market.

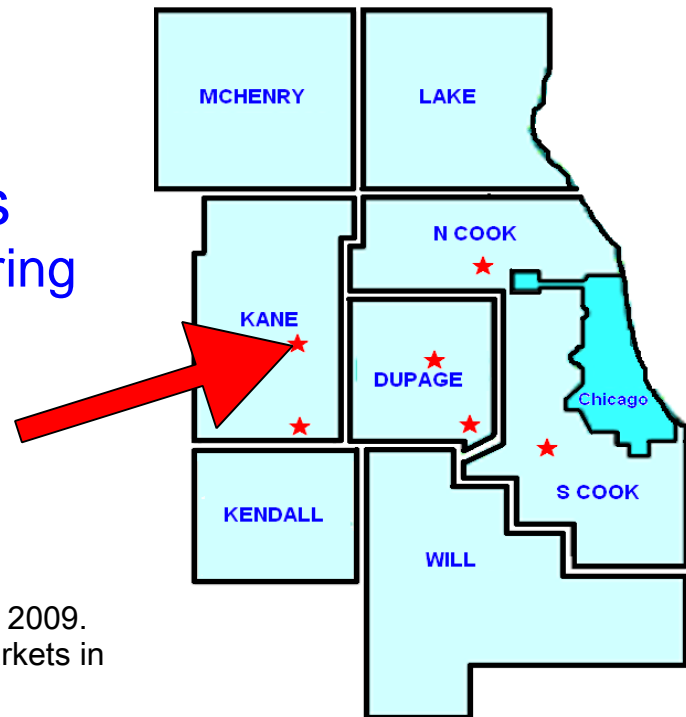
It also presents an option for exhibitors that have found the other competitor's show as aging and lacking productivity. Over time, we believe our Fairground's show will be the show of shows for the northern Fox Valley area – not because of its size, but measured by productivity.

The Fairgrounds on Randall Road has easy access for all towns along the river, from So. Elgin, Geneva, Batavia and, obviously, all of St. Charles.

#### ***Ask about Fall/Spring and Multi-Show Discounts.***

The Kane County Fairgrounds new 37,000 sf facility is designed for expositions. This facility is well located with easy access and tremendous parking. Located on Randall Road, just one-half mile south of Rt. 64 (North Ave.) – it's guaranteed to be the new heart of activity in the northern Fox Valley. Combined with Vaughan Center to the south, you'll cover the Fox Valley.

Kane County Fairgrounds is one of only new exposition facilities outside Chicago. As such, we intend to promote this facility to secure your interest and meet your exhibiting goals: leads and sales. The dates are great. The location is excellent. And, this show will prevail as the new future home of The Home Show exhibitors for years and years to come. Join us and grow your business while we grow the market.



**In the Chicagoland area, The Home ShowS are *'THE SHOWS'*  
because we've produced *OVER* 150 home show expositions**

Marketing a small business is not an easy task, especially now.

There's numerous choices when selecting advertising mediums for your investment.

The most common are: newspapers, radio, TV, flyers, direct mail and shows (expositions).

Of all these choices, the only medium placing you within hand-shaking distance to future customers is  
The Home ShowS.

Productivity is absolute, regardless of the economy, because people always need  
repairs, remodeling and renovations.

If there's business to be had, then those consumers come to meet you at The Home ShowS.

Over the past few years, the economic crises created more show promoters and increased rivalry amongst  
them for your marketing budgets. No show producer is immune to 'price competition.'

But, prices for booth space are irrelevant to the total costs of exhibiting if the exposition in which you exhibit  
fails to produce results: leads and sales. Your livelihood depends upon smart marketing – as does ours.

**Our approach:  
"BIG shows in small halls."**

We emphasize advertising so everyone in each market, having any interest, is aware of our shows.

Over time, the combined effect of all our advertising for all our shows, year after year, compounds.

That reinforces the fact that The Home ShowS are the shows to attend, in every local market.

The consumer understands, *"The Home Show is coming to YOU."*

When you make your selection, remember our Mission:

*Our responsibility is the development of businesses for our exhibitors  
through the logic of collective action, and the fair and equitable management of  
the cooperative advertising benefits available from The Home ShowS.*



To exhibit, call

630-385-4000

[www.ChicagoHomeShow.Net](http://www.ChicagoHomeShow.Net)

