



TOPSFIELD FAIRGROUNDS

April 20 - April 22, 2018 HOME SHOW AT THE TOPSFIELD FAIRGROUNDS

Don't Miss The North Shore's Premier Home Show!

Coolidge Hall & The Trade Center - Topsfield, MA



WHO ATTENDS THE SHOW:

- 96% are homeowners
- 68% are married
- 72% are in the 25 - 64 age bracket
- 74% have household incomes of \$150,000+

THE HOME SHOW TOPSFIELD DELIVERS FOR YOU:

68% of consumers buy at the Show

70% of consumers buy from exhibiting companies after the Show

50% of consumers had not been to any other home show in the past 12 months

\$21.4 million - The amount of purchases that take place at the Show

\$40 million - The amount consumers say they will spend with exhibitors in six months following the Show



Reach a year's worth of customers in 3 days! The Home Show Topsfield is the place for consumers to experience what's new in Home, Gardening, Remodeling, Home Décor and More! As an exhibiting company, you enjoy an ideal sales environment where homeowners can see, touch, compare and BUY your product or service.

CONTACT US TODAY TO RESERVE YOUR PRIME LOCATION:

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Exhibit Rate: \$16.95/sf
Direct Sell Rate: \$18.75/sf
Corner Fee: \$100.00/corner

MEET A QUALIFIED AUDIENCE READY TO BUY:

33% are planning a major gardening, landscaping or patio/deck project

44% are planning a kitchen or bathroom project

27% are planning a remodeling or miscellaneous decorating/Interior design project

25% will purchase major home furnishings in the next 12 months

