

# Marketing Opportunities

## FOR EXHIBITORS



**STAND OUT FROM YOUR COMPETITION,  
INCREASE BOOTH TRAFFIC, AND CREATE BRAND  
AWARENESS WITH EXTRA MARKETING OPPORTUNITIES.**

**Special Admission Sponsorship - Starting at \$750 (limit one sponsor per admission type)**

Connect with the community! Sponsor mentioned/linked wherever Senior Day discount or free admission for Heroes, Teachers, or Nurses is promoted, box office will hand out sponsor flyer or swag with each ticket redemption

**Show Guide Sponsorship - \$1,500 (limit one per show)**

Get noticed! Show guide to include sponsor logo, booth number, and QR code linked to sponsor website

**Fresh Ideas Stage Sponsorship - \$2,500 (limit one per show) *SOLD OUT for all 2026 Shows***

Sponsorship of this popular show feature includes additional signage on-site and click through logos and banner ad on our high-traffic stage schedule and feature web pages, adding exposure for your company to set yourself apart from the competition!

**Show Information Booth Sponsorship - \$2,500 (limit one per show)**

Make a first impression! Wrapped show information kiosk to include sponsor logo graphics, distribute sponsor handouts

**Entrance Tote Bag/Handout Sponsorship - \$2,500 (limit one per entrance)**

Get into every hand! Distribute approved tote bag, product sample, or handout at show entrance. Cost of bags/products/sample handouts are not included in this fee.

**Online Ticket Discount Sponsorship - \$3,000 (limit two per show)**

Our best pre-show exposure! Sponsor logo appears on home page of website, ticketing page, and all tickets purchased online with "ticket discount courtesy of your company name"

**Sticker Sponsorship - \$3,000 (limit one per show) *SOLD OUT for Fairgrounds Spring & Fall '26 Shows***

Every attendee receives a branded sticker at the entrance with a QR code linked to your website, show specials, or giveaway!

### **Official Product/Category Sponsorship - \$3,500 (limit one per product/category)**

Lead the pack! Package includes floor decals, web banner, and the opportunity to be promoted as the Official Product/Category Sponsor of the show (ex. Official Heating & Cooling Sponsor, Official Mattress Sponsor, Official Roofing Sponsor, etc.)

### **Homeowner Mailer Sponsorship - starting at \$5,000 (limit one per show)**

Reach homeowners at home! Sponsor logo on letter of invitation and “four complimentary tickets courtesy of your company name” included on mailer to up to 20,000 local homeowners who have recently purchased or refinanced

### **Presenting Sponsorship - Starting at \$16,500 (limit one title sponsor per show)**

Maximum impact! Our highest visibility sponsorship includes pre-show, online, and on-site recognition as the title sponsor and includes your company name in paid TV, radio, online, and print advertisement, signage, our event website, consumer database ticketing emails, and much more (ex. The Fairgrounds Southern Ideal Home Show presented by ABC Landscaping)

### **Other Sponsorships**

We have many creative, experiential marketing sponsorships available to meet your goals and budget, such as: Feature Sponsorships (workshops, designer rooms, bars/lounges/beer gardens, outdoor living, etc), Cooking Stage, Celebrity Sponsorships, and more! Ask a show team member for details.

## *Low cost a la carte Marketing Opportunities*

- **Aisle Sponsor Signs:** \$550/pair including logo suspended from overhead aisle signs
- **Floor Decals:** \$550/pair including logo and booth number
- **Mascot Roaming Rights:** \$500/three hours mascot roaming show floor greeting attendees
- **Web Banner:** \$550/one year clickable web banner on our event website
- **Online Ticket Logo:** \$500/logo and booth number appears on all online tickets
- **Air Rights:** \$500 plus cost of sign rigging over qualifying booth spaces

## **MULTI-SHOW DISCOUNTS AVAILABLE.**

**Ask a member of our show team which sponsorship package may be a good fit for you!**



**STACEY HAHN**  
Sales Manager  
919-674-0410 (Alpha #, A-M)  
staceyh@MPeshows.com



**KATIE MOORE**  
Exhibit Sales Consultant  
919-670-2575 (Alpha N-Z)  
katiem@MPeshows.com



**ERIN CALABRITTO**  
Show Manager  
919-674-0409  
erinc@MPeshows.com

**DowntownRaleighHomeShow.com | FairgroundsRaleighHomeShow.com | RaleighFairgroundsHomeShow.com**