

THE GREAT LAKES CRAFT & GIFTS SHOW

part of
THE GREAT LAKES HOME & FLOWER SHOW

Feb. 23, 24, 24, 2018

Kalahari Resort & Convention Center
7000 Kalahari Dr.
Sandusky, Ohio 44870

The Largest and Most Beautiful Show Between Cleveland and Detroit

2018 EXHIBITOR INFORMATION



NOTE: Craft Spaces are marked with the letter "c" following the number

YES, THAT'S RIGHT!!

OVER 17,000 people attend the **Great Lakes Home & Flower Show** each year making it the **largest** Home and Flower Show between **Cleveland and Detroit**.

PRIME CRAFT CUSTOMERS

The majority of people who attend the **Great Lakes Home & Flower Show** are women from **30 to 65** years of age.



THE MAJORITY OF ATTENDEES ARE WELL DRESSED UPPER MIDDLE CLASS PEOPLE.

Dates: Feb. 23, 24, 25, 2018

Show Times:

Friday, Feb. 23rd-10am to 8pm

Saturday, Feb. 24th-10am to 8pm

Sunday, Feb. 25th-10am to 5pm

Set up: Thurs. Feb. 22nd- 9am to 6pm

Tear down: Feb. 25th -after 5pm

ADVERTISING

All advertising for the **GREAT LAKES HOME & FLOWER SHOW** will specifically promote the **Great Lakes Craft & Gifts Show** as part of the event. This includes:

RADIO

BAS Broadcasting:

WCPZ 160 :60 commercials plus live ticket giveaways

WFRO 160 :60 commercials plus live ticket giveaways

WKFM Radio (K-96)

100 :30 commercials

25 additional promo mentions plus the show will be added to the K-96 web site. Ticket giveaways on air.

CABLE TV

BUCKEYE CABLE

450 commercials to run on **HGTV, Food Network, TNT, USA, CNN, Fox News, Weather Channel, Discovery and Travel Channel**

NEWSPAPER

SANDUSKY REGISTER

5- 3 col by 10 ads in **full color**



NORWALK REFLECTOR

3 col by 10 ad in **full color**



200,000 TICKETS

200,000 FREE TICKETS for this show are passed out annually to over one thousand locations. This insures a strong attendance each year.

PRICING

A 10 x 10 ft. booth area is only **\$185**. It will accommodate 3 eight ft. tables.

A 10 x 20 ft. booth area is only **\$365** and can accommodate 5 eight ft. tables.

Our 8 ft. tables rent for \$10 each to all craft show exhibitors.

Skirted tables are a rule. You can skirt your own or we can skirt tables for \$35 each. Skirting for tables and extra skirted tables must be pre-ordered.

Electric is charged by Kalahari at \$75 for all 3 days.

- 10 x 10 at \$185 10 x 20 at \$365
- ___ unskirted tables @ \$10= \$___
- ___ skirting @ \$35= \$___
- Electric @ \$75 for all three days

Booth/s requested # _____

A 50% deposit is due with contract
50% balance to be paid by Jan. 28, 2018



PLEASE FILL OUT

Please Print Full Name & Address:

Phone: (___) _____

Email: _____

Product(s) _____

Signature: _____

REMIT WITH PAYMENT TO:

Mid America Events

P.O. Box 505 * Niles, Ohio 44446

For exhibitor information call:

(800) 431-3343 or (330)652-3970

Fax: (330) 505-7777

midamericaevents@aol.com