

## TAKE YOUR BUSINESS TO THE NEXT LEVEL AND JOIN US IN BEING PART OF THE ULTIMATE SOURCE FOR OUTDOOR LIVING!

**Backyard Expos** is a DBA of Step by Step Promotions and is now accepting contracts for the upcoming shows. All exhibitors are invited to apply. We will be looking for a variety of products and services pertaining to outdoor living as well as summer fun activities with as little duplication between exhibits as possible.

### BENEFITS

- Present your product or service to thousands of qualified consumers eager to learn about the latest products and services
- Reach a year's worth of potential customers in a weekend
- Build relationships, sell, and generate leads from thousands of qualified buyers
- Maximize your marketing budget by allowing our advertising experience to drive your leads
- Grab a part of the Midwest's multi-million dollar landscape and summer activities business
- Produced by a highly qualified & successful show management team with a proven track record
- Our extensive experience with consumer shows enables us to deliver a highly targeted audience directly to your booth

### SPECIALTY SHOW DESIGNED SPECIFICALLY FOR ATTENDEES LOOKING TO ENHANCE THEIR OUTDOOR LIVING SPACES AND EXPLORE LEISURE ACTIVITIES

This is an excellent opportunity for exposure to market your products and services and maximize your revenues in this high impact selling environment. Through our extensive ad campaign we will bring you prospects that have the buying power and desire to improve their outdoor living spaces.

### PUBLICITY

Aggressive advertising strategies are the key to these successful expos. We are dedicated to providing a full spectrum advertising campaign.

**PRINT** - colored ads in major daily newspapers and local community newspapers including the Chicago Suntimes, Chicago Tribune, Milwaukee Sentinel Journal and Daily Herald

**BROADCAST** - campaign for Radio & TV

**DIRECT MAILING** - insert flyers & post-cards

**BILLBOARD**

**SIGNAGE** - road signs and banners

**INTERNET**

\*Advertising varies by market area



**Capitalize** On our extensive media campaign

**Reach** Thousands of interested buyers

**Expand** Your list of qualified leads

**Increase** Sales and store traffic

**Boost** Company recognition

**Innovative Ideas And Services To Turn Your Backyard Dreams Into A Paradise Reality. Also Featuring An Oasis Of Summer Fun Activities & Adventures**