



## Exhibitor Marketing Toolkit (Ready-to-Go)

Dear Exhibitor,

Thank you for participating in the Home Improvement Show. It is always our goal for our exhibitors to have a successful show, and part of that success is driving consumers to the show. With that goal in mind, we've created a guide to help you promote your participation in the show across social media channels and in email to reach a broader audience as part of an integrated marketing campaign.

This toolkit includes ready-made graphic images that are pre-sized for social media channels and for email, as well as suggested copy for posts and general tips. There is no need to do all of these; they are merely suggestions for you to use. Remember just a few posts and an email to your audience leading up to the show can help drive consumers to the show and to your booth!

Please contact Katie Plautz with any show-related questions at (414) 771-4071 or [katie@narimilwaukee.org](mailto:katie@narimilwaukee.org).

Inquiries for interviews or other speaking opportunities, requests for photos and/or videos, or any other request to use or associate NARI Milwaukee should be directed to:

Monica Baer  
Baer-Carlson Communications, Inc.  
(414) 881-5053  
[mbaer@baercarlson.com](mailto:mbaer@baercarlson.com)

Let's gear up for a great show!

Katie

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## GENERAL SHOW INFORMATION

### VENUE:

Expo Center at Wisconsin State Fair Park  
8200 W. Greenfield Ave.  
West Allis, WI 53214

### PARKING:

- \$8 in advance (order online for your entire booth staff [here](#) or individual parking [here](#))
  - For individual parking passes, use the promo code **NARI24**.
- \$10 at the gate
- Free street parking available

### ADMISSION/TICKETING:

- Advanced - \$10 for adults
- At the Door:
  - Adults: \$12
  - Seniors (60+): \$10
  - Youth (17 & under): FREE
  - Active military, retired military, veterans, first responders and medical professionals: FREE w/ ID
- Valid any day of the show

### SHOW HOURS:

- Friday, February 16: 10AM – 8PM
- Saturday, February 17: 10AM – 7PM
- Sunday, February 18: 10AM – 5PM

**EVENT WEBSITE:** [www.NARIMilwaukee.org/Show](http://www.NARIMilwaukee.org/Show)

**FACEBOOK EVENT PAGE:** <https://www.facebook.com/events/1775251552922749>

## SOCIAL MEDIA GRAPHICS

The images below are pre-set to the appropriate size for each social media platform, both stories and standard posts.

### FACEBOOK POSTS

The images below are sized for standard posts on your Facebook page (feed). Click [here](#) to download these images.



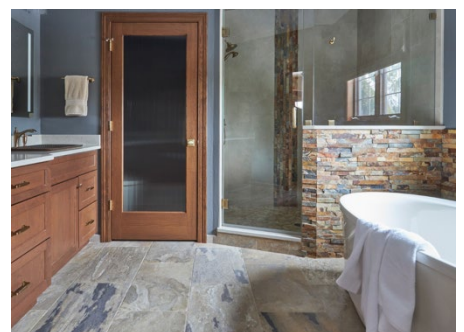
Wisconsin  
 State Fair Park  
 February 16-18, 2024



Wisconsin  
 State Fair Park  
 February 16-18, 2024

### INSTAGRAM POSTS

The images below are sized for standard posts on your Instagram page. Click [here](#) to download these images.



Wisconsin  
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Wisconsin  
 State Fair Park  
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**INSTAGRAM & FACEBOOK STORIES**

For temporary story posts on your Instagram and/or Facebook page, please use the images provided below. Click [here](#) to download.



**SPRING HOME  
IMPROVEMENT  
SHOW** at State Fair Park

Wisconsin  
State Fair Park  
February 16-18, 2024



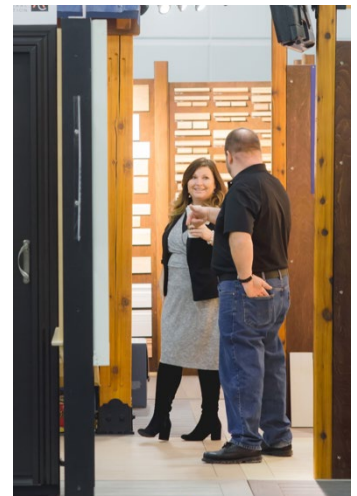
**SPRING HOME  
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**SPRING HOME  
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**VIDEO**

Help get the word out about why consumers should hire a NARI member by sharing this [video](#) leading up to and during the show.



2024 Spring Show Video

**NARI** Milwaukee  
24 subscribers

Subscribe

0   Share   Download   Save   ...

*If you have questions about the show, please contact Katie at [katie@narimilwaukee.org](mailto:katie@narimilwaukee.org) or (414) 771-4071.*

## EMAIL GRAPHICS

If you prefer to reach out to your customer base via email to promote the show, please feel free to use one of the below images for your email header. Please click [here](#) to download.



Wisconsin State Fair Park  
February 16-18, 2024



Wisconsin State Fair Park  
February 16-18, 2024



Wisconsin State Fair Park  
February 16-18, 2024

## SUGGESTED TEXT FOR EMAILS AND/OR SOCIAL MEDIA

Join us for the 62<sup>nd</sup> Annual NARI Milwaukee Home Improvement Show, February 16<sup>th</sup> – 18<sup>th</sup> at Wisconsin State Fair Park!

Spring is just around the corner, and we are looking forward to warmer weather and the projects that we've been waiting all winter to start. Stop by the NARI Milwaukee Spring Show to meet trusted, proven home improvement professionals and get started on making your project dreams a reality!

At *(insert your business name here)*, we help Milwaukee-area homeowners *(insert your area of expertise here)*! Visit us at booth *(insert booth number here)*!

***\*Be sure to include any special attractions or promotions at your booth!***

*If you have questions about the show, please contact Katie at [katie@narimilwaukee.org](mailto:katie@narimilwaukee.org) or (414) 771-4071.*

## TIPS FOR POSTING ON SOCIAL MEDIA

Using tags and hashtags can increase visibility of your posts. Use them to your benefit, and don't be shy!

### HASHTAGS (#)

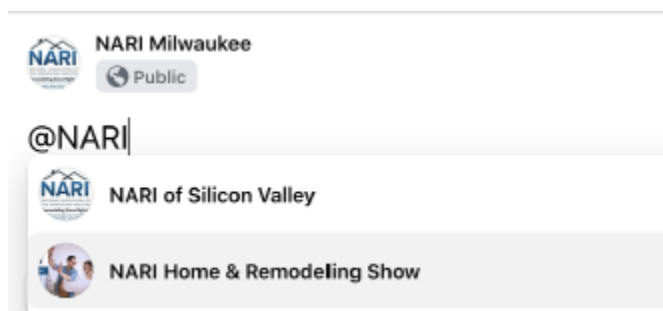
Add hashtags to your posts (especially Instagram!) to amplify the reach you get from your posts. Don't be shy with these – the more, the better.

- Always include #RemodelingDoneRight as NARI Milwaukee's generally used hashtag – this will connect your post to others from NARI Milwaukee
- Other hashtag possibilities: #NARIMilwaukee; #NARI; #homerenovation; #homeimprovement; #remodeling; #interiordesign; #contractor; #home; #remodel; #homeremodeling; #generalcontractor; #homedecor; #renovations; #kitchendesign; #kitchenremodel; #dreamhome

### TAGGING ON FACEBOOK

To add a tag to a post means that you are essentially linking another business page to your post. This link will notify the other company that they have been tagged in a post and give them the option to show it on their own page, thus extending its consumer reach. See the steps to tag another page below.

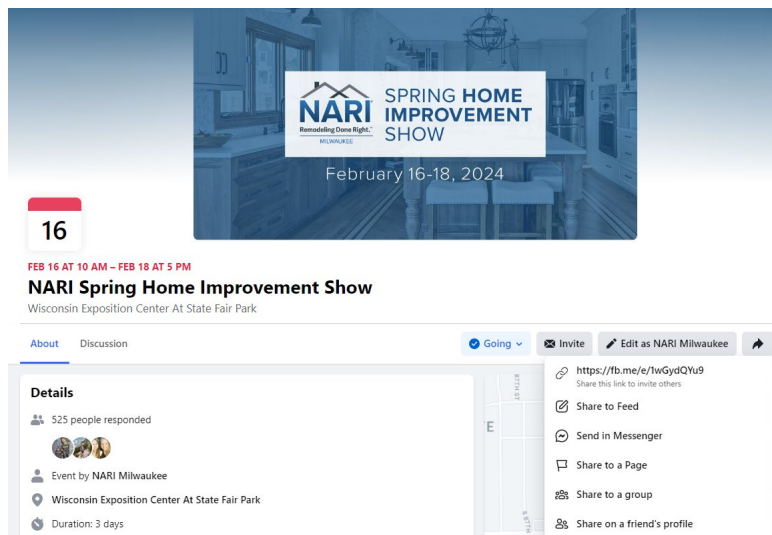
1. Type the "@" symbol, then start typing the name of the company you wish to tag.
2. Facebook should show a list of pages that begin with those letters (see below).
3. Choose the appropriate page you wish to tag.



## HOW TO SHARE THE EVENT ON FACEBOOK

### NARI Milwaukee Spring Home Improvement Show

1. Visit the Event Show Page and select “Going” (and encourage your team to do the same!)
2. Share the Event
  - a. From the event page, click the arrow icon to share.
    - i. Choose “Share to a Page” to share on your company’s Facebook page.
    - ii. Choose “Share to News Feed” to share on your personal newsfeed.



- b. Include a personalized message when you share. See examples below:
  - i. Come see us in Booth # \_\_\_\_\_, showcasing (insert your company’s key features/promotions)! #HomeImprovement #NARIMilwaukee #HomeShow #NARI #RemodelingDoneRight
  - ii. #Inspiration is just around the corner at the NARI Milwaukee Spring Home Improvement Show! Come see us at Booth # \_\_\_\_\_. #NARIMilwaukee #HomeShow #NARI #RemodelingDoneRight



## ADDING THE FACEBOOK EVENT TO YOUR COMPANY'S PAGE

**\*\* Do NOT create your own Facebook event for the show! Doing so causes confusion among our consumers and you will be asked to delete it. \*\***

1. Click [here](#) to get to the NARI Milwaukee Spring Home Improvement Show Facebook event.
2. Click the box with the 3 dots and select "Add to Page".

### NARI Milwaukee Home Improvement Show

Wisconsin Exposition Center At State Fair Park

About Discussion

#### Details

300 people responded

Event by NARI Milwaukee

Invite Edit Share ...

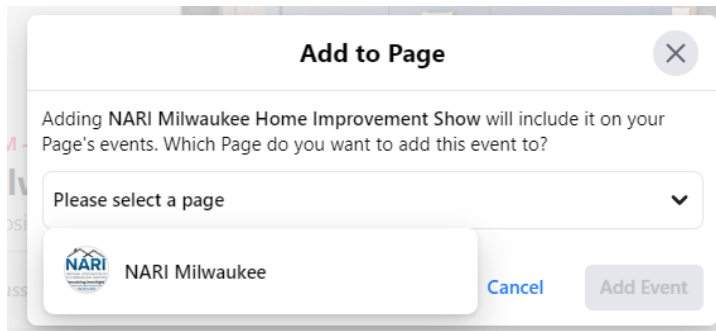
Duplicate Event

Add to Page

Export guest list

Cancel Event

3. Select your page from the drop-down menu.
4. Click "Add Event".



## NARI MILWAUKEE SOCIAL MEDIA CHANNEL LINKS

Is your organization connected to our NARI Milwaukee social media channels? Following, liking, and sharing NARI pages and posts is an easy way to extend your reach!

**Facebook (@NARIMilwaukee):** <https://www.facebook.com/narimilwaukee/>

**Instagram (@NARIMilwaukee):** <https://www.instagram.com/narimilwaukee/>

**LinkedIn:** <https://www.linkedin.com/company/milwaukee-nari-home-improvement-council-inc./>

**YouTube:** <https://www.youtube.com/@narimilwaukee5167>

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