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THE ABQ HOME LIFESTYLE EXPO

Your Home

Your Lifestyle

Your EXPO

Lucas Productions Newsletter THE ABQ Home & Lifestyle EXPO August 2008

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August/2008

THE ABQ HOME & LIFESTYLE EXPO GOES

GREEN!



THE ABQ Home & Lifestyle EXPO is now the largest consumer trade show in New Mexico! It has expanded into the Creative Arts building (100 more booths) by adding the **International Green Ideas Show** [International Green Ideas Show](#) to the upcoming event October 25 and 26 at Expo New Mexico! The 'Green' show will feature exhibits,

demonstrations and lectures designed to enhance your homes, lifestyles and experiences.

The International Green Ideas component will showcase eco-friendly products, programs and services offered by inventors, companies and other green groups from around the world. In addition to exhibits, the show will offer information, demonstrations and seminars to help you achieve an eco-friendly lifestyle. Topics will range from xeriscaping and environmentally conscious home improvement to green investing and hybrid cars.

The owners of Lucas Productions say "the inclusion of The Green Ideas Show will enhance the size and scope of THE ABQ Home and Lifestyle EXPO. Going green has become increasingly important to people living here in the Southwest especially because we face unique challenges from the desert environment, such as water conservation. New Mexicans are looking to find out more about what they can do in their daily lives to preserve our state's beautiful landscape and that is what the International Green Ideas Show is all about!"

We expect an additional 3-5,000 attendees to visit the upcoming EXPO just to see the 'Green' show, which means over 20,000 people through the doors! This is a positive addition for attendees and exhibitors alike!

EXHIBITOR NETWORKING RECEPTION

How many times have you said you will visit every booth at a show to network with the other exhibitors? If you are like most of us, you never have time because our EXPO is so busy!

It is part of our vision to create a community of exhibitors at our EXPO. In order to give you a perfect opportunity to do Business to Business marketing with each other, we are hosting a great Reception in your honor! Please join us for food, keynote speakers and entertainment while you network with other exhibitors:

Exhibitor Networking Reception
Friday October 24th, 6:30-8:30 pm
Creative Arts Building
RSVP 505-796-0803

Business owners: Please mark your calendars - you won't want to miss this event to create new relationships and increase your customer base!

RESERVE YOUR SEAT AT BOOTH CAMP TODAY

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.



Included in your booth price is one complimentary Booth Camp Seminar to increase your EXPO success! Topics will include:

Pre-Show Marketing
Show Planning Stages
Show Budgeting
Booth Design and Attention
Getting Ideas - getting the most out of your booth
Signage
Collateral Material/Hand-outs/Give-Aways

Selling Styles
Follow-up
Logo Wear

Plan on ultimate success for your October event by calling Exhib-it today to reserve your seat at one of the following times: RSVP 505-828-0574!

Thursday, September 11	9:00-11:00 am
Thursday, September 11	4:00- 6:00 pm
Tuesday, September 23	9:00-11:00 am

The seminars will all be held at the new Exhib-it showroom located at 6207 Pan American Frwy NE.

ADVERTISING DISCOUNT OPTION FOR MAXIMUM EXPOSURE IN FALL EXPO

Partnering with New Mexico MarketPlace

NEW MEXICO MarketPlaceTM

[NM MarketPlace](#) is printing a full-color, glossy insert for THE ABQ Home & Lifestyle EXPO in their October Home Improvement edition! This means a distribution of 175,000 to up-scale households, prior to THE EXPO. This insert will also serve as our EXPO Program, which means 20,000 more exposures. NM MarketPlace is offering our exhibitors a one-time discounted rate to advertise your company in the insert/program. Please call Lucas Productions today to reserve your spot - 505-796-0802. You can learn more about the special offer on our web-site [THE ABQ Home & Lifestyle EXPO](#).

EXCITING CELEBRITY SPEAKER SELECTED FOR OCTOBER EXPO

STEPHEN SAINT-ONGE -
'The Home and Style Designer for the Everyday Family'

America's Home Designer, Stephen Saint-Onge firmly believes that "good design has the power to change lives." In the past decade, he has become an expert on the home and family-focused lifestyle.



Stephen is seen monthly by millions of people in his home design and lifestyle column: House Calls with Stephen Saint-Onge in BETTER HOMES AND GARDENS magazine. Stephen is seen on television as a regular contributor to THE EARLY SHOW on CBS across America and on the BETTER LIVING show which is syndicated nationally.

Along with his numerous television appearances on programs and networks such as "Oprah," "The View," CNN, CBS, Fox News, ESPN, his work has also been featured in publications such as House Beautiful, In Style, Elle Décor, Cottage Living, Metropolitan Home, Home, Shape, USA Today, and the Wall Street Journal.

All of his projects in 2008 drive home his personal motto that "good design has the power to change lives." Aside from his television and magazine work, he also enjoys the opportunities he receives to tour the country and talk to fans about home, design and creative work which further drives home his motto. Through his creative talks, he is able to empower, motivate and inspire homeowners because they know that he understands them and is walking in their shoes.

Stephen will be offering complimentary consultations to attendees at the show all day Saturday!

ADDITION OF KIDS SECTION & PLAYGROUND

THE FALL EXPO IS TRULY A FAMILY AFFAIR!

We are adding a complete kids section in the exhibit hall where you will find a variety of companies supporting children's products and services - from play time to education to clothing! There will also be clowns, face-painting, acrobats, music and more! Outside, we will also have a complete kids playground which will include interactive bounce-houses, trains, basketball,



games and more!

We know that parents will stay longer when the kids are having fun!

SPRING EXPO '09

Register early and get a preferred booth location for our **Spring EXPO coming February 21-22, 2009!** The entire floor plan will be changed, so new locations for everyone! Make your selection today!

[Reserve a booth](#)

Sponsorships and Beneficiaries

Would you like maximum exposure for your company at the EXPO? Consider sponsoring an event, section or the entire EXPO! Sponsorships are still available for the following categories:

Home Improvement Section
Animal Section
Kids Section
Associate Level (2)
Partner Level (1)
Title Level (1)
Exhibitor Networking Reception (2)

Companies that are sponsoring the Fall EXPO:

- **Granite Transformations** - Section sponsor
- **Exhib-it** - Associate Level & Exhibitor Reception
- **Gonstead Family Chiropractic** - Health & Wellness section
- **Serafians** - Associate Level
- **Alphagraphics** - Associate Level & Exhibitor Reception
- **Graphic Connection** - Exhibitor Reception
- **Kellers Farm Stores** - Exhibitor Reception
- **NM MarketPlace** - Associate Level
- **ABA** - Associate Level

Media Sponsors:

- **770 KKOB**
- **KOAT TV**
- **COMCAST**

Beneficiaries of THE EXPO:

- **UNM Cancer Research & Treatment Center**
- **NM Symphony Orchestra**
- **The Harmony Project**

If you are interested in sponsorship opportunities for future events please contact us at 505-796-0803 or toll free 877-796-0803.

Sincerely,

Del Reanne and Ken Lucas
Lucas Productions

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