



# SPRING HOME IMPROVEMENT SHOW

**February 13-15, 2026**  
**Expo Center at Wisconsin State Fair Park**

**Get maximum exposure for your company by becoming a sponsor of the Spring Home Improvement Show!** There are many sponsorship levels available which will help increase your brand awareness and reach key decision-makers in the remodeling industry.

**Are you looking to make an impact?** Make your sponsorship unforgettable with a customized package. Let's work together to create something unique that meets your goals and delivers visibility.



**SPRING HOME  
IMPROVEMENT  
SHOW**

Contact NARI Milwaukee for more information.  
(414) 771-4071 • [info@narimilwaukee.org](mailto:info@narimilwaukee.org) • [NARIMilwaukee.org](http://NARIMilwaukee.org)

## The NARI Milwaukee Spring Home Improvement Show connects local area consumers with NARI Milwaukee members.

Homeowners know the NARI name and they attend NARI shows to quickly and easily find trusted contractors, see new remodeling products and services, and become inspired to update their own homes. Consumer demand for home improvement continues to grow and the Home & Remodeling Show is a perfect way to connect with homeowners who are serious about investing money into improving their personal spaces.

### About NARI Milwaukee

NARI Milwaukee is an elite association of the best home improvement and remodeling professionals in the area, and a trusted resource for consumers. Since 1961, NARI Milwaukee has promoted ethical conduct, professionalism, and sound business practices in the remodeling industry and education for the consumer. Consumers should have the utmost confidence when selecting a NARI Milwaukee contractor for their home improvement project.



## Customized Sponsorships

NARI Milwaukee Spring Home Improvement Show sponsors are not only associated with the top-notch quality of our members, but also benefit from a robust marketing campaign and extensive audience.

All sponsorships can be customized to meet your needs and budget! If you have an idea that is not in our list of examples, we want to hear it!

- Event promotion across various media channels
- Email blasts to over 20,000 subscribers, with an average read rate of 40%
- Regular posts on Facebook, Instagram and other social media pages, including cross-promotion with our top sponsors
- Support and promotion through various Milwaukee outlets such as press releases and media pitches

# STAND OUT TO CONSUMERS!

All consumer-facing brand sponsorships include:

- Company named in all on-site show announcements.
- Company name and/or logo & hyperlink on event website.
- Company name listed in collateral materials as applicable.
- Logo & hyperlink in NARI Milwaukee event e-blasts to consumers

## Digital Tickets \$4,250

- Co-branded ticket giveaway promotion on social media.
- Name and/or logo on online ticket.
- Logo & hyperlink on event ticketing website.
- 30 complimentary show tickets.

## Show Bags \$3,500

- Your bags to be handed out to all attendees at entrances
- 30 complimentary show tickets.

## Show Entrance Feature \$2,000

- Opportunity to display a remodeling product.
- Logo on entrance signage.
- 20 complimentary show tickets.

## Stage Sponsor \$3,000

- Logo on signage in Stage area.
- Opportunity to set up a display or marketing materials in stage area
- Opportunity to introduce speakers
- 30 complimentary show tickets.

## Floor Decals \$1,250

- Logo on (6) floor decals placed throughout show floor aisles.

## Scavenger Hunt \$400

*Drive traffic to your booth*

- Logo and booth location listed in scavenger hunt game.

## Photobooth Props \$350

- Feature your logo or gear as part of the photo booth props.

*Have something specific in mind? Reach out and let's talk about it! We can customize any sponsorship to fit your needs and budget.*



# WANT TO REACH EXHIBITORS ON THE SHOW FLOOR?

Are the exhibitors your customers? Take advantage of these sponsorship opportunities or contact us to create a customized package for you!

## Show Kick-Off \$2,500

- Logo on signage during the show kick-off
- Opportunity to speak to exhibitors during the kick-off event.

## Exhibitor Wristbands \$2,000

- Logo on exhibitor ID wristbands worn by all exhibitors at the event.
- 20 complimentary show tickets

## Exhibitor Charging Table \$2,000

- Electronic Charging Table in the with your branding
- 20 complimentary show tickets

## Exhibitor Lounge \$2,000

- Logo on signage in lounge area.
- Opportunity to set up a display or marketing materials in lounge area.
- 20 complimentary show tickets.

## Exhibitor Coffee \$1,500

- Logo on signage at coffee station each morning of the show.
- 10 complimentary show tickets

## Booth Drop \$1,000

- Your marketing materials are delivered to each exhibitor on one show day before the show opens.

\* Marketing pieces must be approved by NARI Milwaukee Staff.

### All exhibitor-facing brand sponsorships include:

- Company named in all on-site show announcements.
- Company name and/or logo & hyperlink on event website.
- Logo & hyperlink in NARI Milwaukee event e-blasts to exhibitors and members.

# LETS MAKE YOU EVEN MORE VISIBLE

BELOW ADS AND COMMITMENTS ARE TIME SENSITIVE. ALL ITEMS DUE BY JAN. 10.  
LIMITED QUANTITIES AVAILABLE. ITEMS ARE SUBJECT TO NARI STAFF REVIEW / APPROVAL.

## Digital Ad Retargeting Pricing starts at \$3,000

Want your ad to “follow” your target customer online?  
Gain measurable ROI with a digital ad retargeting package. Advertise your company, product line, or services with hyper-targeted web ads that follow our qualified audience of consumers wherever they go on the internet. More details available upon request.

### Aisle Sign \$500 per aisle

- Name and/or logo on rocker panel attached to hanging aisle signs.

### Ad in consumer e-newsletter \$275 or Plus Blog \$400

- Digital ad & hyperlink on Show Specials page of event website.
- Tagged in social media post highlighting show promotions.
- Add a blog post on our website plus above ad for a total of \$400.

### Ad/Coupon in Printed Show Guide - \$275

- 1/2 page ad or coupon in the printed show guide.
- \* half page ads only, no position requests. Must be a high-resolution file in EPS, PDF or JPG format. 250 dpi minumun. ad size 4.25”h x 5.5”w

### Premium Website Ad \$350 per ad

- Ad on Exhibitor List page of event website (750 x 400).  
*\*Includes company name, up to 100 words of text, and hyperlink to website.*

### Social Media Post \$250

- Tagged in dedicated social media post featuring up to (10) images and your own messaging.

### Logo on Website & Show Signs - \$250

- Logo with hyperlink on show webpage and logo on sponsor signs

# SPONSORSHIP PACKAGES

## Bronze Show Sponsor \$7,250

- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements 5 x per day.
- Company logo & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 3 months.
- Photo of your company in show booth for social media postings.
- Named and tagged in NARI Milwaukee social media event posts.
- 70 complimentary show tickets

## Silver Show Sponsor \$12,500

- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements 5 x per day.
- Digital ad & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 4 months.
- Photo of your company in show booth for social media postings.
- Named and tagged in NARI Milwaukee social media event posts.



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# SPONSORSHIP PACKAGES

## Gold Show Sponsor \$25,000

- Named in event press releases.
- (6) Logoed floor decals in event aisles.
- Opportunity to activate and brand an agreed upon booth space or unique area of the event.
- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements 5 x per day.
- Digital ad & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 6 months.
- Named and tagged in NARI Milwaukee social media event posts.
- Photo of your company in show booth for social media postings.
- Two-minute video creation at your booth, highlighting your company.
- 30 radio ads promoting your business at the NARI Milwaukee home show.
- Opportunity to appear on tv interview in promotion of your company and the show.
- 90 complimentary show tickets.



# SPONSORSHIP PACKAGES

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## Presenting Show Sponsor \$50,000

- Event to be referred to as “NARI Milwaukee Spring Home Improvement Show presented by (company name)”.
- Company logo incorporated into the event logo.
- Logo and/or name in all event advertising including TV, outdoor, and radio.
- (6) Logoed floor decals in event aisles.
- Opportunity to activate and brand an agreed upon booth space or unique area of the event.
- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements 5 x per day.
- Digital ad & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 12 months.
- Photo of your company in show booth for social media postings.
- Two-minute video creation at your booth, highlighting your company.
- 50 radio ads promoting your business at the NARI Milwaukee home show.
- Named and tagged in NARI Milwaukee social media event posts.
- Opportunity to appear on tv interview in promotion of your company and the show.
- 100 complimentary show tickets.





# 2025 SPRING HOME IMPROVEMENT SHOW– SPONSORSHIP SNAPSHOT

## Consumer-Facing Brand Sponsorship

	Company Named in All On-site Show Announcements	Company logo & hyperlink on event website	Company named in collateral materials	Show Tickets	Additional Items
Digital Tickets	X	X	Name and/or logo on online ticket	30	Logo & Hyperlink on Event Ticketing Website
Show Bags	X	X	Your bags to be handed out at entrances	30	
Show Entrance Feature	X	X	Logo on Entrance Signage	20	Opportunity to display remodeling product
Stage Sponsor	X	X	Logo on signage in Stage area.	30	-Opportunity to set up a display or marketing materials in stage area -Opportunity to introduce speakers
Floor Decals	X	X	Logo on 6 Floor Decals	N/A	
Scavenger Hunt	X	X	Logo & Booth Location in Scavenger Hunt Game	N/A	

## Exhibitor-Facing Brand Sponsorship

	Company Logo & hyperlink in NARI Mke e-blasts to members	Logo on collateral materials	Show Tickets	Additional Items
Show Kick-off	X	Logo on Signage during Show Kick-off	0	Opportunity to speak to exhibitors during kick off event
Exhibitor Wristbands	X	Logo on exhibitor ID wristbands	20	
Exhibitor Coffee	X	Logo on Signage at coffee station	10	
Exhibitor Lounge	X	Logo on signage in lounge area	20	Opportunity to set up a display/marketing materials in lounge area
Exhibitor Phone Charger	X	Electronic Charging Table with Your Branding	20	
Booth Drop	X		N/A	

## Sponsorship Packages

	Logo/ Ad & hyperlink on event website & emails	Logo on all printed materials & signage	Named in all on-site announcements	Named & tagged in NARI Mke Social Media Posts	Full Width Ad in	Opportunity to distribute products or giveaways during the event	Customized digital marketing campaign surrounding the event	Opportunity to activate and brand an agreed upon booth space or unique area of the event	(6) Logoed floor decals in event aisles	Photo of you or company in show booth for social media postings	2 Min Video highlighting your company	Radio Ads promoting your business at the NARI Milwaukee Home Show	Opportunity to appear on tv interview	Show Tickets	Additional Items
Presenting \$50,000	Digital Ad	X	X	X	12	X	X	X	X	X	X	50		100	-Event to be referred to as "NARI Milwaukee Spring Home Improvement Show presented by (company name)". -Company logo incorporated into the event logo. -Logo and/or name in all event advertising
Gold \$25,000	Digital Ad	X	X	X	6	X	X	X	X	X	X	30		90	Named in press releases
Silver \$12,500	Digital Ad	X	X	X	4	X	X			X				80	
Bronze \$7,250	Company Logo	X	X	X	3					X				70	



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