

NHHBA Marketing

Current and Future



Current Brand

Colors and websites



Current Company-Wide Look and Feel

Logos and Colors.

- “House” Logo
- Purple and Green Color scheme
- Block, serif, fonts
 - Script used on Cornerstone Awards



Icons and Imagery.

- Purple icons over Green
- Full-width images



Everything is Similar

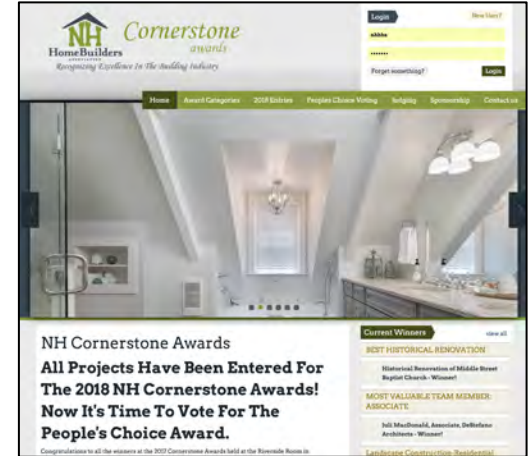
NHHBA



Home Show



Cornerstone



None of the sites have their own identity.



Brand Facelift

What we're thinking



Introducing accent colors

Boston Subway Is a great example of how accent colors can compliment a brand.

- The Bold “T” in a circle is the master brand, and the sans serif font is used throughout
- Regardless of which line you’re on you know you’re on a Boston subway.
- The only difference between each, from a branding perspective is their accent color!



We want to do something similar for the HBA, Cornerstone Awards and the Home show!



Gold, Silver and Bronze

After much deliberation, we've concluded that the best set of 3 colors that work within the existing brand are gold, silver and bronze!

- NHHBA: Silver
- Cornerstone Awards: Bronzed
 - With logo refresh
- Home Show: Gold



NHHBA.com

And the Home Show, and the

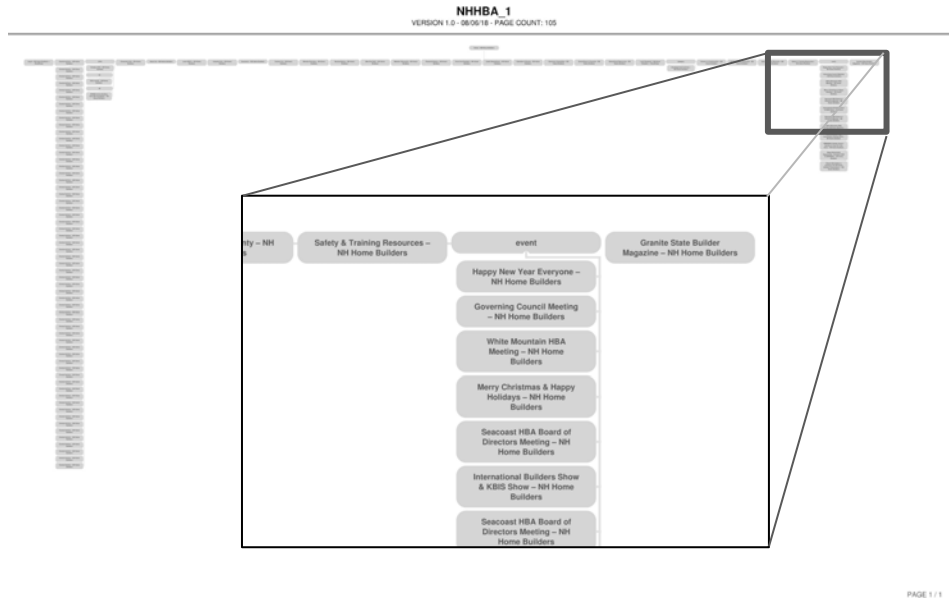


Current Site Map

Currently the site is as flat as a pancake.

- 28 first-level navigation options
- 25 of 28 first-level navigation pages have ZERO secondary pages
- For Instance, “Industry Info” is a main menu item with 3 secondary pages in the drop down on the site, but from url standpoint, they the three secondary pages are all first level links.
- The current site map is to the right.

www.nhhba.com/index.php/insurance/



New Site Map

Here are a few changes.

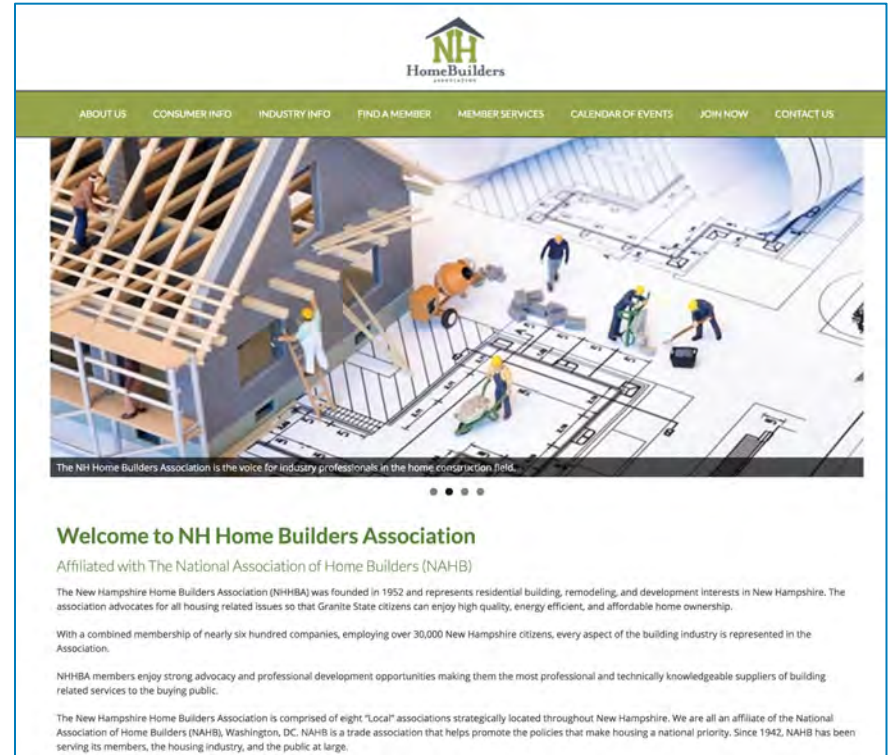
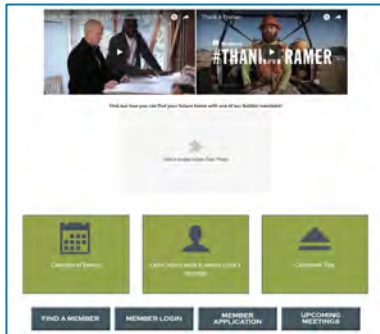
- Builder Mag a Top Level Link
- Second and third level navigation added
- “Index” pages eliminated
- Lots of past events eliminated



Current Look and Feel

The current site is generic and has a few problems.

- White background with pictures and text thrown on top of it in no particular order.
- Spacing is inconsistent and random
- Some images are stretched to fit spaces



Proposed Look and Feel

We will build this website on the Wordpress platform.

- Our web developer suggests using the [Bridge](#) template as it's the most customizable.
 - 376 unique templates to pull pieces from.
- Lots of user generated photos.
- Cutout Concept with user generated photos
 - Rough examples to the right
 - Also feature name of builder and project name.
- Social Media mirrors this.



User Generated Content

Regardless of the facelift, the brand refreshed website will feature a lot of user generated content.

- We're going to ask all members to submit photos of their jobs.
 - Before and after shots, action shots, team shots .
 - Used on website, magazine and social media
- We'll set up a separate email address for builders to submit photos to.



Granite State Builder

Facelift

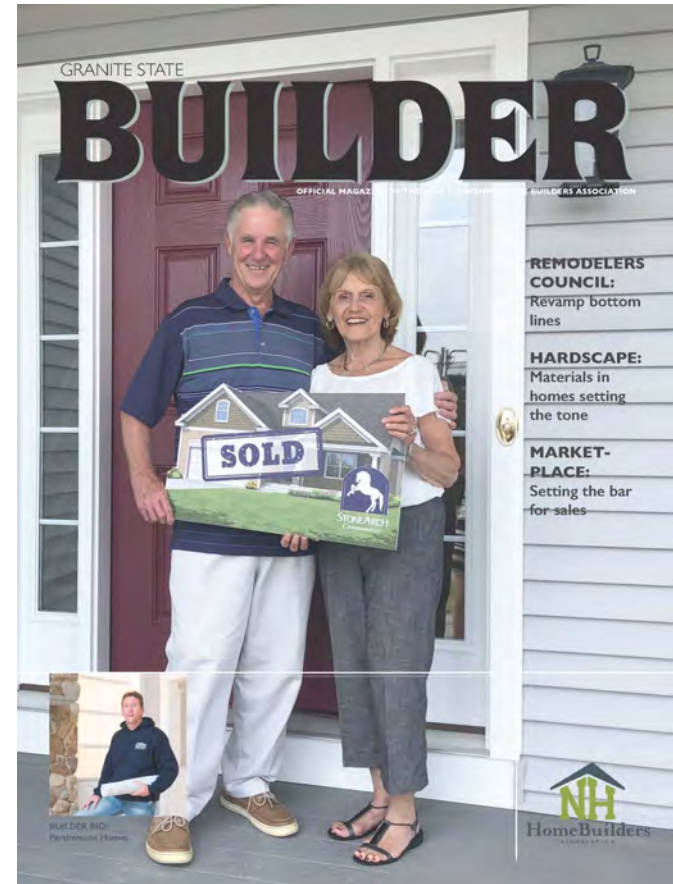


Current Cover vs New Cover

Current



New



Current Spread vs New Spread

Current Spread.

New Spread.

FROM THE HOMESIDE *Courtesy of NABH*



Housing and the Economy

Millennials Leading the Growth of New Home Buyers

After decades of uncertainty, Millennials are leading the charge in the housing market. According to a new report from the National Association of Realtors (NAR), Millennials are the fastest-growing segment of home buyers, accounting for 25% of all new home sales in 2013. This trend is expected to continue, with Millennials projected to account for 35% of all new home sales by 2018.

Why are Millennials leading the charge? There are several factors at play. First, Millennials are more likely than previous generations to live in their parents' homes, which means they are more likely to be first-time home buyers. Second, Millennials are more likely to use online resources to find homes, which makes the home buying process more efficient. Finally, Millennials are more likely to be in the prime age range for home ownership, which means they are more likely to be able to afford a home.

As a result, the housing market is seeing a surge in new home sales. This is good news for the economy, as the housing market is a key driver of economic growth. It is also good news for Millennials, as it means they are more likely to be able to afford a home of their own.

Millennials are recognizing the benefits of homeownership and are eager to buy their first homes.

There are many benefits to homeownership, including the ability to build equity, the ability to customize a home, and the ability to avoid rental increases. Millennials are increasingly recognizing these benefits and are more likely to be in the market to buy a home.

For Millennials looking to buy a home, there are several things to keep in mind. First, it is important to get a good understanding of the local housing market. Second, it is important to get a good understanding of the home buying process. Finally, it is important to get a good understanding of the financial aspects of home ownership.

With the right information and resources, Millennials can successfully navigate the home buying process and achieve their dream of homeownership.

Housing Starts Rise 1.9 Percent in Multifamily Surge

Construction starts for multifamily housing rose 1.9 percent in March from the previous month, according to the U.S. Commerce Department. The increase was driven by a surge in new construction starts for multifamily housing, which rose 1.9 percent in March from the previous month.

The increase in multifamily housing starts was driven by a surge in new construction starts for multifamily housing, which rose 1.9 percent in March from the previous month. This was due to a combination of factors, including a decline in the number of new construction starts for single-family homes, a decline in the number of new construction starts for nonresidential buildings, and a decline in the number of new construction starts for other types of housing.

The increase in multifamily housing starts is a positive sign for the housing market, as it indicates that there is still demand for new housing. It also indicates that the construction industry is still active, which is good for the economy.

WE WANT YOU... TO BE A MEMBER



Contact the NHHBA at 603-226-0351 or apply online at www.nhhba.com

NHHBA Members Save up to \$10,000 With UPS!

The UPS Store is a leading provider of business-to-business solutions, including shipping, printing, and more. NHHBA members can save up to \$10,000 by becoming a UPS Store franchisee. This is because UPS Store franchisees receive a significant discount on the cost of the franchise fee, which is typically \$10,000. This discount can be used to offset the cost of the franchise fee, which means that NHHBA members can save up to \$10,000.

To learn more about the UPS Store franchise opportunity, contact the NHHBA at 603-226-0351 or visit www.upsstore.com.



Elegance in Hard Scape

For those who appreciate the beauty of a well-designed interior, the choice of hard scape materials is crucial. Hard scape materials, such as stone, tile, and concrete, are the foundation of a well-designed interior. They provide a sense of structure and elegance to the space.

When choosing hard scape materials, there are several factors to consider. First, the material should be durable and long-lasting. Second, the material should be easy to maintain. Finally, the material should be aesthetically pleasing.

One of the most popular hard scape materials is stone. Stone is a natural material that adds a sense of elegance and sophistication to any interior space. It is also a durable material that can withstand the test of time.

Another popular hard scape material is tile. Tile is a versatile material that can be used in a variety of ways. It can be used for flooring, walls, and backsplashes. It is also a durable material that is easy to maintain.

Concrete is another popular hard scape material. Concrete is a strong and durable material that can be used in a variety of ways. It can be used for flooring, walls, and countertops. It is also a versatile material that can be finished in a variety of ways.

When choosing hard scape materials, it is important to consider the overall design of the interior space. The hard scape materials should complement the other elements of the design, such as the furniture and lighting.

By choosing the right hard scape materials, you can create a well-designed interior space that is both elegant and functional.



UPPER LEVELS OF ELEGANCE

CREATING A WELL-DESIGNED INTERIOR SPACE IS A CHALLENGING TASK. ONE OF THE MOST IMPORTANT DECISIONS YOU WILL MAKE IS CHOOSING THE RIGHT HARD SCAPE MATERIALS. HARD SCAPE MATERIALS, SUCH AS STONE, TILE, AND CONCRETE, ARE THE FOUNDATION OF A WELL-DESIGNED INTERIOR. THEY PROVIDE A SENSE OF STRUCTURE AND ELEGANCE TO THE SPACE.

WHEN CHOOSING HARD SCAPE MATERIALS, THERE ARE SEVERAL FACTORS TO CONSIDER. FIRST, THE MATERIAL SHOULD BE DURABLE AND LONG-LASTING. SECOND, THE MATERIAL SHOULD BE EASY TO MAINTAIN. FINALLY, THE MATERIAL SHOULD BE AESTHETICALLY PLEASING.

ONE OF THE MOST POPULAR HARD SCAPE MATERIALS IS STONE. STONE IS A NATURAL MATERIAL THAT ADDS A SENSE OF ELEGANCE AND SOPHISTICATION TO ANY INTERIOR SPACE. IT IS ALSO A DURABLE MATERIAL THAT CAN WITHSTAND THE TEST OF TIME.

ANOTHER POPULAR HARD SCAPE MATERIAL IS TILE. TILE IS A VERSATILE MATERIAL THAT CAN BE USED IN A VARIETY OF WAYS. IT CAN BE USED FOR FLOORING, WALLS, AND BACKSPASHES. IT IS ALSO A DURABLE MATERIAL THAT IS EASY TO MAINTAIN.

CONCRETE IS ANOTHER POPULAR HARD SCAPE MATERIAL. CONCRETE IS A STRONG AND DURABLE MATERIAL THAT CAN BE USED IN A VARIETY OF WAYS. IT CAN BE USED FOR FLOORING, WALLS, AND COUNTERTOPS. IT IS ALSO A VERSATILE MATERIAL THAT CAN BE FINISHED IN A VARIETY OF WAYS.

WHEN CHOOSING HARD SCAPE MATERIALS, IT IS IMPORTANT TO CONSIDER THE OVERALL DESIGN OF THE INTERIOR SPACE. THE HARD SCAPE MATERIALS SHOULD COMPLEMENT THE OTHER ELEMENTS OF THE DESIGN, SUCH AS THE FURNITURE AND LIGHTING.

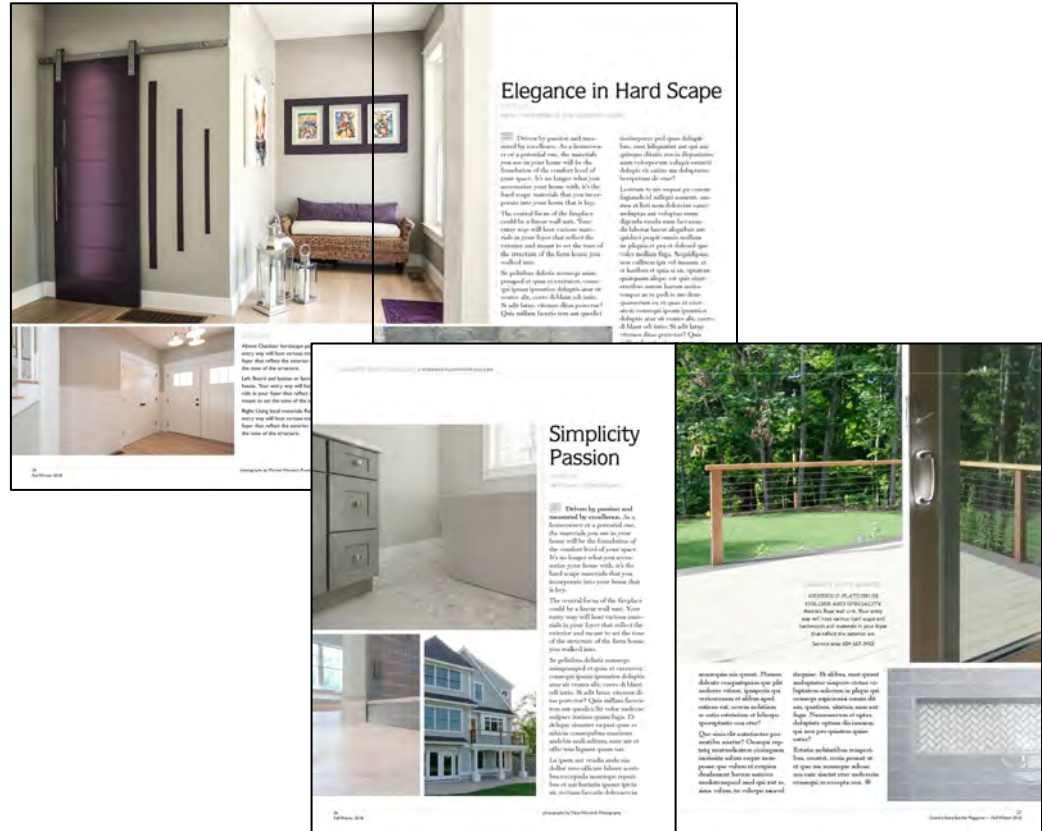
BY CHOOSING THE RIGHT HARD SCAPE MATERIALS, YOU CAN CREATE A WELL-DESIGNED INTERIOR SPACE THAT IS BOTH ELEGANT AND FUNCTIONAL.



New Spread

Features.

- Articles need less stock artwork
- Larger impact photos
- Engaging /simple close ups
- Advetorial link
- Simple design elements in silver



New Magazine Content

Content changes.

- Builder Bio's
 - Large Spread(s) with photos
 - Interview with Builder
- Photo Gallery page
 - To entice builders to submit photos
- Offer Ad design to advertisers
 - Vizuluxe will offer cheap design services to clients who want to advertise but don't have an ad.
 - Not a money maker for us, but it will allow others to advertise.



NHStateHomeShow.net

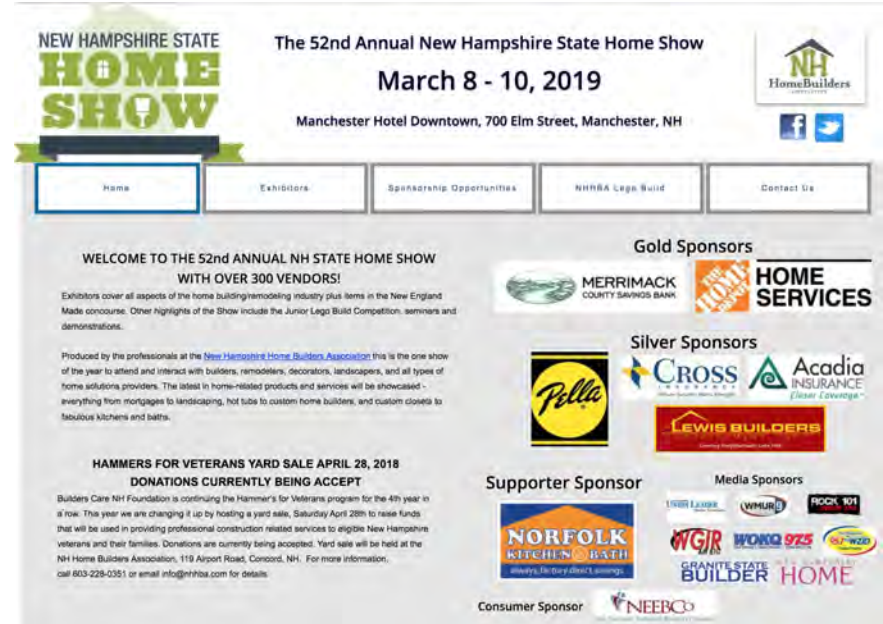
Current Site



Look and Feel

The current site is...not good.

- Lacks cohesive understanding
- Logos to the right are just plopped in there
- Hard to read
- Secondary pages are long and could be broken up into multiple, concise pages.
- No Backwards navigation



Site Map

The navigation is simple but effective.

- 8 top level navigation links
 - Good, but not great (target is 5)
- ZERO secondary pages
 - Not good from an SEO standpoint



[Online Floor Maps & Pricing](#)
Expo Center, Ballroom, Armory

[Download 2018 Exhibitor Agreement](#)

[Electrical Order Form](#)

[Internet Order Form](#)

[Renewal Order Form](#)
Tables, Chairs, Carpet, etc.

[Move In / Move Out Information](#)

[Temporary Food Permit Application](#)

[Parking Options](#)

Exhibitor Information

GOT A QUESTION
Call Sharon Higgins at 603.284.6188 or email at sharonh@nhha.com

SET UP
Thursday, March 7 7 am - 7 pm
Friday, March 8 7 am - Noon Show opens at 1:00 pm

All exhibitors are required to check-in prior to set-up. Check-in is located at the entrance of the Armory and Expo Center. Exhibitor badges will be printed at time of check-in.

SHOW HOURS
Friday, March 8 9 am - 4 pm
Saturday, March 9 9 am - 4 pm
Sunday, March 10 10 am - 4 pm

BREAK-DOWN
Sunday, March 10 4 pm - 8 pm
Exhibitors shall not be removed from the building at any time after installation until final closing of the show, unless permission is granted by the show manager.

Group setup will be available until 8:00 pm, Sunday March 10th. All exhibitors must be completely broken down with nothing remaining in the room by 10:00 pm, Sunday, March 10, 2018. If exhibitors are left in the Armory, Ballroom, or Expo Center, group will be charged an additional \$1,000.00 per space unless items were left behind and removed by Monday, March 11, 2018. No exceptions.

EXHIBIT SPACE
Most booth spaces are 10'x10' or 10'x20'. For variations of sizes refer to the yellow floor maps. All booths are provided with 3 base load lights and 3 base table drapes. Each exhibitor agrees to set up exhibiting within the parameters of his or her assigned space only. Lines of booths limited to 30'. The space size allocation is set in advance and back height measured to 8 ft. Any encroachment by this must be submitted in writing with design drawings and explanation to show manager for permission, no later than January 1, 2018. Any exhibitor in violation will be asked to remove their display. Exhibitors will not and cannot be reimbursed for damages suffered by exhibitors or the public for any damage caused by exhibitors.

RENTAL OF TABLES, CHAIRS, CARPET can be obtained through Pajazz Productions, Inc. [Click here](#) to download rental agreement. Rental agreement will be provided to exhibitors at check-in. If you do not have a rental agreement, please call Pajazz Productions at 603.284.6188.

TEMPORARY FOOD PERMIT
Exhibitors wishing to offer food products are required to obtain a Temporary Food Permit from the City of Manchester, 1 James Street, 1st Floor, for a fee of \$100.00. For questions contact the Manchester Health Department at 603.284.6188.

CERTIFICATE OF LIABILITY INSURANCE
All exhibitors are required to submit a certificate of liability insurance listing Manchester, New Hampshire as policy location. Call 603.284.6188 for more information.

FOOD CONCESSION
Open Saturday and Sunday in the Expo Center area 11:00 am - 4:00 pm.

PARKING
50.00 discount parking is available in the Matthews Hall parking garage. Validation must be obtained from the Expo Center, or at the check-in booth located in the Armory Center.

Exhibitors are encouraged to visit interactive parking to give space for commuters as park. Exhibitors from the nation of parking garage for the duration of the show in the Expo Center. The business hours for a fee of \$100.00 (single vehicle), \$250.00 (multiple vehicles). Call 603.284.6188 for more information.

MANCHESTER HOTEL DOWNTOWN DISCOUNT ROOM RATE Call 603.625.1000 for information. In order to receive special rate, exhibitors must indicate they are with the NH Home Show.



New Site Map

We recommend the following navigation changes.

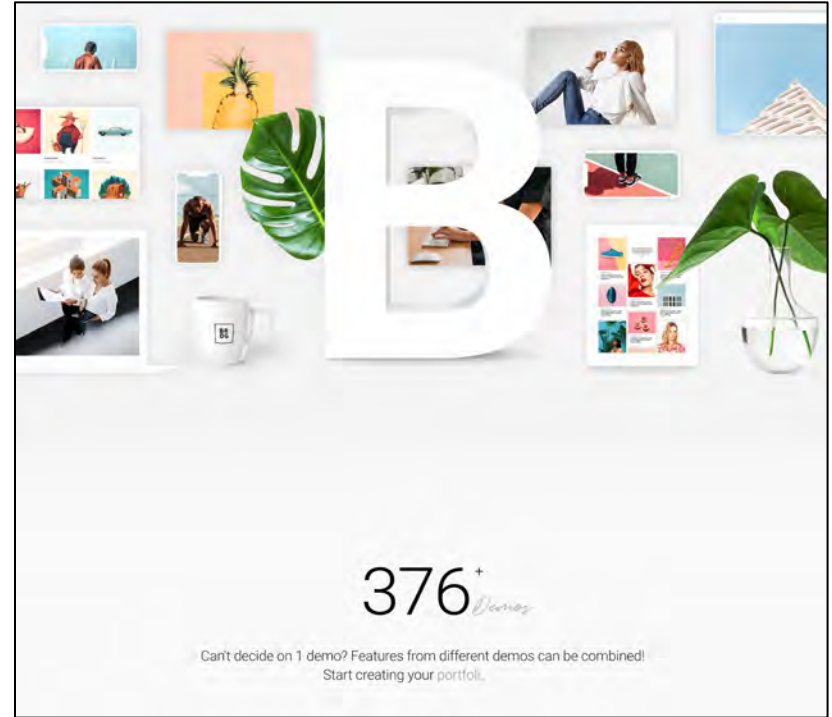
- Top level nav on EVERY page
- Each seminar gets its own page
 - Seminars split into days
- Exhibitor Info Split up
 - Info on one page
 - applications/forms on another
- Sponsorship page has multiple links
 - All sponsorships can stay on the same page, but there will be multiple links under the drop down menu.



Platform

We will build this website on the Wordpress platform.

- Our web developer suggests using the [Bridge](#) template as it's the most customizable.
 - 376 unique templates to pull pieces from.
- *Same as discussed above.*



Home Show Tagline

Perfect your hoME

- Emphasis on the ME in “home” to emphasize how each individual can find what they want at the home show!
 - Also present in the updated logo



Perfect your hoME.



Emphasize the smaller projects

“Gutters over Garage”

- Highlight the \$2500 projects over the \$25,000 projects
 - Nobody spends \$25K on a whim but some people may spend \$2,500.
- Daily seminars/tutorials about things such as:
 - Building your own retaining wall
 - How to tile your own bathroom
 - Installing an irrigation system
- A bit of “reverse psychology”
 - I can do this, but I’d rather hire someone!
 - That’s why people pay for oil changes.



Perfect your hoME.



Home Show Visuals, I

“Through the windows”

- Show what visitors WANT to see when they look through their window!
- Works for outside and inside
- Allows us to feature vendors

What do you want to see

When you look out your window?



Perfect your hoME.



More Examples



Build your dreamback yard.
Perfect your hoME.



Build your dreamback yard.
Perfect your hoME.



Build your dreamback yard.
Perfect your hoME.



Home Show Visuals, 2

“Blur”

- “Action shots” with the subject, working, clear and the rest blurred. Personalizes the project.
- Playful but relatable.
 - We wouldn't show heavy machinery. Just ladders and hand tools.



More Examples



Media Strategy

It's still early, but here is the overall strategy:

- Jack Heath Sponsorship
 - Coming out of NHHBA budget.
- Additional iHeart Radio.
 - **No Need To Rush Since Show is 6 Months Away**, but if something has to be signed immediately – I would recommend we only agree to \$15,000 Cash/\$15,000 Trade (as opposed to \$20K).
 - iHeart Media's budget allocation for 2018 was \$10,396.34, (so \$15K is a 50% increase)
- Remaining Budget
 - Mix of TV, Radio, digital and limited print
 - Digital has not been done in the past, but will be prominently featured this year.
- See Handout for more info.



NHCornerstoneAwards.com

Current Site



Current Look and Feel

The current Cornerstone awards site is actually pretty damn good!

- Well thought out layout
- Subtle design features
 - Blue background
 - Gray, textured header background
- Good use of sidebars throughout



Site Map

Again, the navigation is simple.

- 9 top level navigation links
 - Good, but not great (target is 5)
- The only secondary links are the entries.

CORNERSTONE

VERSION 1.0 - 08/07/18 - PAGE COUNT: 78



Future Plans

This years event is in September, so there's not much we can do for 2018. 2019 however...

- Clean up the navigation
- Make voting easier
- New actual trophies
- Get the Cornerstone Awards feel prestigious again.

We'll tackle this after the home show and nhbba stie is done.



Questions?

