

# Louisville 2015

**WHEN YOU ADD UP ALL THE REASONS**  
**It Just Makes Good Sense**  
**To Exhibit At**

## **The Louisville Manufactured Housing Show**

**January 21 - 23, 2015**  
**Kentucky Exposition Center**

**Reason #1:** *You Will Exhibit In A Marketplace Attended By builder/developers, retailers, community owners/operators, and installers from all over the nation.*

**Reason #2:** *You Will Have Access To New Customers And Prospects Who Can Boost Your Revenues & Productivity...*

**Reason #3:** *You Will Gain Significant Visibility In A Competitive Market...*

**Reason #4:** *You Will Capture Strategic Intelligence From A Diverse Group Of Buyers...*

**Reason #5:** *You will be able to be part of the Louisville Show's growing success...*

## Dear Exhibitor:

The numbers really add up. Think about all of the exciting brand new homes. Think about the 1,561 plus customers who will visit you. Think about the hundreds of thousands of dollars to be made at The Louisville Show. It all adds up to a marketplace bonanza you can't afford to miss. This show gives you an opportunity to make a significant impact on customers and prospects ... their attention will be focused on purchasing ... that's why they willingly leave their own businesses and spend time and money to be in Louisville. They are qualified buyers who are ready to do business. The folks who attend The Louisville Manufactured Housing Show are serious ... they want to do business with you! They want to take the time to explore your homes and consider your products in more depth.

Trade shows are the ideal marketing medium for displaying homes, supplier products and equipment, because buyers are making decisions in a three-dimensional environment. They can touch, measure, evaluate and walk around products that interest them. They can visualize how the inventory will look and attract customers at their own sales centers. What's more, they can check out similar inventory before the purchasing decision is made, because it's all there in one place. One of the most important elements in the purchasing process, however, is determining whether the inventory can actually produce the results buyers want. In the trade show arena, that determination can be made with all due deliberation and speed, because attendees know their markets, they know the demographics, and it's easy for them to visualize what their homebuyers want and can afford.

### The Marketplace

At last year's successful show we had 1561 builder/developers, retailers, community owners/operators, and installers representing 617 different Companies. All of our exhibitors were pleased with the traffic flow that the show provided in 2014. Sales were made! The degree of enthusiasm that was expressed in 2014 by all of our exhibitors and attendees was most rewarding. By the way, we had an actual increase of 191 over last year's attendees in 2013.

It's easy to know that The 2015 Louisville Show will be even greater. The Louisville Manufactured Housing Show appeals to some very discriminating buyers. They want a good price, but they also want a first-class look, functionality, efficiency, and detailing that sets their home apart from others. The homes that are in Louisville are truly representative of the region. Don't lose these folks to your competitors!

### The Timing

January is a prime time for The Louisville Show, because builder/developers, retailers, community owners/operators and installers want to place orders and have inventory delivered in time for the early selling season. They want to have the time to investigate and compare competing manufacturers and supplier exhibitors. Exhibitors who may have a slow first quarter anticipate robust sales in the spring as customers stock up on many of the new homes and products that will enhance warm weather sales.

The 2015 Louisville Manufactured Housing Show will feature seminars and workshops that will protect and promote bottom line profits for the professionals who attend! Financing of homes and communities will be another big feature. We will have programming that will show you how to attract and sell to better credit customers via savvy marketing. How to and Business building opportunities presented by experts are all part of what will be on tap for 2015. Seminars will feature Q&As that make the audience part of the action. All seminars will be held in the morning hours on Wednesday and Thursday. This allows everyone more time to enjoy seeing homes and supplier exhibits.

As with last year's show, we will again use QMS of Alpharetta, GA to provide web link registration services. Their services proved to be a great help to all concerned parties before the show, during the show and after the show as well.

The Louisville Manufactured Housing Show should be a pivotal part of your integrated marketing effort. Over 1500 prospects attend the show, and most attend with the intention of buying something. It is not a matter of your attempting to sell to an unresponsive buyer; these prospects are ready to talk with you. They've invested time and money to attend the show, and they are either decision-makers or they have the ear of decision-makers. In this economy, the tire-kickers have pretty much gone away. What's left is a group of enthusiastic buyers who want to do business with you. You have two and one half days to persuade them that they should! Remember, if they come to the show with the intention to buy, and you're not there, they won't wait another year to talk to you. They'll buy from someone else.

### Publicity and Promotion

We must reach out together to make the Louisville Show a success. That means a promotional campaign where all bases are covered, and every prospect contacted. Our professional marketing campaign begins months ahead of the show, and we use all the tactics at our disposal. Among them are:

- Press Releases To The Major Media
- Space Ads In Industry Publications
- Editorial Coverage In Industry Media
- Newsletters
- We will once again use Tony Kovach, MHMarketing Sales Management services to promote this year's show. His electronic messaging works!
- Special Mailings From Industry Associations

(continued on back)

# *The history speaks for itself . . .*



If you are already a savvy marketer, then you know from experience that the more often people are contacted, the more apt they are to pay attention. It's also true in the trade show industry. Approximately 25% of show attendees say they first heard about the event from an exhibitor. You may want to telemarket your prospects and invite them to visit your exhibit. You may want to send out invitations. You can put a flyer in any mailing you're doing. We know that most attendees have an itinerary when they start out in the Exhibit Hall, and the likelihood that you'll be on it is far greater if they have a particular reason to visit. So we urge exhibitors to be our marketing partners, because together we can turnout a terrific crowd.

We will also work with Jim Visser and "The Journal" to ensure a good turnout. The Journal provides us an opportunity to put our best foot forward throughout the industry. The Midwest states will also assist in promoting the Louisville Show to their state members. As with last year, we hope you will work with us in promoting our annual event. We saturate the market and our message is always a variation on the same theme ... The Louisville Show provides the means to increased profits, greater productivity, and a stronger competitive posture.

### **Location**

The 2015 show will be held at the Kentucky Exposition Center. We suggest you come to Louisville and win again. The Crowne Plaza will serve as our headquarters hotel. The Crowne Plaza is located directly across the street from the Kentucky Exposition Center. As always, the airport is within 3 minutes of the show site and there is ample, safe parking at KEC. There could not be a more convenient show site. IF YOU THINK THERE'S NOTHING NEW UNDER OUR ROOF... THAT EVERYTHING IS SAME OLD SAME OLD....THEN THINK AGAIN!

### **It's Time to Sign Up**

Believe us when we say it's critically important to sign up now, because space will be at a premium within a very short time. The Louisville Show is your best bet in 2015, if you're ready for the challenge of winning new customers!

Please complete the enclosed space request form and return it to our attention in the enclosed self-addressed envelope as soon as possible. We need your quick response so we can begin moving forward. I can assure you that between now and show time, I will personally do everything possible to make this year's program work. If you have any questions about the enclosed materials, please do not hesitate to call. I urge you to respond quickly!

Best Personal Regards,

*Dennis J. Hill*

Dennis J. Hill  
Show Coordinator  
770-587-3350

***Don't Be Left Out!***

**The Louisville Manufactured Housing Show is sponsored by The Midwest Manufactured Housing Federation, including its five member organizations: the Illinois Manufactured Housing Association, the Indiana Manufactured Housing Association, the Kentucky Manufactured Housing Institute, the Michigan Manufactured Housing Association, and the Ohio Manufactured Homes Association.**