



Exhibitor Marketing Toolkit (Customizable)

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 and reach a broader audience as part of an integrated marketing campaign.

This toolkit includes graphic templates that are pre-sized for social media channels and email, as well as suggested copy for posts and general tips. Your own images can be easily added following the directions included. 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.

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

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

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. There are both predesigned and customizable graphic images to choose from below.

FACEBOOK POSTS

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



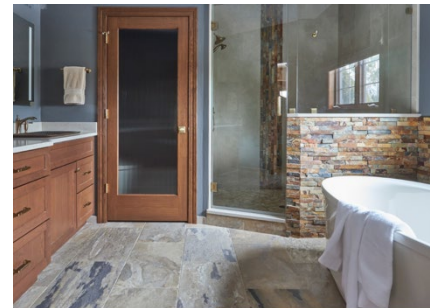
Wisconsin
 State Fair Park
 February 16-18, 2024



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
 State Fair Park
 February 16-18, 2024



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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.



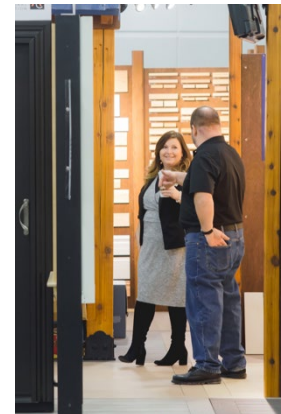
**SPRING HOME
IMPROVEMENT
SHOW** at State Fair Park
Wisconsin
State Fair Park
February 16-18, 2024



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

Drag and drop your own images into these pre-set templates using Canva (directions below)!

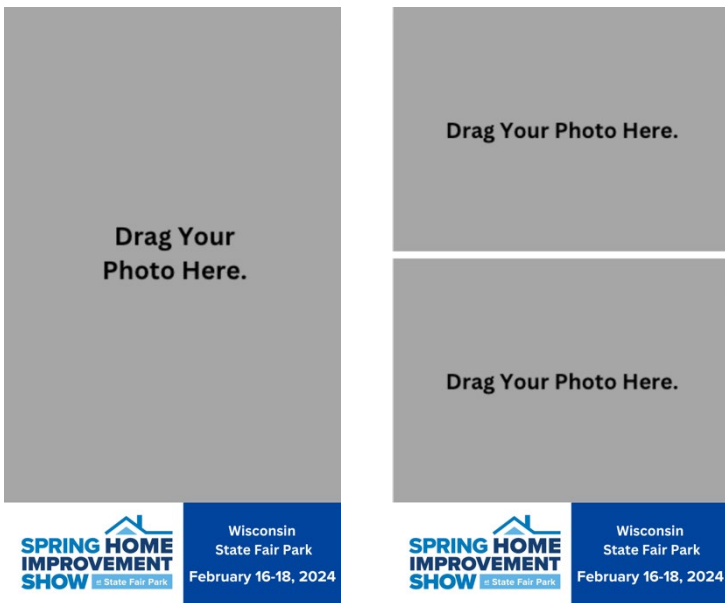
FACEBOOK POSTS



INSTAGRAM POSTS



FACEBOOK & INSTAGRAM STORIES



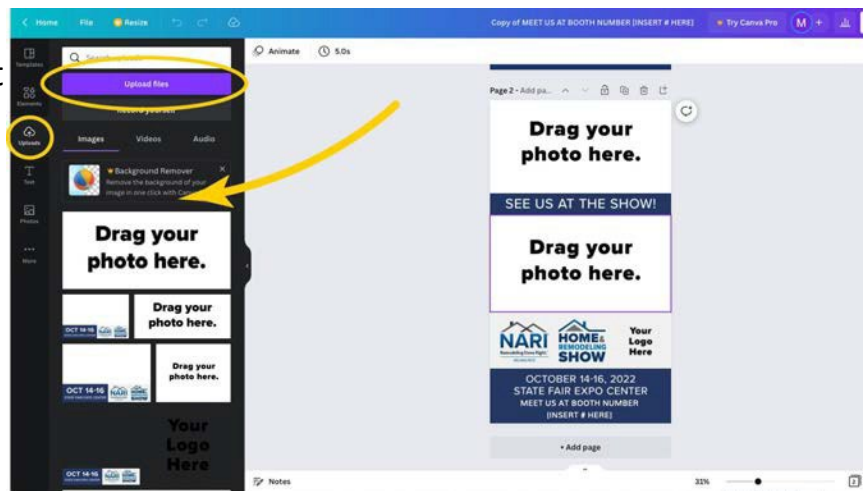
USING CANVA TO CUSTOMIZE THE GRAPHICS

GETTING STARTED

1. Create a FREE [Canva](#) account.
2. Click [here](#) to customize the story graphics (vertical), [here](#) to customize the Facebook post graphics (rectangle), or [here](#) to customize the Instagram post graphics (square).
3. Click the **PURPLE** button that says, “Edit Template”.

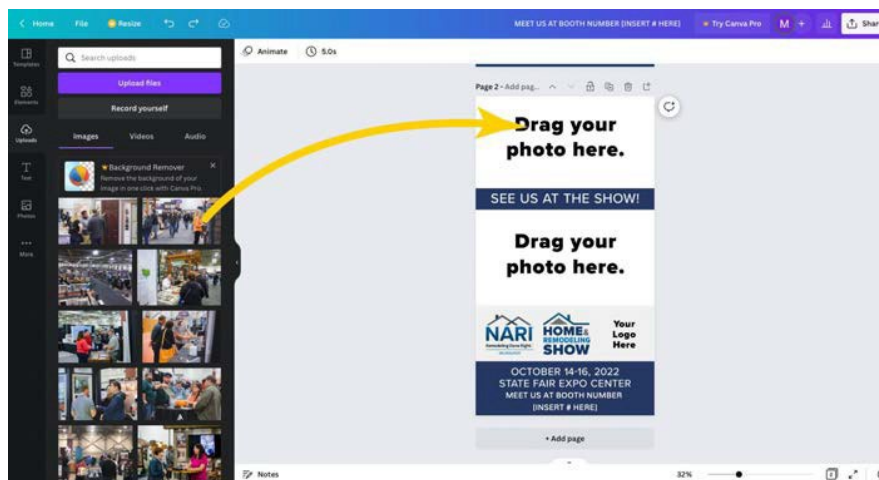
UPLOAD YOUR IMAGES

1. Once the design is open, look to the tab on the left and select “Uploads”.
2. Click “Upload Files” to upload images and/or your logo from your computer. *Note: you may also drag and drop images into the “Uploads” tab.*
3. Once uploaded, your images will show in the column on the left.



CUSTOMIZE YOUR TEMPLATE

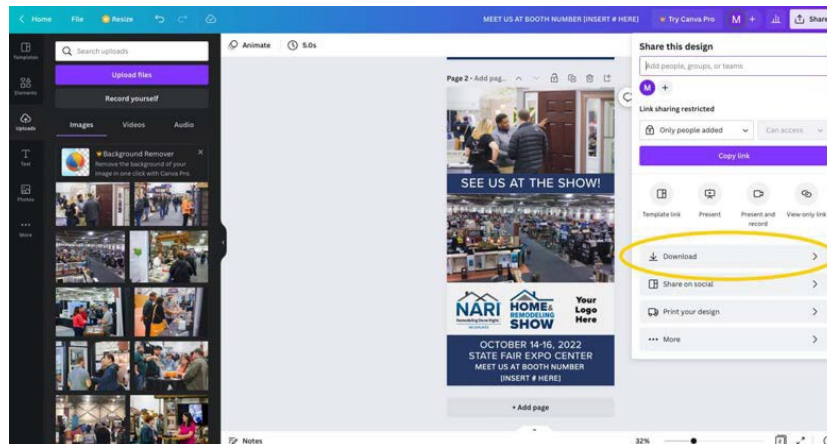
1. Add your image to the template by dragging it from the left-hand column into the placeholder on the template that says, “Drag your image here.”



2. You may adjust the placement of the image by double-clicking on it. A blue border will appear around the image. Here, you are able to move the image around and align it the way you like.

DOWNLOAD YOUR DESIGN

1. Click the “Share” button in the top right corner of the screen.



2. Select “Download” from the drop-down menu.
3. Choose what file type you want to save your graphic as. *Note: recommended file types are .PNG or .JPG.*
4. To simply download more than one page in your design, you can either download them all, or scroll down to “Select Pages” and check which page you want to download.
5. Select “Done”.
6. Click “Download” to save your design and your new NARI graphic should appear in your Downloads folder. *Note: if you select more than one page to download, the files will be downloaded as a .zip file. Double-click the zip file to access your graphics.*

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

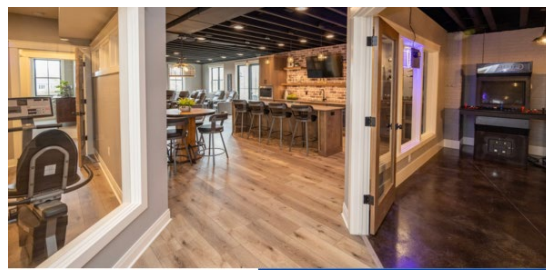


EMAIL GRAPHICS

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



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

CUSTOMIZABLE EMAIL BANNER



SUGGESTED TEXT FOR EMAILS AND/OR SOCIAL MEDIA

Join us for the 62nd Annual NARI Milwaukee Home Improvement Show, February 16th – 18th 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!***

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

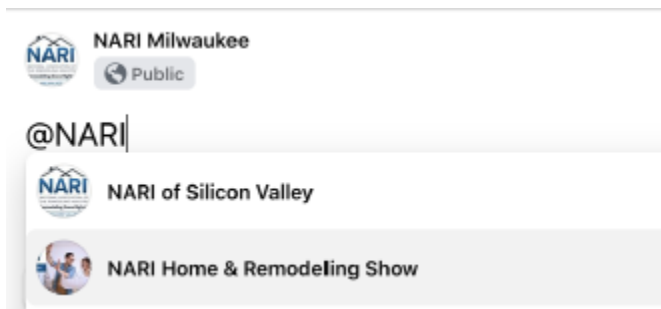
If you have questions about the show, please contact Katie at katie@narimilwaukee.org or (414) 771-4071.

- 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.

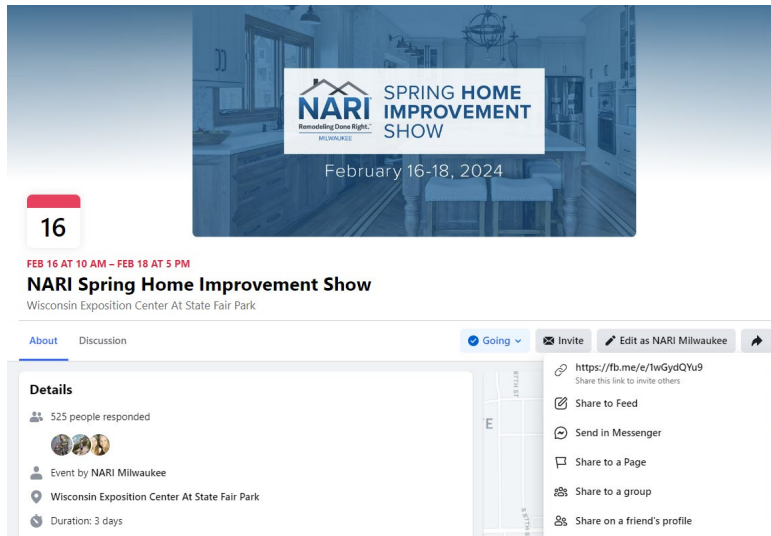
1. Type the “@” symbol, then start typing the name of the company you wish to tag.
2. Facebook should show a list of pages that begin with those letters (see below).
3. Choose the appropriate page you wish to tag.



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

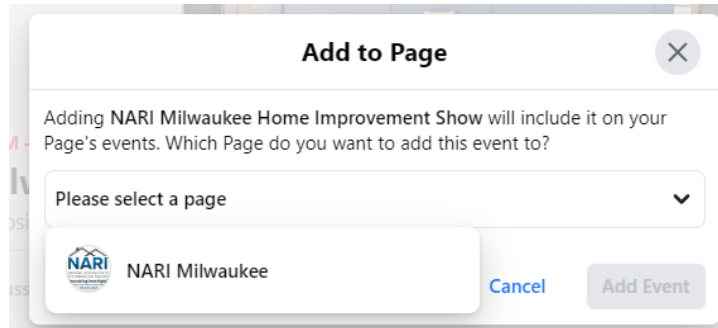
Invite Edit Share ...

- Duplicate Event
- Add to Page
- Export guest list
- Cancel Event

3. Select your page from the drop-down menu.

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

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>