



PARADE *of* HOMES

Coming to The Grove this October!



THE 2019 PARADE!

The James Hardie Building Products Parade of Homes is coming this October to The Grove in College Grove! Five amazing homes from the area's top builders and interior designers showcasing the latest styles and trends - including one **Southern Living Showcase Home!**

Make your plans now to attend or participate in the popular show!



ADVERTISE!

Advertise your products or services in the event Plan Book, handed out to each attendee at the gate during the entire 16-day show!



EXHIBIT!

Secure your exhibit space during the Parade where attendees will pass your booth when they enter and exit the event to tour the homes!





James Hardie Parade of Homes

The 2019 Parade of Homes at The Grove

ADVERTISE & EXHIBIT

If your company depends on new homes or related products, furnishings or services, here's one opportunity you can't pass up -- the 2019 James Hardie Parade of Homes at The Grove! Secure your space in the [Plan Book](#) or reserve an [Exhibit Booth](#) today.

THE PARADE PLAN BOOK

At every Parade event each attendee is handed a magazine as they walk through the front gate - the **Parade Plan Book**.

The Plan Book is a tremendous opportunity to put your message into the hands of pre-qualified customers who refer to the book several months after the Parade of Homes is over!

Plan Book Advertising Rates

Half Page	7.5" x4.75" (Horizontal)	\$800
Full Page	7.5"x10" 8.75"x 11.25" (B1eed)	\$1,200
*Page One	7.5"x10" 8.75"x11.25" (Bleed)	\$1,600
*Inside Front Cover		\$2,100
Inside Back Cover		\$2,300
*Double Truck		\$2,840
Back Cover		\$3,250

*SPECIALTY LOCATIONS SOLD.

Email jargo@hbamt.net for ad specs and availability.

THE PARADE EXHIBIT BOOTH

Here's your chance to demonstrate your product or service to the thousands of qualified prospects who pass through the Parade of Homes exhibit center when they enter and leave the show. As with Plan Book advertising, the exhibit center produces virtually all pre-qualified customers!

It's like opening up shop and having thousands of prospects visit your show room the first two weeks you're in business. What other medium could come close to producing those kinds of results? The Parade ranks first of all home shows in the nation and you can take advantage of the prestige this show enjoys.

Exhibit Booth Price? \$750

Each booth in the Parade of Homes exhibit center measures 10' x 6' at the front entrance where patrons must enter and exit -- perfect for eye-popping kiosks and marketing publications!

2019 PARADE OF HOMES - PROMOTIONAL OPPORTUNITIES COMMITMENT FORM

Return completed form to: HBAMT, 9007 Overlook Blvd., Brentwood, TN 37027 | Fax: 615/377-1077 | Email: jargo@hbamt.org

PLAN BOOK AD - please check the size of ad you would like to secure in the 2019 Plan Book:

Half Page Full Page Page One Inside Front Inside Back Back Cover 2-Page Spread

EXHIBIT BOOTH SPACE - please check here to secure your 2019 Exhibit Booth Space:

Your name: _____ Company: _____

Cell: _____ Email: _____

Total amount being paid: \$ _____

Credit Card _____ Credit Card # _____ Exp. _____

Credit Card V-Code _____ The "v-code" is found on the back of the card, usually printed or embossed atop or near the signature strip. It is comprised of three digits found to the right of a longer number.

Signature _____