

Exhibit Booth Application Form

COMPANY NAME _____

CONTACT _____

TITLE _____

ADDRESS _____

CITY _____

PROVINCE _____ POSTAL CODE _____

PHONE _____

FAX _____

EMAIL _____

The cost is \$8.75 per square foot for NSHBA members and \$9.25 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 _____

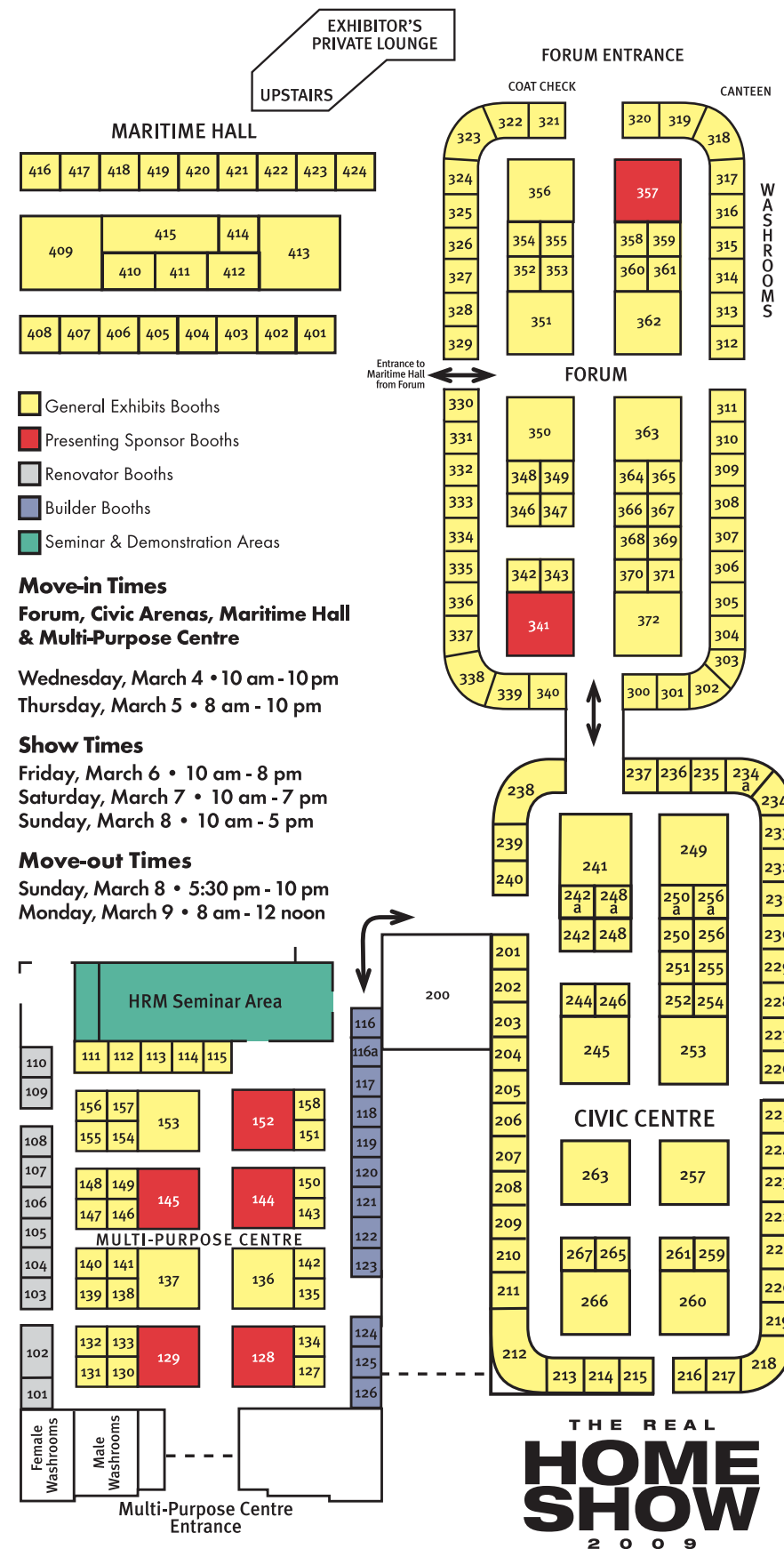
2nd Choice _____

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 2009



THE REAL HOME SHOW 2009

March 6, 7, 8
 Halifax Forum Complex

Produced By:



Presented By:

Media Partner



Industry Partners



Energy Partner





THE REAL HOME SHOW 2009

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

NOVA SCOTIA
HOME BUILDERS' ASSOCIATION
www.nshba.ns.ca



“Econo Renovations is very happy with the results the NSHBA Home Show gives us. We had at least 40 solid leads, not including the business cards we gave out. The benefits extend beyond the current show. We had a customer call us a year later because they picked up a promotional item at a previous NSHBA Home Show and kept it until they were ready to have work done. Econo Renovations will definitely continue to participate in the NSHBA home shows.”

– Peter Briand, Econo Renovations

“The NSHBA Home Show is one of the best marketing opportunities that I participate in and receive immediate results from every year.”

– Jack Knox, Halifax Heating Residential

“The Real Home Show 2008 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 2009 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 2009. 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 6, 7 & 8, 2009.

The Real Home Show 2009 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 2009 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, CTV, billboards, NewCap Radio and an official Show Guide.

The Real Home Show 2009 represents outstanding value to exhibitors

The Real Home Show 2009 will prove an ideal resource for consumers serious about home improvement, building or buying a new home.

In addition to over 60,000 square feet consisting of over 200 booths, we'll have a seminar area for a series of presentations which we know will attract our target audience. An outstanding line-up of local personalities will maintain Home Show 2009's position as a first class event.

Exhibit space cost is \$8.75 per square foot for NSHBA members and \$9.25 per square foot for non-members. For membership information call Sherry Donovan or Paul Pettipas at 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. A special turnkey kit has been developed to make it easy for builders and renovators to exhibit.

The Real Home Show 2008 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 2008 TidBits

Of the The Real Home Show 2008 visitors, 72% had family incomes over \$50,000 and 23% had family incomes over \$100,000.