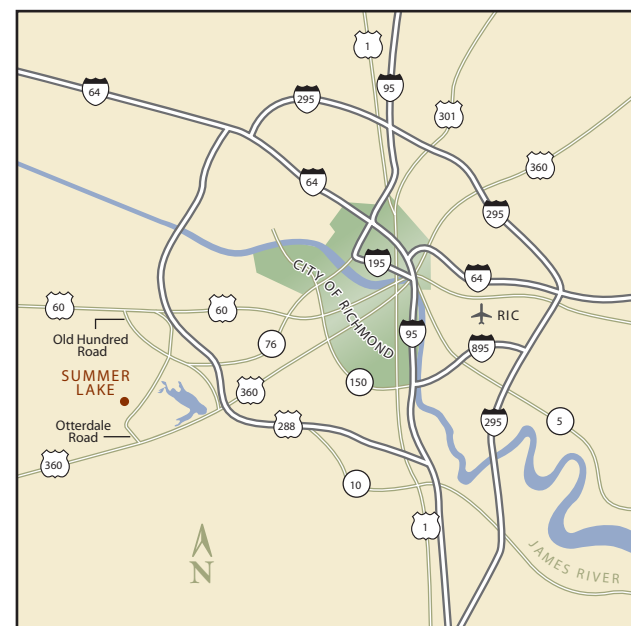




**Directions to Summer Lake**

**From Richmond**  
 Powhite Parkway South to the end. Left at light onto Charter Colony Parkway. Go approximately 1/2 mile and turn right at the 2nd light onto Genito Road. Go west for 3.4 miles and turn left onto Otterdale Road. Summer Lake will be 1/2 mile ahead.



Summer Lake is located at  
 17040 Lake Summer Drive, Moseley, Virginia 23120

RICHMOND  
**Homearama**   
 PRESENTED BY HOME BUILDING ASSOCIATION OF RICHMOND



INNOVATIVE  
 kitchen  
**ideas**

UNIQUE  
 designer  
**trends**



NEW  
 product  
**introductions**

**Event Marketing Opportunities**

\* [richmondhomearama.com](http://richmondhomearama.com) \*



Home Building Association of Richmond \* 400 N. Ridge Road, Richmond, Virginia 23229 \* (804) 282-0400  
[richmondhomearama.com](http://richmondhomearama.com)



# Richmond Homearama 2012

S H O W I N F O R M A T I O N

APRIL 21, 2012 – MAY 6, 2012 \* CHESTERFIELD COUNTY \* SUMMER LAKE  
 OPEN TO THE PUBLIC \* WEDNESDAY - SUNDAY \* 12 PM - 8 PM



## HAPPENINGS

### happenings

#### AROUND HOMEARAMA

During this 12-day single-site new home show event, Homearama visitors are exposed to many new services, products & businesses. With thousands of qualified prospects, your business is sure to get noticed at Richmond's Homearama.



Home Building Association of Richmond presents Richmond Homearama® 2012. This exciting show will feature 8 new idea homes. Each home is reasonably priced, furnished and decorated and full of the latest trends. Summer Lake, a planned community in Chesterfield County, is home to this year's event. This exquisite award-winning community is developed by Base Camp Development Corp.

### Marketing Opportunities

There are many unique opportunities to join Richmond HOMEARAMA 2012. This exciting event will feature some of the area's finest builders in the award-winning community of Summer Lake. More than 15,000 attendees are anticipated. Consumers will enjoy new model homes, special events, exhibits and much more.

- Event:** Various Opportunities
- Online:** [www.RichmondHomearama.com](http://www.RichmondHomearama.com)
- Print:** HOMEARAMA Event Guide
- In Person:** Home Idea Center & Sponsorships

Ad specifications and deadlines are available from Becker & Calliott Marketing, Justin Calliott, [justin@atyourbeckandcall.com](mailto:justin@atyourbeckandcall.com). A premium will be applied to ads requesting priority placement.

AD SIZE	HBAR MEMBER	NON-MEMBER
Full page	\$1,750	\$2,200
½ page	\$1,250	\$1,750
⅓ page	\$1,000	\$1,500

### Questions?

Sherrie Becker (804) 301-6404 or [sherrie@atyourbeckandcall.com](mailto:sherrie@atyourbeckandcall.com)

### SPONSORSHIP LEVELS

Presenting Sponsor.....	\$10,000
General Sponsors.....	\$5,000
Auto Dealer Sponsor.....	\$5,000
Welcome Center Sponsor.....	\$5,000
Preview Party Sponsors.....	\$2,000
Special Event Sponsors.....	\$2,500

### ONLINE ADVERTISING

[www.RichmondHomearama.com](http://www.RichmondHomearama.com)

The event website will feature show details as well as the overall event calendar.

	HBAR MEMBER	NON-MEMBER
Banner Ad *	\$1500	\$2000

\*Limited banners will be sold on the website.

### PRINT ADVERTISING

#### Homearama Event Guide

Purchase a color ad in Richmond HOMEARAMA Event Guide. This quality magazine will be given free to more than 15,000 people who attend the show. The majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

### EXHIBIT RATES

#### Home Idea Center 2012

Display and demonstrate your product or service to thousands of qualified prospects as they enjoy Richmond's HOMEARAMA 2012.

Each booth will be provided with flame retardant pipe and drape, one 8' banquet draped table and two chairs. Each booth may have access to utilize one 110V outlet. Full details available in exhibit agreement.

BOOTHS (10'X10')	HBAR MEMBER	NON-MEMBER
Premium End Booth*	\$1,900	\$2,400
Standard Booths (each)	\$1,600	\$2,100

\*Premium booth space allows for end unit with two sides open. End units are 1, 2, 8, 10, 16, 19, 27 & 28.

### Questions?

Christy Maschal (804) 282-0400 or [cmaschal@hbar.org](mailto:cmaschal@hbar.org)

### Tickets

Complete your HOMEARAMA marketing experience by giving tickets to your clients, prospects, vendors and employees. General admission is \$10. Advance bulk ticket sales are available in increments of 20 at \$7 each.