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Homewares SHOWS™

lawn & garden
WORLD®



2010 OFFICIAL MEDIA TOUR PROPOSAL

Dear Marketing Professional:

The 2010 National Hardware Show with Lawn & Garden World pleased to announce availability of our 2010 Official Media Tour produced by veteran broadcasters and National Hardware Show spokespersons Tom Kraeutler and Leslie Segrete of "The Money Pit."

The 2010 National Hardware Show is the ideal time and place to extend the branding and message points of your product to consumers. As a partner in this exclusive multi-media tour production, your product will be among a very select group of exhibitors that will have their product promoted through a combination of public relations vehicles including television, radio and print.

Why participate in an "Official" Media Tour?

Getting news coverage is highly competitive and no guarantees exist that the news media will have any interest in your product. However, by participating in the Official Media Tour of the 2010 National Hardware Show, you can take advantage television, radio and print opportunities that have built-in, guaranteed, audiences on some of the most reputable news channels in the nation, such as CNN, Fox and MSNBC.

Experience has shown that participating in this tour has consistently resulted in an audience exposure which far surpasses any other media tour opportunity. In fact, previous tour participants have included such noteworthy companies as 3M, Master Lock, Moen, Quikrete, Craftsman, Lutron, Zircon, GE, DuPont, Rust-oleum, Fluidmaster, Ryobi, Trex, Sherwin Williams, Red Devil, Benjamin Moore, Azek, American Tool, dCon, Krylon, Black & Decker, Roto-Rooter, KILZ and many more.

The tour is offered at two pricing plans. I encourage you to review the attached tour details and contact me with any questions you may have. We appreciate your consideration of this opportunity and look forward to helping you secure the news coverage your products deserve.

Sincerely,

Warren Banholzer
Money Pit Media
Warren@moneypit.com
212-545-8383

Beth Blake, Public Relations
2010 National Hardware Show
bblake@reedexpo.com
203-840-5451



MEDIA TOUR PLAN A **Broadcast Components**

Participation in this plan is limited to 7 exhibitors only. It includes promotion of your product or service in the most comprehensive combination of public relations vehicles ever assembled. Through both live and pre-produced television and radio coverage, as well as through print, this tour will promote your product to audiences which in the last three years have exceeded 30 million impressions. The tour components are as follows:

- **Satellite Media Tour/Radio Media Tour (SMT/RMT)** – A six-hour, two-camera, satellite media tour combo live from Las Vegas, NV on Tuesday, May 4, 2010, the very first day of the show. Tom Kraeutler, whose experience includes hundreds of remote satellite broadcasts for local and national news networks, will host the tour. All participants will be rotated through the segments to assure as even an exposure as possible. We project booking of 30 interviews over the five-hour tour. In past years, Tom's SMT interviews included segments in NYC, Chicago, Dallas, Philadelphia, Baltimore, Washington, DC.
- **Audio News Releases (ANR)** – Participation within a 60-second audio news releases, hosted by Tom and Leslie Segrete, featuring the tour participants in compatible groups of four. The ANRs will be distributed to air through the week of show. By limiting promotion to four partners per ANR, this vehicle will allow significant exposure of partner products to a national radio audience. ANRs will have guaranteed airplay on over 700 stations in more than 200 markets nationwide. The minimum ANR audience will exceed 5 million listeners.
- **Money Pit National Broadcast** – The Money Pit will interview representatives of the tour participants during a very special broadcast from New Product World stage on Wednesday, May 5th at 3pm In addition, The Money Pit will promote the live broadcast for at least two weeks prior to the event during the regularly scheduled Nationally Syndicated *Money Pit*[™] Home Improvement Radio show including sponsor identification. The Money Pit reaches over 240 radio stations nationwide and airs on affiliates with a weekly audience of 3.2 million listeners.
- **Video News Releases (VNR)** – Your product will be featured in two different VNRs hosted and endorsed by Tom Kraeutler as follows:
 - **Direct Broadcast Satellite VNR** - Editorial styled 60-second VNRs will be produced and promote your product in a National Hardware Show feature in compatible groups of 4. Direct Broadcast VNR's will be aired on national news programming including Fox, MSNBC, CNN, The Weather Channel and others, via Direct TV. Audience for this feature is guaranteed at 1.2 million for participants in Media Tour Partner Plan A.
 - **Consumer Trend Report** - Your product will be featured in a news magazine form program prepared, distributed and aired on PAX and other independent stations, selected PBS affiliates, and the DirecTV feed of every cable news channel. The segment will feature a product update from the 2010 National Hardware Show. Audience for the Consumer Trend Report is guaranteed at 5 million +

Please note: Audience for the above components is guaranteed. Production of the VNR includes professional videography, scripting, editing, and voice over narration. In addition, all footage shot in connection with the production of the VNR is available without restriction to tour partners for their unrestricted use in future projects.



MEDIA TOUR PLAN A (continued)

- **B-roll Production** – Production and editing of b-roll for each tour participant and general b-roll of the Hardware Show to use in the SMT and Product VNR. We will edit existing b-roll of the products, as well as shoot new footage as needed. Upon conclusion of the media tour, all b-roll will be available for the free and unrestricted use of the tour participants in their on-going marketing campaigns.
- **News Infusion** - Placement of VNR on www.newsinfusion.com for web access. Video can be linked to and downloaded in 7 popular formats including broadcast quality MPEG 2.
- **Print News Releases** – Tour partners will be promoted through one or more featured print news releases to be distributed in advance of as well as during the National Hardware Show.
- **Airchecks** – Airchecks from SMT, RMT, and direct placement videos distributed to each client upon completion of the Media Tour.

Audience for Media Tour Plan A is guaranteed to be at least 30 million.

MEDIA TOUR PLAN B – Radio Concentration **Broadcast Components**

This plan includes participation in the official National Hardware Show Radio Media Tour and the inclusion of your product in an Audio News Release distributed the week of the show as follows:

- **Radio Media Tour (RMT)** – Participation in the official NHS Radio Media Tour with a minimum of 12 interviews projected. Tom will present your product or service via local and national radio segments, both live and taped.
- **Audio News Releases (ANR)** – Participation within a 60-second audio news releases, hosted by Tom and Leslie, featuring the tour participants in compatible groups of four. The ANRs will be distributed to air through the week of show. By limiting promotion to four partners per ANR, this vehicle will allow significant exposure of partner products to a national radio audience. ANRs will have guaranteed airplay on over 700 stations in more than 200 markets nationwide. The minimum ANR audience will exceed 5 million listeners.
- **Money Pit National Broadcast** – The Money Pit will interview representatives of the tour participants during a very special broadcast from New Product World stage on Wednesday, May 5th at 3pm. In addition, The Money Pit will promote the live broadcast for at least two weeks prior to the event during the regularly scheduled Nationally Syndicated *Money Pit*[™] Home Improvement Radio show including sponsor identification. The Money Pit reaches over 240 radio stations nationwide and airs on affiliates with a weekly audience of 3.2 million listeners.
- **Print News Releases** – Tour partners will be promoted through one or more featured print news releases to be distributed in advance of as well as during the National Hardware Show.
- **Airchecks** – Airchecks from RMT distributed to each client upon completion of the Media Tour.

Audience for Media Tour Plan B is guaranteed to be at least 12 million.



HOSTS & PRODUCERS

The tour will be hosted by home improvement media specialists Tom Kraeutler and Leslie Segrete of The Money Pit. The tour will be produced by News Broadcast Network.

About Tom Kraeutler, Leslie Segrete and The Money Pit

The Money Pit is a nationally syndicated live call-in home improvement radio show, hosted by veteran broadcasters Tom Kraeutler and Leslie Segrete. Kraeutler is a seasoned home improvement broadcast pro that combines an encyclopedic home improvement knowledge with an on-air flair that led Talkers Magazine to name him one of the "100 Most Important Talk Show Hosts in America". Segrete is an experienced decorator, designer, carpenter and seamstress and also appears as the on-air talent for TLC's hit series *Trading Spaces* and *While You Were Out*.

The Money Pit is and airs each weekend Saturday and Sunday on over 240 radio stations and on three networks, including XM satellite. The team answers listener calls about home improvement, safety and maintenance, as well as covering a host of consumer issues.

The Money Pit's audience is active, inspired and engaged. Almost 80% of the callers to the show want to know how to fix a problem, do a project, find a project or clean something. 69% of callers purchase home improvement products at least once per month. 32% describe themselves as "total do-it-yourselfers" and 49% say they do most of the home repair jobs around their house. 66% of callers do projects at least once per month with 47% reporting that they do jobs once per week or more often. For a detailed analysis of The Money Pit's audience, download the 2009 Voice of the Consumer Report at <http://www.moneypitmedia.com/insights.html>.

Kraeutler and Segrete are also frequent television guests on news and lifestyle programs such as CNN, MSNBC, The History Channel and others. They author frequent columns which appear in hundreds of newspapers yearly. Tom is also the Home Improvement Editor for AOL. For more information see www.moneypit.com.

About New Broadcast Network

News Broadcast Network was established over 20 years ago to produce and distribute video news releases to U.S. television stations. They now manage broadcast services that span television, radio, and internet media from their offices in New York, San Francisco, Chicago, and Washington D.C. NBN has consistently achieved recognition for production excellence from industry organizations including the Public Relations Society of America and the Tellys.

NBN maintains the most extensive distribution department in the broadcast service industry. They work with established contacts with network reporters, producers, news feed directors and assignment editors. Every news release is pitched to 500 stations, including ABC, CBS, NBC, FOX, PAX and to the independents and major cable stations. All video news releases are given dedicated satellite feeds, and followed up with weekly blast faxes reaching every major city in the United States. Additional information about NBN, including archives of past productions, is available on their website at www.newsbroadcastnetwork.com.



INVESTMENT OPTIONS

Media Tour Partner Plan A

Full partnership in the National Hardware Show media tour will be available to only 6 exhibitors at a cost of \$_____. This includes:

- Satellite Media Tour
- Radio Media Tour
- Audio News Release
- National Money Pit Live Broadcast
- Detailed Results Reporting
- Product Video News Release
- √ Direct Placement VNR
- √ Consumer Trend Report VNR
- All B-roll production
- Print News Release

GUARANTEED MINIMUM AUDIENCE: 30 MILLION

Media Tour Partner Plan B

This package includes many of the advantage of all of the opportunities of a full partner without the satellite media tour. It is designed to deliver an excellent promotional value for budget conscious exhibitors at an investment of \$_____. This includes:

- Radio Media Tour
- Audio News Release
- National Money Pit Live Broadcast
- Air Checks
- Print News Release
- Detailed Results Reporting

GUARANTEED MINIMUM AUDIENCE: 12 MILLION

Return on Investment: Both packages offer exhibitors an excellent return on investment. In fact, the CPM (cost per thousand impressions) is less than 60 cents, far below average costs for such national exposure.

If you have any questions, please feel free to contact us, or to confirm your partnership, please sign below and fax this form back to 732-663-0672.

Money Pit 212-545-8383
Warren Banholzer:
Warren [@moneypit.com](mailto:warren@moneypit.com)

National Hardware Show 203-840-5451
Beth Blake:
bblake@reedexpo.com

Accepted for Company:

Name:

Date:

TERMS: Payment will be due in full with initial invoice and should be made to Squeaky Door Productions, Inc.. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.