2027 Home & Outdoor Living Show

Vendor Toolkit



HBA HOME & Outdoor Living SHOW

PRESENTED BY

Pella Windows & Doors

CONCEPTS BY DESIGN

Your guide to a successful Home & Outdoor Living Show Experience.

January 8-10, 2027 | Wilson Logistics Arena in Springfield, Missouri

Vendor Toolkit

Welcome Vendors!

Thank you for participating in the 2027 Home & Outdoor Living Show. This toolkit provides all the essential information to ensure your experience is seamless and successful. Let's work together to create an exceptional event for you and our attendees.

About the Home Show

The HBA Home Show has been a tradition for over 40 years in Southwest Missouri. The annual HBA Home and Outdoor Living Show attracts thousands of attendees from the Southwest Missouri area, all seeking home improvement solutions. This event is essential for any business owner aiming to expand their business.

Show Details:

Friday, Jan. 8: 10:00AM – 5:00PM
Saturday, Jan. 9: 9:00AM – 5:00PM
Sunday, Jan. 10: 11:00AM – 4:00PM

Wilson Logistics Arena at Ozark Empire Fairgrounds; 3001 N. Grant Ave., Springfield, MO 65803

Additional Details

This is your opportunity to showcase your products, services, and expertise to thousands of attendees eager to build a new home, enhance their homes and outdoor living spaces. Don't miss out on this chance to connect with potential customers, grow your brand, and network with industry leaders.

Important Dates:

- **October 31 – Cancellation and Refund deadline**
- **November 20 – Remaining booth fee balance due**
- December 1 – Floorplan profile complete
- January 4-7 – Vendor Booth Setup
- January 7 – Industry Insider Night

Load-in Details:

- Monday, Jan. 4: 8:00AM – 5:00PM
- Tuesday, Jan. 5: 8:00AM – 6:00PM
- Wednesday, Jan. 6: 8:00AM – 6:00PM
- Thursday, Jan. 7: 8:00AM – 3:00PM (Must be set up before 4PM for Industry Insider Night)

Tradeshow Prep and Timeline

By now, you've likely identified your objectives and determined a budget. You may have already determined specific goals (maybe a goal for leads you hope to generate) and begun designing your booth layout, identified needed materials, designed literature, and placed orders. If not, it's time to take these steps. On the next page is a timeline to help guide you through the next few months.

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3 Months Out

- Wrap up all booth and display production plans.
- Complete company profile on floorplan software.
- Order promotional items.
- Confirm delivery dates with vendors.
- Develop booth schedules for all staff.
- Make plans to ship your booth and other materials.
- Start making travel arrangements.
- Put together follow-up packets or follow-up plan to communicate with leads post-show.
- Finalize booth literature and other marketing materials.
- Start implementing pre-show marketing strategies.

1 Month Out

- Continue with staff training to prepare for the trade show (incorporate relevant tech/tools into training so staff is comfortable using them).
- Check on the shipped items to ensure plans are on track.
- Check in with all other vendors to ensure plans are on track.
- Assess results from pre-show marketing efforts and adjust as needed.
- Schedule social media posts.

1 Week Out

- Complete staff training.
- Pack and prepare for travel (double-check tickets, itineraries, hotel reservations, etc.).
- Double-check all other action items have been taken care of. (See checklist).
- Continue with pre-show marketing (one last push!).

2 Months Out

- Continue with pre-show marketing.
- Finalize intra-show and post-show marketing plans.
- Finalize all travel arrangements.
- Begin staff training to prepare for the trade show.
- Confirm the tech (Wi-Fi and electrical included with booth) that will be available at the show and figure out what supplies and equipment you need to provide yourself.
- Begin testing booth-related technology (tablets for lead generation, TVs for video presentations, etc.).
- Schedule networking events and meetings to take place during/after the show.
- Approve all promotional/giveaway items.
- Give final approval on booth layout, design, etc.

2 Weeks Out

- Confirm shipping arrival dates (for booths/displays and other products).
- Continue with pre-show marketing.
- Last minute edits to company profile on floorplan software.
- Schedule or share social media posts.

After the Show

- Analyze all leads.
- Send out follow-up packets and contact leads via email or phone if appropriate.
- Meet with your team to discuss the success of show participation compared to your objectives.
- Review your budget and calculate your return on investment.
- Decide whether you want to participate in the show next year. (Of course, you do!)
- Start brainstorming ideas for changes and enhancements for the next event.

Set Clear Goals

What do you want to accomplish at the Home Show? By identifying and prioritizing these goals, you can create a focused strategy that maximizes the value of your participation at the Home Show.

Create a follow-up plan with contacts, and stick to it:

- Use spreadsheets, your CRM, calendar, etc. Spend time setting process up in advance for efficient follow-up.
- How will you collect data? Can you create an online form instead of handwritten forms?
- Will you have a way to add notes about interactions?
- Create follow-up packets.

Follow up promptly after the show:
You have a much better chance of receiving a response if you wait no more than one day to reach out.

Be persistent:
Sometimes it takes more than one reach-out to get a response!

- Try different methods: phone, email, social media.
- Can you set up a communication track in your CRM? (Personalize if possible.)

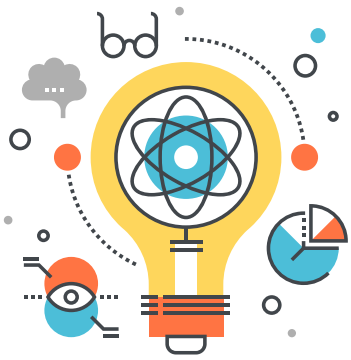
Debrief:
Hold a meeting with your team to review your effort and outcomes. Discuss any changes for the future.



Do your research – Don't go into it blind.

By thoroughly preparing, you'll maximize your chances of success and make the most of your investment in the Home Show.

1. **Visit** Other Tradeshows
2. **Understand** Your Audience
3. **Know** the Rules and Regulations of the event
4. **Utilize** the events marketing opportunities
5. **Engage** with Event Organizers



Your Exhibit Space

When planning your exhibit space, it's essential to keep your audience and brand identity at the forefront to create a meaningful and engaging experience. Here are some expanded tips to consider.

Booth Design and Setup

- Let your booth “breathe” – invite people IN rather than sitting behind a table.
  - Don’t oversaturate your booth.
  - Incorporate empty space – you do not have to clutter every inch of your booth. A good rule of thumb is about 40% empty space.
- Take time on your display design. Make sure your exhibit has strong visual appeal.
  - Focus on no more than 3 colors based on your target audience, symbolism, and brand.
  - 60% - 30% - 10% Design Rule: Apply your primary color (to unify your design) to 60% of your space, your secondary color (to create contrast) to 30% of your space, and your accent color (for emphasis) to 10% of your space.
- Know where focal points are located within your booth – typically the back wall for smaller booths, but there may be more than one focal point for larger booths.
- Incorporate your products/services into your display in an original way. Could attendees look into a section of your booth through the windows you sell? Could you make artwork with your paint chips? Could you create a wall of flooring options?
- Use different lighting to make your booth unique. Spotlights, hanging lights, accent lights, ambient lighting, neon lights, etc.
- Share your “portfolio”. People want to see your work.

Audience Experience

- Consider having a theme. Think about the emotions you want your booth to evoke, and work around that. If you choose a theme, everything in your booth should reflect that theme.
- Run a video or soft music.
- Tell a story. Create trust by sharing more about who you are as a business.
- Surprise attendees with something they wouldn’t expect in your booth.







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Business Representation

- Make sure your booth coverage schedule is set in advance and build in breaks.
  - Make sure your booth is always manned.
  - Arrive early!
- Dress appropriately for your business, booth theme, target audience, etc.
- Include a mix of personalities, if possible.
- Staff should be knowledgeable. Communicate the value of your products/services.
- Practice sales pitches with staff.
- Be prepared to capture information about attendees in advance and/or plan to Schedule appointments on the spot.
- Make sure you have plenty of promotional literature – consider literature specific to the event.

Additional Tips

- Bring in a local "celeb" (could be a mascot) to visit with attendees at your booth.
- Make your booth Interactive: surveys/quizzes, a game, a scavenger hunt, a photo booth or other photo op, virtual reality, contests, prizes, scheduled demonstrations.
- Place promotional items where attendees must enter your booth or engage to receive them – give away something unusual and of good quality to stand out.
- If giving away something that can be worn, encourage attendees to put it on immediately (take photos, create hashtags and contests, etc.).

Promotional Items Ideas:

- T-Shirts
- Hats
- Bags/Totes
- Stress Balls
- Sunglasses
- Headbands
- Stickers
- Temporary Tattoos
- Etc.



By implementing these strategies, your business can create a lasting impression on attendees while fostering meaningful connections.

Do's & Don'ts of Exhibiting



Do's

- **Keep Your Booth Clean**: Regularly check your booth for clutter and ensure it is tidy. Occasionally step into the aisle to view your booth from an attendee's perspective.
- **Be Prepared**: Plan your greetings and questions ahead of time and practice your approach to engage with attendees effectively.
- **Actively Engage**: SMILE; make eye contact and display friendly and open body language.
- **Be Friendly and Professional**: Treat every attendee with respect and kindness. A positive attitude can foster valuable connections, even if the person isn't an immediate fit.
- **Use Attention-Grabbing Strategies**: Incorporate creative elements like interactive games (e.g., spin-the-wheel or pull-up contests) to attract attendees.
- **Build Relationships**: Focus on establishing rapport through non-sales conversations, presenting yourself as a knowledgeable and approachable industry peer.
- **Invite your Network**: Encourage employees, family, and friends to attend the show and show their support.

Don'ts

- **Get Distracted**: Avoid spending time on your device or unrelated tasks.
- **Appear Unapproachable**: Avoid crossing your arms, sitting behind the table too much, or disengaging with attendees.
- **Speak Negatively About Competitors**: Maintain professionalism by avoiding negative remarks about other vendors.
- **Dominate Conversations**: Allow attendees to share their thoughts and questions—active listening is key.
- **Stick to Generic Giveaways**: Instead of pens or other common items, offer unique, memorable giveaways that people will keep and share.

Boost Your Presence: Build the hype before, during and after the show.

Maximize your impact at the Home & Outdoor Living Show by leveraging a variety of marketing opportunities. Establish your presence early to build anticipation, engage actively during the event, and create lasting buzz around your company even after the show concludes.



Social Media

Below are some example social media captions you may edit and use.

If you are promoting your participation:

- Example 1: “We’re thrilled to be part of the Home & Outdoor Living Show! Stop by our booth to learn more about [Insert Product/Service].”
- Example 2: “The countdown is on! Visit us at the Home & Outdoor Living Show and discover [Insert Highlight].”
- Example 3: “Join us this weekend at the Home & Outdoor Living Show! We can’t wait to meet you at booth [Insert Booth Number].”

If you are doing a giveaway at your booth:

- Example 1: “Want to win a [Insert Prize]? Visit our booth during the Home & Outdoor Living Show for your chance to win big!”
- Example 2: “Stop by our booth for an exciting giveaway! Don’t miss your chance to take home [Insert Prize].”
- Example 3: “We’re giving away [Insert Prize]! Come see us at booth [Insert Booth Number] and enter to win!”

If you are a passport punch sponsor:

- Example 1: “Stop by our booth during the Home & Outdoor Living Show to get your punch card stamped and explore [Insert Product/Service].”
- Example 2: “We’re part of the passport punch fun! Visit our booth to get your card stamped and check out [Insert Highlight].”
- Example 3: “Collect your passport punch stamp at our booth and learn more about [Insert Highlight]! Don’t miss out on completing your card for a chance to win big.

USE OUR HASHTAGS:

#HBAhomeshow #HBAHomeShowMOjo #SpringfieldMO #417HomeShow #417Local #417Business #417Events

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DID YOU KNOW?

Additional Marketing Tips

- Give a reason for attendees to come to your business after the show (contests, afterparty, discounts, etc.)
- Email/call customer base in advance of show to let them know of your participation.
- Consider a landing page on your website or create events on social media (use teasers, share booth location, link press releases, include contact form for leads to schedule appointments).

Floorplan Software

We will be utilizing an interactive floorplan software accessible right from your mobile device. This innovative tool will help enhance the visibility of your company profile and make it easier than ever for attendees to find and connect with you.

Here's what you need to do: Complete your company profile before the show to make the most of your booth's visibility.

Every booth includes a standard listing with your company name, address, description, and logo. But why stop there? **Upgrade to a premium listing** and stand out from the crowd! The premium option includes everything in the standard listing PLUS: images, videos, social media links, action buttons, and more.

If you don't have access to your profile, reach out and we will happily provide you with your link.

Important Website Links

Floor plan link: hbahomeshow2027.expofp.com

Home Show event page: https://hbaspringfield.com/missouri-home-outdoor-living-show/

HBA Facebook: https://www.facebook.com/SpringfieldHBA/

Home Show Facebook: https://www.facebook.com/home.and.outdoor.living.show.of.greater.sgf.mo

HBA Instagram: https://www.instagram.com/hbaspringfield

Packing Check List:

Make a checklist in advance for items you want to bring so nothing will be forgotten. Here's a sample to get you started:



- [ ] Box cutter and scissors
- [ ] Zip ties, S-hooks, clips, tape, etc.
- [ ] Way more business cards than you expect
- [ ] Plenty of pens/pencils – they walk away!
- [ ] Stapler to staple your business card to handouts
- [ ] Markers to create last-minute signs, change directions or fix mistakes
- [ ] First-aid kit for mid-day headaches and small mishaps
- [ ] Extension cords and power strip
- [ ] Clipboards if visitors need to write
- [ ] Items needed to record visitor data
- [ ] Mints or a travel toothbrush
- [ ] Extra shirt and/or detergent pen in case of spills
- [ ] Cleaning wipes for spills and after-conference cleanup
- [ ] Bottles of water and easy-to-grab snacks
- [ ] A dolly or cart to help unload and pack up
- [ ] Name tags to make it easy for visitors to talk to you
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____



Resources

https://www.mncpa.org/about/market-to-cpas/events/articles/tradeshow-exhibitor-tips/

https://www.inc.com/young-entrepreneur-council/13-smart-ways-to-stand-out-at-your-next-trade-show.html

https://www.btwnexhibits.com/blog/attracting-a-crowd-to-your-trade-show-exhibitody text

https://cglife.com/blog/ten-tips-effective-trade-show-booth/

https://www.btwnexhibits.com/blog/make-your-trade-show-booth-stand-out

https://american-image.com/25-top-tips-success-in-your-trade-show-booth/

https://www.linkedin.com/pulse/10-tips-make-your-trade-show-event-booth-stand-out-stephanie-acker/

https://outsnapped.com/trade-show-marketing-methods-for-improving-roi/

https://insights.ges.com/us-blog/8-design-tips

https://exhibitconcepts.com/trade-show-etiquette-101-6-tips-for-working-a-booth-part-one/

https://blog.skyline.com/exhibit-planning-timeline-checklist#:~:text=Most%20teams%20start%20making%20trade,regret%20getting%20a%20head%20start

https://www.tradeshowlabs.com/blog/47-interactive-trade-show-ideas

https://www.tradeshowlabs.com/140-trade-show-ideas-free-playbook

We sincerely hope this toolkit contributes to your success at the Home Show!



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