

THE FIRST AND ONLY MAJOR PUGET SOUND
HOME SHOW TO OFFER
FREE ONLINE ADMISSION FOR 2011



NEW FORMAT
RESULTED IN A
HUGE INCREASE
IN LAST YEARS
ATTENDANCE !

APPLY ONLINE NOW!
www.westlakepromo.com

7TH ANNUAL

EVERETT
FALL

HOME
& GIFT
SHOW

SEPT. 30 -- OCT. 2, 2011

COMCAST ARENA

at Everett

CONTACT BILL BRADLEY EVENT PRODUCER 206-248-8430

SEPT. 30 - OCT. 2, 2011

LAST YEARS FREE ONLINE ADMISSION PROVIDED A HUGE ATTENDANCE INCREASE AND WE WILL BE OFFERING THIS PROMOTION AGAIN FOR 2011.

A NEW WAY OF DOING THINGS:

- 1. To increase attendance, we will once again be the only Major Home Show in the Puget Sound region to finance the cost of offering free online admission to the first 5000 people to download tickets from our site.
In partnership with Comcast Arena, we will be e-mailing details of this program to 106,000 Comcast Arena Event Members. This list is a demographic of people that have disposable income and regularly attend various Comcast Arena Events.*
- 2. To address the obstacle of High Parking Prices, we have worked out an arrangement with Republic Parking to provide Parking Discounts for Vendors and Show Attendees.*
- 3. Our Exhibit Booth Space and Bulk Space pricing is set at a cost below the other Major Home Shows in the Region.*
- 4. Easy Move-in and Move-out at the Comcast Arena.*
- 5. Unlike other areas of the Puget Sound region, Snohomish County is not over saturated with Home Shows, Remodeling Expos, etc.*
- 6. Gift element of our Event has been very popular and provides something extra for the attendee especially going into the Holiday season.*
- 7. As an Everett Fall Home Show vendor you will reach an audience that does not usually attend the other Home Shows in the Northwest.*
- 8. With over 30 years in the Consumer Show marketing business, our advertising campaigns are well researched, diverse, and uniquely focused on bringing out the buyers.*

This format is a significant re-investment on our part in making this Event unique among the Home Shows. The increased attendance, along with our low Exhibit Space pricing, will clearly make the Everett Fall Home & Gift Show the best value in the Puget Sound region for both Exhibitor and Attendees.

CONTACT BILL BRADLEY EVENT PRODUCER 206-248-8430 bbwestlake@seanet.com

**MAIN
ENTRANCE
& EXIT**



BOOTH COST
 Spaces 1 To 79 - 8 x 10 \$475
 Spaces 80 To 88 - 5 x 10 \$425
 Spaces 100 To 251 - 10 x 10 \$750
 Spaces 252 To 371 - 10 x 10 \$650
 Spaces 400 To 406 - 10 x 10 \$750

ADDITIONAL

Corners \$60 EXTRA
 Electrical (500 watt) \$35

HOURS

Friday September 30 - Noon to 6pm
 Saturday October 1 - 10am to 6pm
 Sunday October 2 - 10am to 5pm

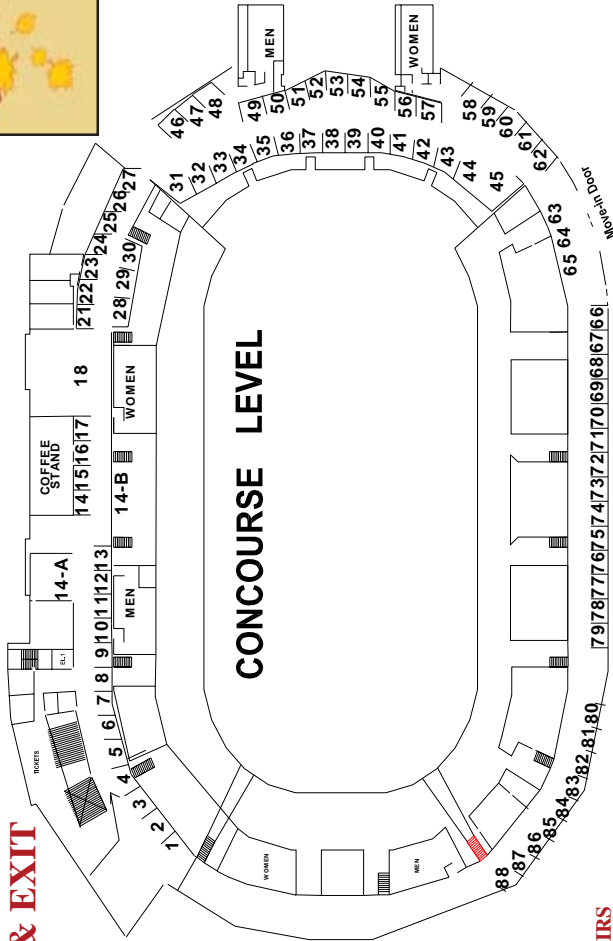
CONTACT:

Bill Bradley
 206-248-8430

Sponsored by: **Judd & black**
 e-mail: bbwestlake@seanet.com
www.westlakepromo.com

**SEPT. 30-
OCT. 2, 2011
COMCAST
ARENA**

**Everett Wa.
Events Center**



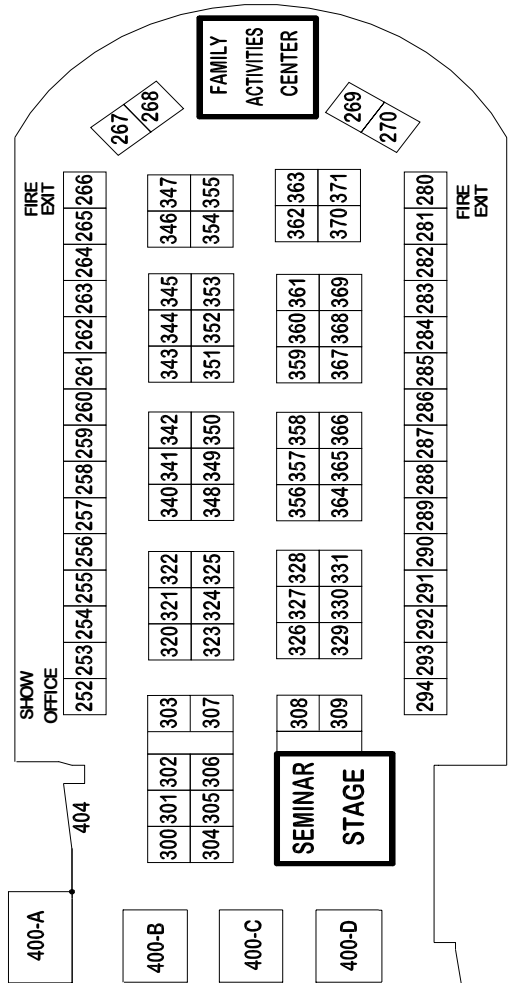
**STAIRS
TO MAIN
ARENA
LEVEL**

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**STAIRS
TO MAIN
ARENA
LEVEL**



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Thank You to our Media Outlets that have helped promote our Show:





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FALL
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& GIFT
SHOW**

EVERETT FALL HOME SHOW LLC
PO BOX 46382
SEATTLE WA 98146

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2011**

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at Everett

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PROVIDES FOR
BIG INCREASE
IN ATTENDANCE !
Details Inside

TIME SENSITIVE VENDOR
DISCOUNTS INSIDE!