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# ALBUQUERQUE HOME & LIFESTYLE SHOW 2008

*Your Home*

*Your Lifestyle*

*Your Show*

## Lucas Productions Newsletter Albuquerque Home & Lifestyle Show March 2008

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March/2008

### The Spring '08 Albuquerque Home and Lifestyle Show is a Huge Success!

Was it the intensive pre-show marketing blitzes or the public relations programs or was it the new name and the new branding that drove record crowds to the Manual Lujan Building February 16th and 17th?

There are as many answers to these questions as there were attendees and exhibitors at the spring 2008 Albuquerque Home and Lifestyle Show. The blend of traditional home show exhibitors with the new lifestyle exhibitors appeared not only to drive crowds through the front door but kept the attendees at the show for hours. The idea of music at the front door was a new experience for everyone and it was noted by several exhibitors that the crowd seemed more relaxed and friendlier than times past. Having the animals from Albuquerque Animal Control there, although a little surprising for both exhibitors and attendees, received glowing accolades from almost everyone. This was especially true once we learned that this event saved over 24 animals by the time the show ended.

Our goal for this event was to attract not only a large number of people to the show but to be aware of the quality of our attendees. A recent article in Remodeling Online noted that 65% of all home remodeling expenditures were made by households with incomes of \$75,000 or more. Based on feedback it appears that our marketing strategy was successful in reaching the audience we were seeking.

Feedback regarding the show from exhibitors and attendees has been and remains overwhelmingly positive. We thought you would like to

see a few comments from your fellow exhibitors and our show attendees:

**Larry Chavez - Four Seasons Sun Rooms (exhibitor):** "Ken, congratulations on a great show! Expanding the show theme (lifestyle) attracted not only more prospects - but a more serious, higher-quality prospect. We look forward to your future shows!"

**Alene Alexander - Momentum Studios (exhibitor):** "The show was over the top for our business!"

**Skip Pascoe and Susan Bruketta- Home Care (exhibitor):**

**Richard Holcomb - Home Builders Gallery (exhibitor):** "We were thrilled to be part of the 1<sup>st</sup> Home and Lifestyle Show. Lucas Productions did a great job of putting the show together and the set up and tear down was a breeze. Our traffic and interest in the clients we represent through the HomeBuilders' Gallery Design Studio far exceeded our expectations."

**Brian Rule - President Blakes Lotta Burger (attendee):**  
"My family and I had a great time at the Home & Lifestyle Show. We found a great solution to a small home improvement project we are working on and got information on other offerings."

**Laura Dellutri (celebrity speaker):** "FANTASTIC job on PR. You win the Laura Dellutri award for the most PR at any home show I have ever done."

**Pam Schaefer - NM Symphony Orchestra (beneficiary):** "Your generosity allowed us to reach out to patrons both old and new at the show, and gave us the opportunity to hand out lots of NMSO literature!"

### Animal Welfare Press Release

'The City of Albuquerque has 24 fewer homeless pets after this weekend's successful adoption event at the Albuquerque Home and Lifestyle Show at Expo New Mexico. Fifteen dogs and nine cats found loving homes from exhibitors and visitors of the show. '

### Next Albuquerque Home and Lifestyle Shows

Our up-coming events will be held October 25 and 26, 2008 and February 21 and 22, 2009 at Expo New Mexico. We are currently accepting booth reservations for both events. To reserve your booth please give us a call at 505-796-0803 or toll free 877- 796-0803 or visit us on the web at [www.abqhomeshow.com](http://www.abqhomeshow.com).

### Exhibitor Renewal Policies for Fall Show

For our returning exhibitors, we want to remind you that we are extending a renewal incentive for the Spring Show. If you would like to secure your participation - your same

booth location or to request another booth space - you can renew at the same rate as the October show if you complete your contract and registration and provide a 50% deposit by March 21<sup>st</sup>, 2008. All contracts received after that date will be subject to our rate increase and will get placed in locations on a first-come, first-served basis.

### Booth Camp Exceeds Expectations

In January 2008 Exhib-it hosted a Booth Camp Survival seminar for the Spring Albuquerque Home and Lifestyle Show



exhibitors. Out of our 230 exhibitors we had 110 exhibitors participate in the three hour training. Topics included:

- Pre-Show Marketing
- Show Planning Stages
- Show Budgeting
- Booth Design and Attention Getting Ideas - getting the most out of your booth
- Collateral Material/Hand-outs
- Selling Styles
- Follow-up

We are pleased to continue our partnership with Exhib-it in providing state of the art trade show planning, design and marketing for the Fall Show Booth Camp Survival courses. Two booth camps will be held in preparation for the Fall Show for registered exhibitors. They will be held at the new Exhib-it showroom located at:

Thursday, 8/21/08 9:00-11:00 am  
Thursday, 9/11/08 9:00-11:00 am

Please mark your calendar now for this unique marketing training - the better you are, the better we all are!

### Lavish Lifestyle Sweepstakes

We thank all of the great companies that participated in our Lavish Lifestyle Sweepstakes. Our sweepstake participants and winners were:

**Clark Pets**: Julie Molina

**Cali Closets**: Shane Green

**Southwest Airlines**: Tillie McKinney

**Jericho Nursery:** Louie Guzman

**Planet Beach:** Pamela Denderson

**Tema:** Sonji Crowther

**JC Tile:** Blanca StClair

**Frank Frost:** Jason Manzanares

**Momentum Studios:** Pat Harding

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### Thank You Spring 2008 Show Sponsors

These shows would not be possible without the support of sponsorships. The sponsors for the Spring 2008 played a huge role in helping the Albuquerque Home and Lifestyle Show attracted the largest number of exhibitors in the 16 years this show has been operating and a record number of attendees. Please join Lucas Productions in thanking our sponsors: Granite Transformations, Exhib-it, New Mexico Woman Magazine, Planet Beach, Kwal Paint and Serafians. If you are interested in sponsorship opportunities for future events please contact us at 796-0803/toll free 877 796-0803.

**Sincerely,**

Del Reanne and Ken Lucas  
Lucas Productions

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