



Akron HOME & GARDEN SHOW

JANUARY 24-26, 2020

JOHN S. KNIGHT CENTER

Be a part of the **Akron Home & Garden Show** as it celebrates its **26th year** in 2020.

By focusing our efforts on radio, online print advertising, television and social media, we will reach over 750,000 households and individuals. By bringing in talent with a local and national following, we are excited with the diversity of each day.

This exceptional opportunity grants you the ability to promote your business or service, increase sales and grow your client base.

CONTACT: EXHIBIT SPACE & MEDIA INQUIRIES

Akron Home & Garden Show
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SHOW DETAILS

Year Established

1994

Produced By

Home Builders Association (HBA)
of Portage & Summit Counties

Current Venue

John S. Knight Center

Gross Square Footage

50,000

Media Promotion

Print, Broadcast (Television,
Radio), Cable, Social Media,
PR, Outdoor, Collateral,
Internet & Web

Show Guide

Printed by *Repros, Inc*

ATTENDEES

Who Attends

- First Time Home Owners
- Empty Nesters
- Urban Dwellers
- Rental Property Owners
- Builders
- Architects & Designers

Why They Attend

- **Consumers:** 75% planning a home improvement project within the next 6 months.
- **Consumers:** 95% current home owners
- **Trade Professionals:** To source products and stay current with design and material trends.

Counties Reached

- Medina
- Portage
- Stark
- Summit
- Wayne

EXHIBITORS

Number of Exhibitors

170+

A Sample of Exhibitor Categories

- Builders & Remodelers
- Garage Products & Services
- Home Décor & Home Services
- Home Technology Experts
- Kitchen & Bath Contractors
- Local Akron Businesses
- Outdoor Living & Landscaping
- Windows & Doors,
Gutters & Siding & HVAC

Motivation for Exhibiting

• Leveraging show promotion for greater marketing reach.

- Develop credibility
- One-on-one access to home owners ready to remodel
- Develop credibility
- Generate leads to increase sales
- Build company awareness