

# Exhibit Booth Application Form

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

The cost is \$9.25 per square foot for NSHBA members and \$9.75 per square foot for non-members.

### Type of Exhibitor:

- General Exhibitor  
 Builder  
 Renovator

If General Exhibitor, what products and/or services would you exhibit? \_\_\_\_\_

### Booth Size Required:

- 10' x 10'     10' x 20'     10' x 30'  
 20' x 20'     20' x 40'     Other

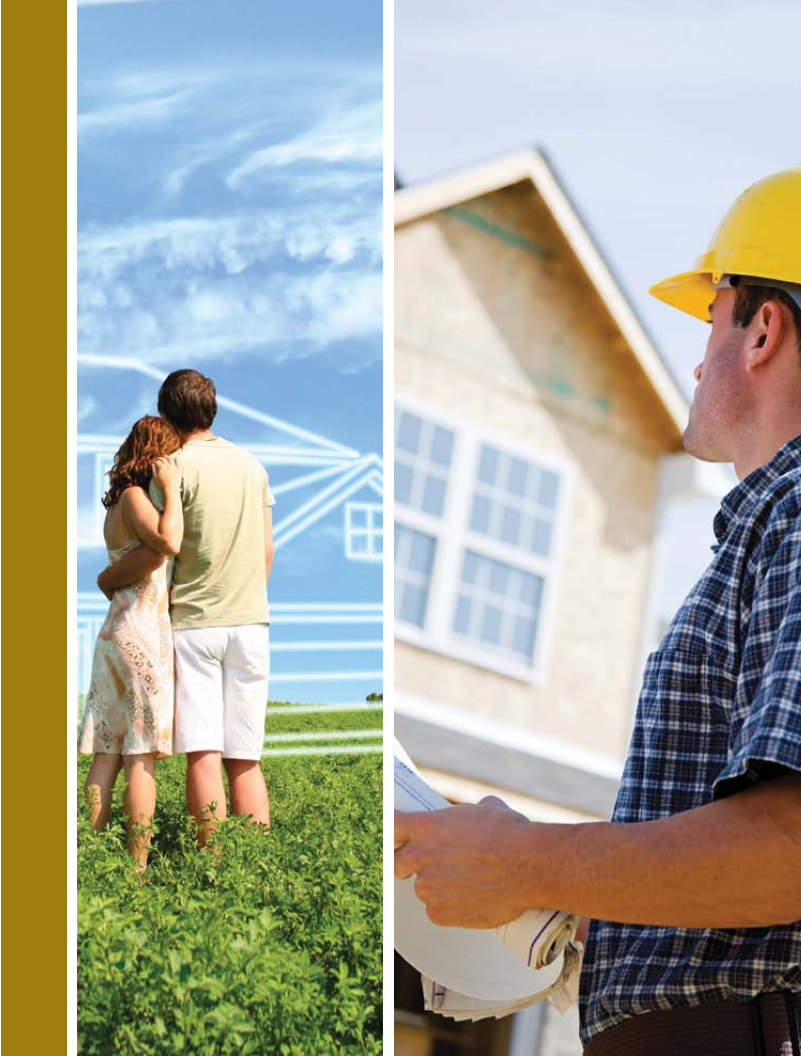
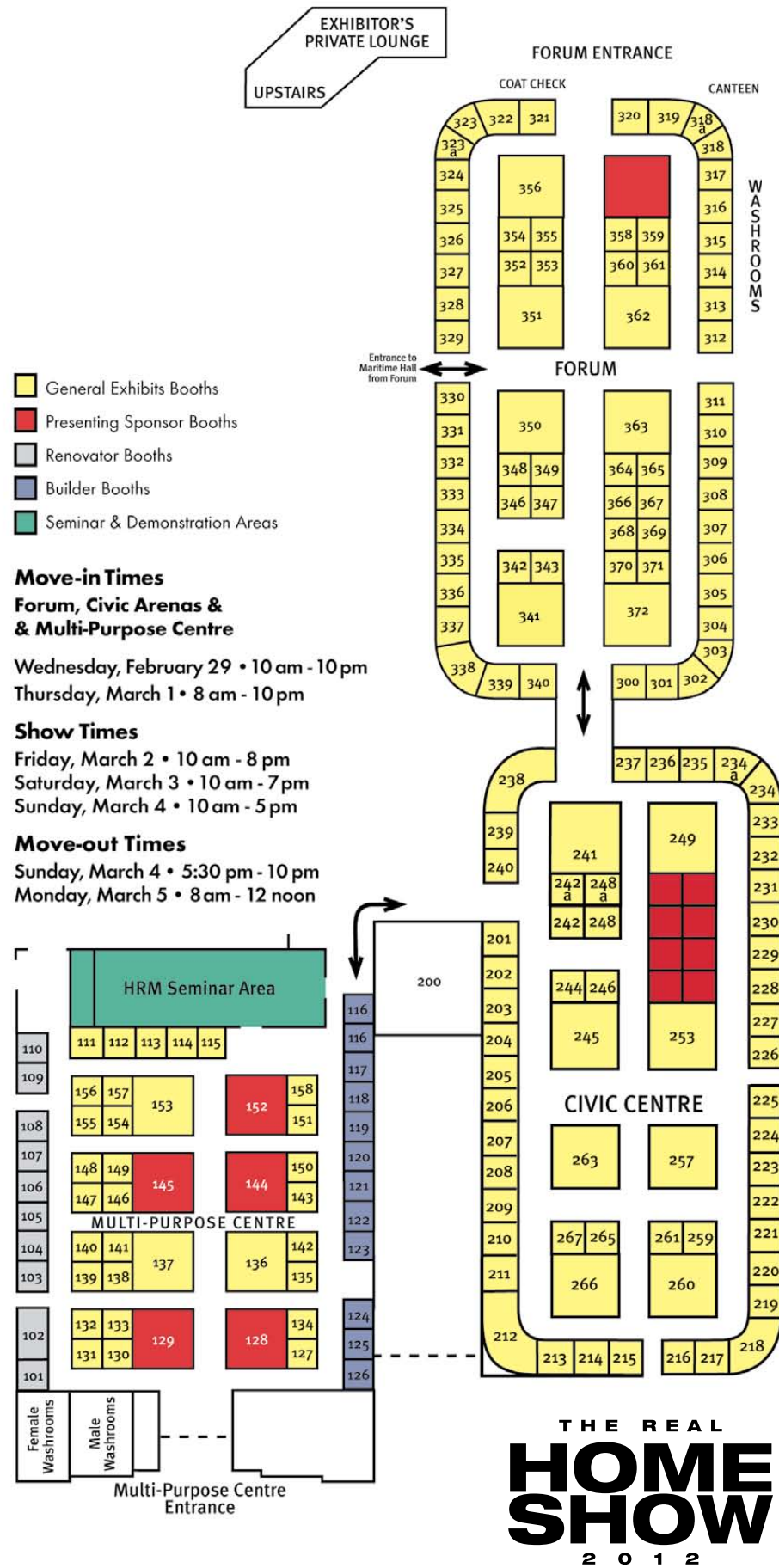
### Preferred Booth Request:

1st Choice \_\_\_\_\_  
 2nd Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_

Please photocopy form, complete in its entirety and fax to 902-450-5448. Or call Sherry Donovan or Paul Pettipas at 902-450-5554 to register. A contract will be faxed to you immediately upon acceptance. **Booth space will be assigned with preference to previous exhibitors and then on a first come, first served basis.**

**Nova Scotia Home Builders' Association**  
 15A Oland Crescent,  
 Bayers Lake Business Park  
 Halifax, Nova Scotia, B3S 1C6  
 Phone: 902-450-5554  
 Toll free: 1-800-668-2001

# The Halifax Forum Complex is an ideal facility for The Real Home Show 2012



THE REAL  
**HOME SHOW**  
 2012

March 2, 3 & 4  
 Halifax Forum Complex

PRODUCED BY:



PRESENTED BY:

INDUSTRY PARTNERS



ENERGY PARTNER



FOOD SPONSOR



WINE SPONSOR





# THE REAL HOME SHOW 2012

Walk in with a Vision.  
Walk out with a Plan.



“Congratulations on your well organized and well executed Home Show. We are pleased with the results, and everyone was very helpful.”  
- Atlantic Homestores Inc.

“The Real Home Show 2010 was an excellent opportunity for us to meet with clients and network with others in the residential construction industry. The qualified leads that we received at the show have resulted in numerous sales – new home construction and renovation projects. The Home Show is also a great opportunity to renew past relationships with clients, who have turned out to be our greatest source of referrals.”  
- Tamara Barker Watson, Whitestone Developments

## The Real Home Show 2012 dedicated exclusively to new home construction and home improvement

The Nova Scotia Home Builders' Association and our presenting sponsors invite you to participate in The Real Home Show 2012. This event will see over 60,000 square feet of prime space at the Halifax Forum Complex transformed into the ideal resource centre for new home construction and renovation consumers on March 2, 3 & 4, 2012.

The Real Home Show 2012 will be dedicated solely to exhibitors related to new home constructions, renovations, home improvement products, information and services. We recognize that the best strategy for making The Real Home Show 2012 a success for our exhibitors is by focusing on share of qualified consumers, not share of population.

Our professionally designed marketing campaign will therefore be tailored exclusively to homeowners and potential homeowners interested in acquiring a new home or improving their existing home. A strategic marketing and communications program includes advertising and editorial exposure with The Chronicle Herald, The Metro, CTV, billboards, radio, social media and an official Show Guide.

## The Real Home Show 2012 represents outstanding value to exhibitors

The Real Home Show 2012 will prove an ideal resource for consumers serious about home improvement, building or buying a new home. There is over 60,000 square feet consisting of over 200 booths. An outstanding line-up of local personalities will maintain The Real Home Show 2012's position as a first class event. Exhibit space cost is \$9.25 per square foot for NSHBA members and \$9.75 per square foot for non-members. For membership information call Sherry Donovan or Paul Pettipas at 902-450-5554.

In addition to floorspace, your exhibit fee includes an 8' high draped backwall and 3' high draped sidewalls, carpeting, electrical outlet, daily booth cleaning, free forklift service, listing in the official show guide, discount coupons, exhibitor badges and an exhibitor reception. Some of the highlights at the Real Home Show 2012 will include a Kitchen Giveaway Contest sponsored by Craftmade Kitchens and GE/Mabe; as well, visitors to the show will be invited to enter for a chance to win a trip for two.

### The Real Home Show 2011 TidBits

38% of visitors planned to build or buy a new home, with 50% planning to do so within the next twelve months.  
59% are planning to renovate their existing homes, with the majority of these respondents intending to spend between \$5,000 - \$25,000.

### The Real Home Show 2011 TidBits

Of the The Real Home Show 2011 visitors, 72% had family incomes over \$50,000 and 23% had family incomes over \$100,000.