



suburbanindyshows

GRAND PARK EVENTS CENTER
WESTFIELD, IN

Introducing the

suburban
indy

Holiday
SHOW

GRAND
PARK
Events
Center
WESTFIELD

NOVEMBER 25-27, 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 shows.

SUBURBAN INDY SHOWS: 2022 LINEUP!!

Spring Home & Outdoor Living Show
- February 11-13, 2022

Fall Home & Outdoor Living Show
- September 23-25, 2022

Suburban Indy Holiday Show
- November 25-27, 2022

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!!

Our Holiday Show is designed to connect you to the hundreds of thousands of potential shoppers who live in the affluent northern suburbs of Indianapolis!! A community ready to celebrate the Holiday season shopping with you!! Starting with Black Friday specials, moving through Small Business Saturday and ending on a high with Girls Day out...we know you will find great value in being part of our event!!

Contact us for details / pricing!!

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!!

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!!

High-quality exhibitors!!

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

Bringing Back the traditions...and creating new ones!!

For those familiar with our past productions at the Indiana State Fairgrounds...good news! We promise to bring back our Random Acts of Christmas...celebrating and rewarding exhibitors and shoppers caught acting in the spirit of the holiday season!! AND we'll be creating new traditions as well!! We will be celebrating Black Friday, Small Business Saturday and Girl's Day Out on Sunday!! So even if you don't have a traditional storefront, you can be a part of the largest retail sales weekend of the year!!

Hiring great people who know the show industry!!

When we moved to Grand Park (from the Indiana State Fairgrounds) and launched Suburban Indy Shows, we brought with us the same advertising/marketing/promotions team that guided the success of the Christmas show for more than a decade...they know how to target the market of shoppers you want to see at the show!!

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!!



EXPERIENCE

“From November 2000 to November 2015, my former staff and I produced, managed and saw the Christmas show at the Indiana State Fairgrounds to its height of success...and since then I have missed the fun, festive feel of a Holiday event!!! 2022 WILL be the year we fill that void! We promise to bring the spirit, excitement and passion of loving what we do...AND we will be reintroducing lost traditions (from our previous show) and creating new ones! I hope you will join us and celebrate the holiday season with Suburban Indy Shows!!”

- Donell Heberer Walton



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 & lower income housing.



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!

EXHIBITOR TESTIMONIALS

"My wife and I have worked with Donell for over 17 years doing various shows in the Indianapolis area. We have found her to be a pleasure to work with. She not only runs a well produced show, but listens to ideas you may have to help improve the show. Looking forward to working with her in her new promotions. Thanks for all the opportunities you have given us!!"

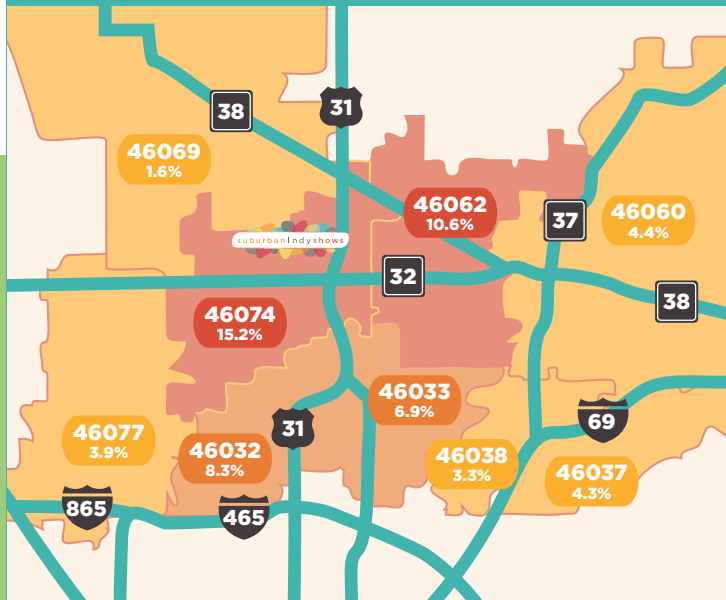
— Ray & Fay Burtner, Unique Jewelry

"We have worked with Donell since 2002. She always puts on a quality show. We are so excited about her new venture that we have decided to do all of her shows. She is a wonderful show promoter and a really nice gal!!"

— Renae Duran, Duran Designs

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

— Dusty Rhodes, Wood Be Memories



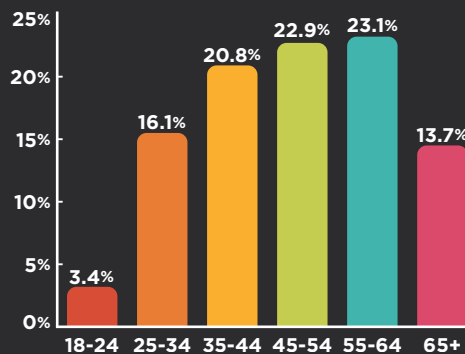
Our showgoers reside in some of the most affluent zip codes in Indiana!

VISITOR STATS

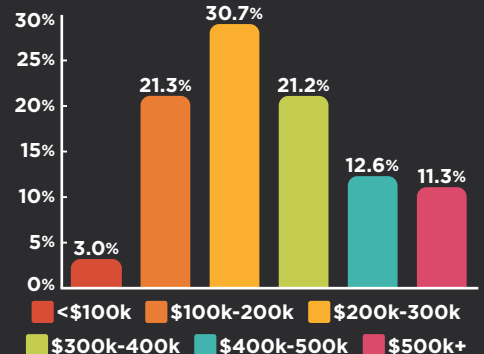
94%

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

BY AGE GROUP



BY HOME VALUE



BOOTH PRICING

RETAIL EXHIBITS

\$822 for a 10' x 10'

\$2,874 for a 20' x 20'

This pricing is reserved for those selling cash & carry items that are NOT handmade by you.

HANDMADE MARKETPLACE

\$438* for a 10' x 10'

\$1,518* for a 20' x 20'

The marketplace pricing is for those who personally hand-make their products.
* Applications for these discounted spaces must be approved by show management.

COMMERCIAL EXHIBITS

\$1,150 for a 10' x 10'

- 30 spaces available

\$3,992 for a 20' x 20'

- 3 spaces available

PREMIUM ADD-ONS

Corners are an additional \$200

End-caps are an additional \$500

Walk-throughs are an additional \$500

BOOTH PRICE INCLUDES

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

Exhibitor Details

IMPORTANT INFO

- Floor covering is required
- Certificate of Insurance is required
- Booths must be manned at all times
- Absolutely NO plastic skirting or handmade signs
- Booth layout MUST comply with diagram shown below
- Exhibitors must decorate in the theme/spirit of the show
- Exhibitors must take a hassle-free approach with showgoers
- ONLY neat, clean, professional exhibits and exhibit staff allowed
- Each exhibitor must offer at least one "Black Friday ONLY" discount
- Each exhibitor must donate one completely free item with a value of \$20+ for our "Random Acts of Christmas" promotion. The offer will be placed on a gift certificate and redeemed at your booth.

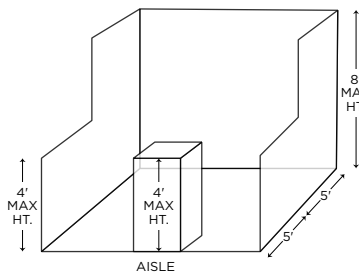
SHOW BENEFITS

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

FLOORPLAN

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

10' x 10' Booth Example



Show Floorplan

801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	
722	726	627	628	527	528	427																	128
725	724	626	624	526	524	426																	126
723	722	623	622	523	522	423																	124
721	720	621	620	521	520	421																	122
719	718	619	618	519	518	419																	120
717	716	617	616	517	516	417																	118
715	714	615	614	515	514	415																	116
713																							114
711	710	611	610	511	510	411																	112
709	708	609	608	509	508	409																	110
707	706	607	606	507	506	407																	108
705	704	605	604	505	504	405																	106
703	702	603	602	503	502	403																	104
701	700	601	600	501	500	401																	102
																							100
923	922	921	920	919	918	917	916	915	914	913	912	911	910	909	908	907	906	905	904	903	902	901	

Health & Safety Measures

Please know that Suburban Indy Shows will make every effort to host an event as safely as possible. We're proud to have scored a **98% satisfaction rating in regards to our health & safety protocols** in place for our October 2020, April 2021 and September 2021 events. We will continue to adhere to local guidelines and make every effort to promote a safe & healthy environment for our shows. For details on the latest safety protocols, please visit SuburbanIndyShows.com/health-safety

READY TO APPLY? SuburbanIndyShows.com

Our application is available online OR call, text or email us...
We'll handle the paperwork!!

Donell Heberer Walton
317-908-3815
Donell@SuburbanIndyShows.com

Kim Hirschfeld
317-340-7450
Kim@SuburbanIndyShows.com

