



31st ANNUAL NEVADA HOME & LEISURE SHOW
MARCH 17th & 18th, 2017
PRODUCED BY KNEM/KNMO RADIO

IT'S TIME TO RESERVE YOUR BOOTH SPACE FOR ONE OF THE MOST ANTICIPATED EVENTS OF THE SPRING! THE 31st ANNUAL NEVADA HOME & LEISURE SHOW WILL BE FRIDAY EVENING, MARCH 17th, AND SATURDAY, MARCH 18th, ONCE AGAIN IN THE SPACIOUS NEVADA MIDDLE SCHOOL GYMNASIUM. THIS IS THE "MUST SEE" EVENT OF THE SPRING AND IT'S AN EVENT YOUR BUSINESS WILL WANT TO BE A PART OF.

THE NEVADA HOME & LEISURE SHOW, PRODUCED BY KNEM/KNMO RADIO, IS A WELL-ESTABLISHED, RESPECTED AND PRODUCTIVE SHOW THAT GIVES YOUR BUSINESS MAXIMUM EXPOSURE. THE DEMAND FOR EXHIBITOR SPACE HAS CONTINUED TO GROW OVER THE PAST 30 SHOWS TO THE POINT WHERE OVERFLOW SPACE HAS TO BE UTILIZED IN THE GYMNASIUM LOBBY. SO, IT'S IMPORTANT THAT YOU RESERVE YOUR SPACE NOW AS WE ANTICIPATE THE SAME KIND OF BUSINESS RESPONSE. LAST YEAR, NEARLY THREE THOUSAND CONSUMERS TOURED THE EXHIBITS DURING THE SHOW. YOUR INVESTMENT AND PARTICIPATION IN THE NEVADA HOME AND LEISURE SHOW GIVES YOU A THREE-FOR-ONE MARKETING RETURN FOR A SINGLE AFFORDABLE INVESTMENT. YOUR BUSINESS BENEFITS FROM THE ADVERTISING AND MARKETING OF RADIO, PRINT AND INTERNET ADVERTISING ALONG WITH THE PERSONAL ONE-ON-ONE CONTACTS YOU GENERATE FROM THE CONSUMERS WHO VISIT THE TWO-DAY EVENT.

THIS YEAR, THE SHOW WILL AGAIN BE FROM 5:00 P.M. TO 8:00 P.M. FRIDAY EVENING, MARCH 17th, AND FROM 9:00 A.M. TO 2:00 P.M. ON SATURDAY, MARCH 18th, 2017. ADDITIONAL DETAILS AND INFORMATION ON THE SHOWS OPERATION AND FORMAT ARE ATTACHED. WE INVITE YOU TO CASH IN ON THIS YEAR'S NEVADA HOME AND LEISURE SHOW. YOU'LL HAVE THE EVENTS FIRST 29 YEARS OF ESTABLISHED GROWTH AND POPULARITY WORKING FOR YOU AS WELL AS KNEM/KNMO'S COMMITMENT TO MAKING THIS ANNUAL EVENT A VERY PRODUCTIVE INVESTMENT FOR YOUR ADVERTISING BUDGET.

FOR BOOTH SIZE AND PRICING INFORMATION, PLEASE CONTACT KNEM/KNMO RADIO AT (417) 667-3113 OR BY E-MAIL AT mharbit@knemknmo.com.

.....

(See the Terms & Conditions on Page 2)

2017 NEVADA HOME & LEISURE SHOW TERMS AND CONDITIONS

- TWO OR THREE MONTH EQUAL BILLING IN THE MONTHS OF JANUARY THRU MARCH, 2017 IS AVAILABLE FOR ESTABLISHED ADVERTISERS ON KNEM/KNMO RADIO. FIRST TIME ADVERTISERS WILL BE REQUIRED TO PAY AN UP FRONT DEPOSIT OF FIFTY PERCENT OF THEIR PARTICIPATION PACKAGE WITH THE SIGNED CONTRACT WITH THE BALANCE TO BE PAID IN FULL PRIOR TO THE START OF THE NEVADA HOME AND LEISURE SHOW. KNEM/KNMO DOES RESERVE THE RIGHT TO REQUIRE THE FULL PACKAGE AMOUNT TO BE PAID IN ADVANCE ON SLOW PAY ACCOUNTS.
- **2016 EXHIBITORS ARE GIVEN THE FIRST OPPORTUNITY TO RESERVE THEIR LOCATION FROM LAST YEARS SHOW UNTIL 5:00 P.M. FRIDAY, JANUARY 27TH, 2017.** AFTER THAT DATE, OPEN SPACE IS THEN FILLED ON A FIRST CONTRACT SIGNED BASIS. OUTDOOR EXHIBITORS PLEASE LET US KNOW YOUR TYPE OF EXHIBIT TO HELP US IN PROVIDING YOU THE BEST LOCATION.
- ALL COMMERCIALS ARE :30 SECONDS IN LENGTH. ALL COMMERCIALS MAY BE USED AT ANY TIME AFTER THE CONTRACT IS SIGNED BUT THEY MUST BE USED BY 2:00 P.M. SATURDAY, MARCH 18TH, 2017. KNEM/KNMO WILL BROADCAST A HEAVY SCHEDULE OF HOME AND LEISURE SHOW PROMOTIONAL ANNOUNCEMENTS WITH WHICH YOUR BUSINESS WILL BE NAMED TO PROMOTE THE SHOW AND YOUR PARTICIPATION.
- CONCESSIONS WILL BE AVAILABLE AND A HOSPITALITY ROOM IS PLANNED FOR THE EXHIBITORS. IT IS OUR INTENTION TO HAVE THE CONCESSIONS OPERATED BY A NON-PROFIT GROUP AS A FUND RAISING EVENT . LIMITED SECURITY WILL BE PROVIDED FOR OUTDOOR EXHIBITS, HOWEVER, EFFORTS WILL BE MADE TO MOVE YOUR PRODUCTS INSIDE OVERNIGHT IF POSSIBLE.
- INDOOR EXHIBITS WILL BE DRAPED IN THE BACK AND ON BOTH SIDES. THE SIX-FOOT TABLE IN EACH BOOTH WILL ALSO BE DRAPED. FOLDING CHAIRS WILL BE INCLUDED IN EACH BOOTH SPACE BUT YOU ARE WELCOME AND ENCOURAGED TO BRING YOUR OWN. TABLES AND CHAIRS CAN BE PROVIDED FOR OUTDOOR DISPLAYS IF AVAILABLE FROM INDOOR EXHIBITORS NOT NEEDING THEIRS. **ELECTRICAL POWER IS AVAILABLE FOR ALL INDOOR AND OUTDOOR SPACES BUT, BRING YOUR OWN EXTENSION CORDS. WE SUGGEST YOU BRING A MINIMUM OF 50 FEET IN EXTENSION CORD.**
- EACH EXHIBITOR WILL HAVE A PRINTED SIGN IDENTIFYING THEIR BUSINESS (BUT FEEL FREE TO BRING YOUR OWN SIGN OR BANNER IF YOU LIKE).
- **SET UP TIME IS THURSDAY, MARCH 16TH, FROM 3:00 P.M. UNTIL 7:00 P.M. AND ON FRIDAY, MARCH 17TH, FROM 8:00 A.M. UNTIL 2:00 P.M. THIS GIVES US TIME TO PREPARE THE FACILITY FOR THE START OF THE SHOW AT 5:00 P.M. IF YOU NEED TO SET UP AFTER 2:00 P.M. ON FRIDAY, MARCH 17TH, PLEASE LET US KNOW IN ADVANCE. BOOTHS AND EXHIBITS MUST BE CLEARED BY 5:00 P.M. SATURDAY, MARCH 18TH. PLEASE DO NOT DISMANTLE YOUR BOOTH UNTIL THE SHOW CLOSES AT 2:00 P.M!!!**
- IF YOU HAVE QUESTIONS OR NEED ADDITIONAL INFORMATION PLEASE CALL MIKE HARBIT AT KNEM/KNMO RADIO AT (417) 667-3113 OR BY E-MAIL AT mharbit@knemknmo.com. WE LOOK FORWARD TO YOUR PARTICIPATION IN THE 31ST ANNUAL NEVADA HOME & LEISURE SHOW!

*****ANY 2017 NEVADA HOME & LEISURE SHOW CONTRACT THAT IS CANCELED AFTER MARCH 1ST, 2017 WILL BE ASSESSED A \$75.00 CANCELLATION FEE PER 8' x 8' BOOTH SPACE.**

