

6th Annual

*Katy*

# HOME & GARDEN

*Show*

## ANTICIPATED ATTENDANCE

6,000 - 8,000

**January 28-29, 2012**

**Merrell Center  
& Robinson Pavilion**

Saturday, January 28 10:00am - 6:00pm

Sunday, January 29 11:00am - 5:00pm

91% - Home Owners      89% - Age 25-64  
54% - Female            46% - Male  
66% - \$100,000+ HHI    34% - \$200,000+ HHI

81% Plan to purchase from Exhibitors in the Next 6 months.  
Estimated total \$\$\$ spent with exhibitors in next 6 months - \$9.7 MILLION

## 2012 Features to be announced 2011 Features Below

Frank Bielec, Floral Arranging 101  
Man Cave, presented by 3 Men Movers  
Brookwood Community Gift & Garden Market  
Coupon Queeny, Learn how to save BIG  
Outdoor Oasis, presented by CJ's Yardworks  
GO TEXAN, Food Sampling - FREE  
Mini Gift Market on Level 2

## Promotions and Media Value:

Newspaper: \$25,000  
Magazines: \$15,000  
Cable TV: \$10,000  
Radio: \$20,000  
Website: \$10,000  
Direct Mail: \$ 5,000  
Email: \$ 5,000

Make plans now for the **6th Annual Katy Home & Garden Show**. Held on the only weekend in January with no football, this show has become a favorite community event. It is an upscale marketplace where Consumers can shop for the latest trends in home improvement, furnishings, décor, gardening and landscaping. The show is an excellent venue to showcase your products and services. Whether you are looking to generate leads, gain immediate sales or are looking to create awareness for your product or service, the exposure at the **Katy Home & Garden Show** will allow you to reach a more targeted clientele!