

October 27, 2008

To Exhibitors and Partners:

**You have probably heard that Marketplace Events has signed a three-year deal with Ty Pennington, host of ABC's mega-hit series *Extreme Makeover: Home Edition*, to serve as spokesperson for our portfolio of North American home shows starting in 2009.**

**You may have also heard that Ty will *not* be appearing at our show, which is true. So how will he be involved in the show and what will it mean to you – our exhibitors – and our attendees?**

1. Most importantly, Ty will *definitely* attract attention and help drive attendance when he appears in our print, radio and TV ads. We head to Los Angeles November 4th for production with Ty when he will record two day's worth of video and audio customized to promote the National and Metro Home Show

As it becomes more and more difficult to break through the clutter, Ty's immediately recognizable image and distinct voice will ensure that our advertising message is heard (loud & clear!) and that people know about the show!

2. The Toronto Marketplace Event's shows will be the only place visitors can see Ty's favorite new products, along with some of his own designs, plus products seen on his show, at the **Ty Spies** feature, which will also include a video of Ty talking about the products on display.
3. Ty will also shoot a Q&A video exclusively for our use, answering questions submitted by visitors at our recent shows. The video will play on our stage multiple times daily in between appearances by other top celebrities and experts.
4. Our show team is hard at work incorporating Ty Pennington into other attendance-driving promotions, from Ty look-alike contests to Ty-inspired designer rooms.
5. Ty has agreed to conduct 2 media interviews per show, which will definitely generate buzz in the media and help drive attendance!

**Because online marketing has become an increasingly important part of our marketing strategy, we will be incorporating Ty into our show's online presence as well.**

6. Ty will appear in a brief web video welcoming people to our show website and encouraging them to attend the show.
7. Our show website will have an entire section dedicated to Ty Pennington including *Ty Tips* web videos on topics of interest to our audience, a place where visitors can ask him questions that he will answer each month, and much more.
8. Our web visitors\* and online ticket buyers\*\* will have the opportunity to purchase a subscription to *Ty Pennington at Home* magazine or buy a copy of his new book at significantly discounted prices and 100 copies of his book, autographed by Ty, will be used for give-away and VIP ticket packages.

9. Web visitors\* and online ticket buyers\*\* who sign up to receive more information from us, will automatically be entered to win a \$10,000 gift card from Sears.

\*861.6k unique visitors; 4.3m page views Jan-Sep 2008 / 60% of attendees visit the show website prior to attending.  
\*\*31% of tickets are bought online

As you can see, we are working to integrate Ty Pennington into our show as much as possible to provide a rare, one-of-a-kind experience for our audience that CANNOT be missed! This means more enthusiastic homeowners on our show floors and more sales for our exhibitors.

**As part of our partnership we have also negotiated opportunities for our exhibitors:**

- a) Exhibitors with products that have been featured on his TV show should contact us about product placement within the *Ty Style* feature at the show.
- b) A variety of sponsorships are available as part of Ty's involvement, including:
  - Sponsorship of the *Ty Style* show feature and product giveaway
  - Sponsorship of Ty's Q&A video, to play multiple times daily on stage
  - Sponsorship of *Ty Tips* web videos on different home improvement subjects
- c) To help drive booth traffic, exhibitors have the opportunity to purchase *Ty Teasers*, their own smaller excerpted version of Ty's new book with your logo printed on the front cover for distribution to the first 1000 or 5000 attendees who visit your booth.
- d) Exhibitors and sponsors who purchase banner ads on our show websites, can also get an ad on Ty's site, [www.tydenningtonstyle.com](http://www.tydenningtonstyle.com) for two months for an additional \$100.

**CALL YOUR SALES PERSON TODAY TO SECURE YOUR EXHIBIT SPACE OR DISCUSS THE MANY OTHER OPPORTUNITIES AVAILABLE.** If your company is interested in discussing a more comprehensive deal that involves Ty Pennington, please contact our National Sponsorship Manager Rosanna Hrabnicki at 866.463.3663 x1 or [rosannah@marketplaceevents.com](mailto:rosannah@marketplaceevents.com).

In these uncertain economic times, we believe that our partnership with Ty Pennington, one of the most trusted names in home improvement today, gives our shows and our exhibitors the very best chance for continued success by differentiating us from any other show producer.

Watch this space as we will continue to update you on new opportunities and our plans for incorporating Ty into our shows. At this point, Ty is scheduled to appear live at our new Denver Home Show, March 19-22, 2008. When we confirm this appearance, we will let you know as we then plan to launch attendee and exhibitor contests that include VIP trips to Denver and meet and greets with Ty during that show.

We hope you will join us and look forward to working with you in 2009 and beyond on shows that will be distinctly different from any other home shows in the Toronto market.

**[www.torontohomeshows.com](http://www.torontohomeshows.com)**

**ABOUT TY PENNINGTON:**

One of the most trusted names in home improvement today, Pennington's TV series is consistently rated in the top 20 of all television programs and has won two Emmys for Outstanding Reality Program as well as two People's Choice Awards. In 2008 he launched *Ty Pennington at Home*, a new decorating, remodeling and lifestyle magazine and he is the author of two books, *Ty's Tricks*, released in 2003, which became a New York Times bestseller, and *Good Design Can Change Your Life: Beautiful Rooms, Inspiring Stores*, released in September.

**FROM OUR SPOKESPERSON TY PENNINGTON:**

**“This partnership makes a lot of sense for me. People always ask me where they can buy the cool products they see on our show, and the truth is that the best place to find all the basics, plus all the hot new products – all in one place – is at the type of home shows Marketplace Events produces.”**

Pennington's very first paid public appearance was booked by Lisa Kropf, who now serves as senior vice president for Marketplace Events, at a home show in Akron, Ohio in 2001 – a show that CEO Tom Baugh owned at the time. “Tom, Lisa and I have kept in touch over the years, and it just made sense now to partner with people I know and trust – people who produce quality events. Plus, I think there's something really cool about an event that brings together big brands we all know, along with small independently owned businesses, new companies trying to launch the next hot product, and local artisans and craftsmen – all willing to stand behind their products and explain what they do. It's not for everyone but for people passionate about their home and for someone like me, who's a major home improvement junkie, it's an incredible high.” -Ty Pennington