

# SPRING Home & Garden SHOW

## Show Hours

Friday 2pm to 9pm  
Saturday 11am to 9pm  
Sunday 11am to 5pm



Building Industry Association

**March 16-18, 2012**

at the Flint

**Perani Event Center**

The Building Industry Association of Southeastern Michigan is wholly committed to the success of our shows, to the success of our exhibitors. We believe the key to achieving maximum attendance of qualified customers is an aggressive, creative and well planned advertising schedule along with an efficient use of promotional materials.

*Don't miss  
this **HIGHLY**  
promoted event!*

*TV, radio and newspaper ads  
reaching Flint, Saginaw,  
Bay City, North Oakland,  
and Lapeer areas.*



Perani Arena & Event Center  
3501 Lapeer Rd, Flint, MI 48503  
[www.peraniarena.com](http://www.peraniarena.com)



Presented by the Building  
Industry Association of  
Southeastern Michigan (BIA)

Perani is considered by many to be the finest and best-equipped ice arena in North America.

Flint is located in Genesee county along the Flint River about 60 miles northwest of Detroit.





# SPRING Home & Garden SHOW

Homeowners are eager and ready to get going on those projects they have planned. Bring your products and services to Flint and get ready to meet your future customers.

**March 16-18, 2012**

At the nationally acclaimed Flint  
**Perani Arena & Event Center**

**Extensive event publicity includes...**



Arena 1



Arena 2



**Television** has been playing an increased role in the marketing of our shows, with excellent results.

**Radio** has always been a mainstay of our advertising platform with a very active schedule beginning many days before and during the days of the show.

**Newspaper** advertising is another powerful medium we use to inform the public of upcoming shows. In addition to ads that run in area papers, the dates and times of the show appear in many publications.

**The internet** is becoming a major focus in our ability to reach people in their daily lives.

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**Premiums**

One corner: \$200  
Two corners: \$300

**Booth Sizes**

10 x 10	\$695
20 x 10	\$1,321
30 x 10	\$1,877
40 x 10	\$2,363

Double corners not available in 10x10 size booth. Subletting of space is prohibited, except with written authorization of the Show Manager. Floor plans subject to change without notice. Booths are typically 10x10 unless otherwise noted.

Cost includes back draping (if needed), exhibitor credentials, aisle cleaning, general security, listing in Official Show Program and on the show's website, and comprehensive exhibitor kit with forms for ordering electrical, furniture, labor, telephone, cable connections and other utilities.

*Reserve your space now, and we will bring the customers!*

Attendees of the Spring Home & Garden show will have free access to the Flint Camper & RV Show. Advantage for the public - two shows for the price of one! Advantage for exhibitors - greater attendance of qualified consumers.

BIA is a proud member of:

