



Skowhegan Home Show

Vendor Information

Saturday, May 20, 2017, 10 a.m.-5 p.m.
Skowhegan Fairgrounds

Showcase what you have to offer at the region's first home show!

Attendees will come to learn about services and products for their home building, remodeling, or landscaping project. As a vendor, you will have the opportunity to talk to potential customers from across the region and highlight what you can bring to each customer's project.

Vendor space options include:

- 10' x 10' space under tent: \$300 (\$100 for nonprofits)
- Outdoor space: Contact us for details and pricing (see contact info below)

Electricity: additional \$10 | **Table:** additional \$10 | **Tablecloth:** additional \$10

Don't miss this opportunity to put your business in front of new customers! Please complete the vendor registration form online at SkowheganHomeShow.com or fill out the enclosed form and mail to Main Street Skowhegan, P.O. Box 5, Skowhegan, ME 04976.

SkowheganHomeShow.com

info@mainstreetskowhegan.org

207-612-2571



SKOWHEGAN
HOME
SHOW





MARKETING

the Skowhegan Home Show

Event organizer Main Street Skowhegan has a proven track record of drawing the public to events. For instance, in September we attracted approximately 800 attendees—well over our anticipated 500—to the inaugural Skowhegan Craft Brew Festival. We heard from many vendors and brewers that it was the most enjoyable and well-organized festival they attended all year.

For the Skowhegan Home Show, we will use a mix of social media and traditional marketing, targeting the greater Skowhegan area and beyond.

In addition to our own marketing efforts, Main Street Skowhegan has contracted with Mix Maine Media, which will advertise the event on their FM stations (93.5 and 107.9) and their AM station (1160). They will provide the following:



- Sixty 30-second spots on each of the three stations
- Webpage banners promoting the show
- Boosted Facebook posts
- Entry ticket giveaways
- Live remote broadcasting from the show from 10 a.m. to 1 p.m.

As the region's first home show, this event is a not-to-be-missed opportunity to showcase your business to potential customers.

SKOWHEGAN
HOME
SHOW

