



GRAND PARK EVENTS CENTER
WESTFIELD, IN

SPRING SHOW FEBRUARY 11-13, 2022



FALL SHOW SEPTEMBER 23-25, 2022



ASK US ABOUT OUR NEW SHOW
COMING NOVEMBER 2022



SuburbanIndyShows.com

SUBURBAN INDY SHOWS: GROWTH!

From the launch of our 1st show in Fall 2017, to the statistics from our most recent shows in 2021, we have grown significantly!

- 172% increase in showgoers
- 318% increase in website visitors

During this time, we've surveyed our exhibitors and showgoers to learn how we can do better and increase value in exhibiting / attending our show.



Contact us for details / pricing!

See inside for show visitor demographics & data!



SUBURBAN INDY SHOWS: ADAPTABILITY!

We were proud to be the only large consumer show in the Indy area to offer not only one, but THREE in-person events during the pandemic! While other events were forced to cancel, we found a way for the show to go on! The bottom line - We'll do whatever it takes to create a successful event for our exhibitors because the show's success means just as much to us as you!

You can count on us!

We understand that in-person events are vital to the success of many businesses, including ours. We will exhaust every measure possible to ensure we can continue to host our events, safely, each year!

Learn more about our health & safety protocols on the back page.

STRATEGY

In designing the Suburban Indy Show Series, we identified these points of emphasis:

Becoming your business partner!

We care about your business AND you! If you don't feel you're working WITH the show team and being heard, then you're with the wrong show producer.

Respecting your time!

Our shows are only 3 days, so you'll have time to make sales quickly and move on to your next project!

Attracting high-quality customers!

In addition to our upscale location and venue, we're investing in our shows with festive décor, carpeted aisles, friendly staff and high quality food and drink options! Plus, we're sending VIP tickets, via personal invitation, to high-value homeowners within a 5-mile radius of the show!

High-quality exhibitors!

Our upscale show visitor demands quality exhibits, limited category repetition and a hassle-free experience while walking the aisles.

Multi-media Marketing!

We advertise the show via broadcast & cable TV, radio, newspaper, magazine, digital desktop & mobile, email, social media, search engine marketing, direct mail & more! Our media buys generate millions of impressions promoting the show!

Embracing local!

Suburban Indy Shows is a locally owned, small-business entrepreneurship! We want to work with as many locally owned businesses as possible and provide exhibitors with the benefits of being able to speak directly to the owner of the shows!

EXHIBITOR TESTIMONIALS

“Donell & her team do an excellent job developing and running the Grand Park shows. Business owners couldn't ask for better support. All around excellent shows!”

- Stacy Elmore, SEE Home Improvements

EXPERIENCE

All aspects of our shows (leadership, staff, marketing, etc.) are entrusted to people with vast experience in the consumer show industry! Best of all, our experienced team offers a **local owner with a proven track record!**



“In my 20+ years of show production experience, I've asked a lot of questions... to exhibitors, to showgoers, to other show producers, leading focus group research, conducting surveys via social media and more. 20+ years of information and knowledge, mixed with hard work, passion and fun are being poured into Suburban Indy Shows! These shows have been strategically formed to create a valuable experience for our show visitors and a profitable experience for our exhibitors! I hope you'll join the fun, and grow with us, at Suburban Indy Shows!!”



LOCATION, LOCATION, LOCATION

The location of our shows is ideal for reaching the affluent northern suburbs.

Within 10 miles of Grand Park, **average household income is \$145,981** and **average home value is \$392,469**.*

But we don't stop there, our marketing/advertising reach is the Indianapolis Metro area, with a very focused message in Hendricks, Boone, Hamilton and Hancock counties, as well as northern Marion County... that's **800,000+ potential customers!** If this is your audience, you can't miss these shows!!

*Data collected by Valpak. This data excludes homes along the mailing routes with the lowest 10% of home values, in order to avoid mailing to apartments and lower income housing.

"The show paid off with my first appointment!"

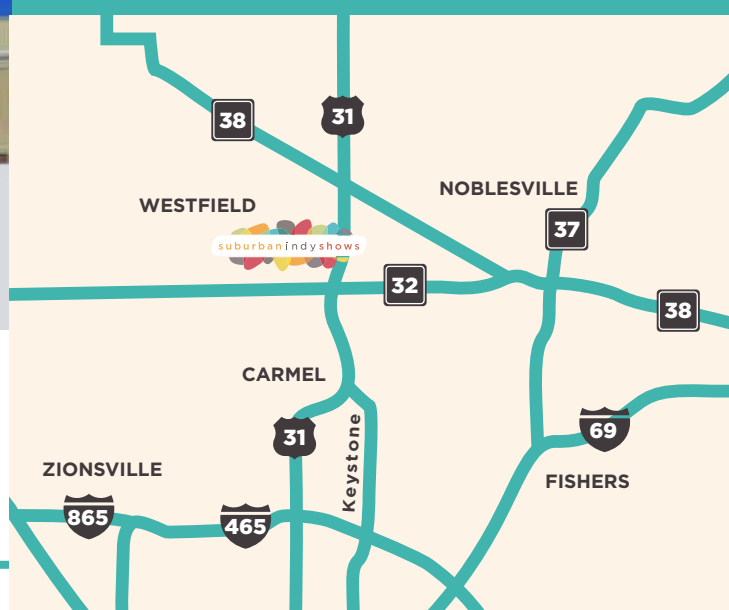
- Ron Strainis, Kitchen Tune Up

"These people truly get it! So great to be appreciated by a show producer!"

- Dusty Rhodes, Wood Be Memories

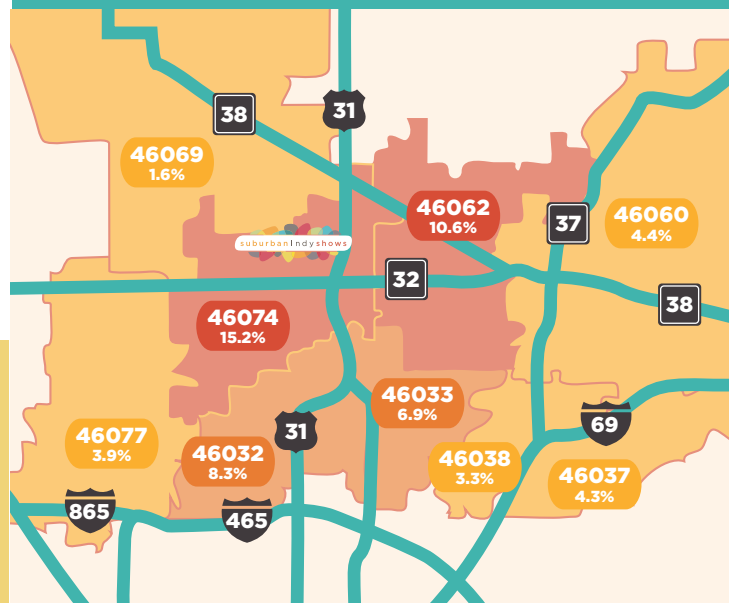
"We love the location and quality of leads! We love the Suburban Indy Shows!"

- Josh Springer, Property Pros



Conveniently located just 2 minutes off major highways US-31 and SR-32!

Grand Park Event Center is an easy commute from the affluent northern Indy suburbs and is only 13-minutes from I-465 via the Meridian St. or Keystone Ave exits!



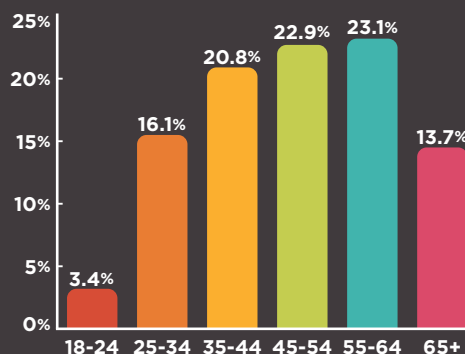
Check out the suburban Indy zip codes where our visitors reside!

VISITOR STATS

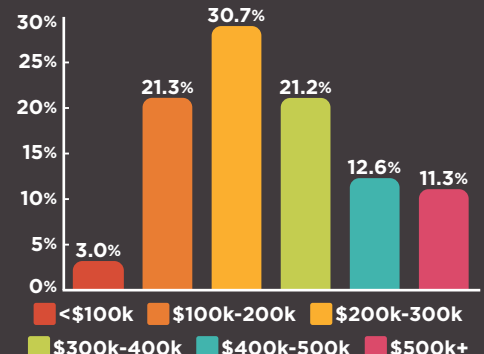
94%

OF VISITORS OWN THEIR HOME AND THE MAJORITY OF ATTENDEES INCLUDE BOTH HOUSEHOLD DECISION MAKERS!

BY AGE GROUP



BY HOME VALUE



BOOTH PRICING

COMMERCIAL EXHIBITS

\$1,150 - 10' x 10'

\$3,992 - 20' x 20'

RETAIL EXHIBITS

\$848 - 10' x 10'

This pricing is reserved for those selling cash & carry items that are not handmade.

- LIMIT 40 EXHIBITS*

MARKETPLACE EXHIBITS & PLANT MARKET

\$462 - 10' x 10'

The marketplace is for those who handcraft or hand-make products. Plant market is for local growers, nurseries or garden centers featuring living plant material in at least 60% of booth space. - LIMIT 30 EXHIBITS*

* Requests/applications for these discounted spaces must be approved by show management.

PREMIUM ADD-ONS

Corners are an additional \$200

Walk-throughs are an additional \$300

End-caps are an additional \$500

CREDIT CARD PROCESSING

All credit card transactions will incur a 3% fee

FREE

If you represent a not-for-profit related to the theme of the show, your organization could qualify for one of our limited FREE spaces.

BOOTH PRICE INCLUDES

- 8' drape backdrop / 3' side drapes
- Company Identification Sign
- 1 - 500 watt electrical outlet
- Credentials
- VIP Tickets
- Promotion
- Listing in official Show Directory (if accepted by deadline)
- Secured Facility

Health & Safety Measures

At the time of printing, the following protocols are in place. Please visit SuburbanIndyShows.com/health-safety for the latest updates.

Face coverings - Everyone on the show floor will be required to adhere to whatever the active face covering mandates are for the facility / city / county / state at the time of the show.

Social distancing measures - A number of adjustments will be made to the show floor to encourage social distancing, including... widened aisles, one-way directional aisles, and additional cross aisles.

Hand-sanitization - A number of hand sanitization stations will be placed at the show entrances and on the show floor.

Online ticketing - In order to reduce physical contact, all ticket sales will be conducted online.

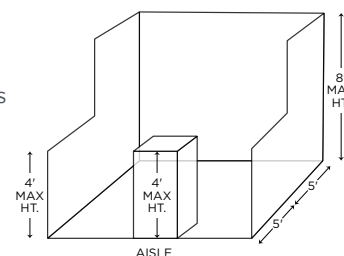
Limited capacity - If mandated, we can implement a continuous headcount being taken at the show entrances and exits to ensure we remain under capacity limits, at any given time, approved by the Hamilton County Health Department.

Exhibitor Details

IMPORTANT INFO

- Floor covering is required
- Booth layout MUST comply with diagram shown
- Absolutely NO plastic skirting or handmade signs
- Booths must be manned at all times
- Exhibitors must decorate in the theme/spirit of the show
- Certificate of Insurance is required
- ONLY neat, clean, professional exhibits and exhibit staff allowed
- Exhibitors must take a hassle-free approach with showgoers

10' x 10' Booth Example



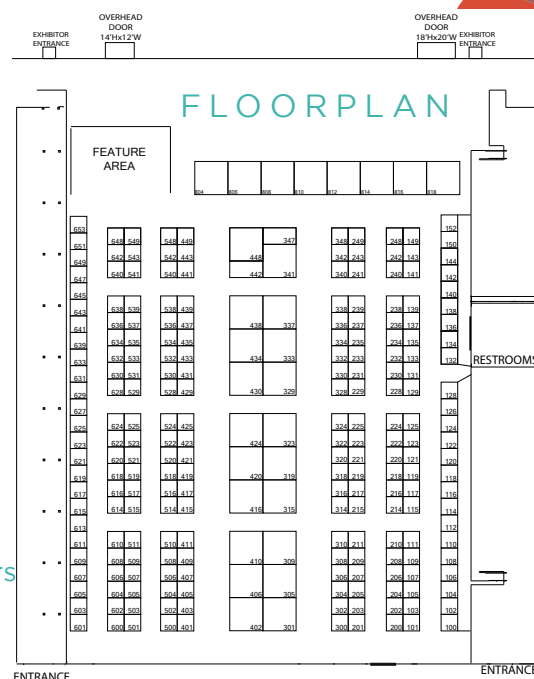
SHOW BENEFITS

- Preferred Northside location
- Brand new, non-union facility
- Clean, safe, friendly environment
- Locally-owned, operated and produced
- 3 day show
- Professional on-site management team
- Trusted industry leader
- Limited booth space / less competition
- Aisle carpeting

FLOORPLAN

- Our floorplan is evolving and will be updated regularly.
- To view the most up to date floor plan, please visit

SuburbanIndyShows.com/exhibitors



READY TO APPLY?

our application is available online OR call, text or email us...

we'll handle the paperwork!!

SuburbanIndyShows.com

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