



CELEBRATING
65 YEARS

nerej

By Paul Eno: RIBA puts "Home" back in Home Show - March 29-April 1

February 09, 2012 - Rhode Island

When: Thursday, March 29th - Sunday, April 1st

Where: Rhode Island Convention Center, Providence

Cost: Free admission to RIBA members with Guest Passes, good for any night of the show.

For general information: Visit RIBAHOMESHOW.com. For exhibitor information: Call Yoffe Exhibition Services at (800) 963-3395.

As news spreads that the 2012 Home Show will feature a fully furnished model home for the first time since the 1990s, the positive reaction has been tremendous, states John Marcantonio, executive director of the Rhode Island Builders Association.

"The buzz is growing to new levels, and the conclusion is that, if any RIBA member has been hesitating to exhibit at the show, this is the year to go for it!" Marcantonio said.

He reminds potential exhibitors that RIBA members receive a 5 percent discount on exhibit space, and that there's still time to reserve it before the March event. Visit www.RIBAHOMESHOW.com, or contact the show's producer, Yoffe Exposition Services, at (800) 963-3395 for more information.

Marcantonio singles out member Carol O'Donnell of CRM Modular Homes, who will place the centerpiece model home at the show. It will be the central showcase for everything from furniture and appliances to lighting and landscaping.

Sales up for 2012

Sales of exhibit space for the 2012 Home Show are up 14 percent from this time last year. Marcantonio cites many factors, in addition to the model home. One is the return of many past exhibitors after an absence, such as Arnold Lumber Co. and GEM Plumbing & Heating Co., traditionally large draws for show visitors. Also contributing are RIBA's ambitious plans to expand and enhance the show with many new features, and big plans for media outreach, all expected to bring in more consumers.

What's more, RIBA's new marketing firm, Lincoln-based Mediapeel has been targeting the show to the public with a strong, new approach.

"If you're a supplier, a general contractor or a subcontractor, this is the year to put your products and services in front of the Home Show's thousands of visitors, especially now that we have put the 'home' back in the Home Show! Whether you're in building, remodeling, redecorating, financing, landscaping, painting, furniture, energy efficiency, or any other field that provides what current and prospective homeowners need, this is your year to exhibit at the Home Show!" Marcantonio said.

The Fine Arts Showcase that was such a hit at the 2011 Home Show will return to the upcoming event. Also featured will be ongoing cooking demonstrations by 26 chefs from Newport Restaurant Week and Federal Hill restaurants. And Gasbarro's will hold beer and wine tastings.

There will be plenty of entertainment for visiting children. And the Dog House Competition returns.

High schoolers and career and technical students will build creative and unusual dog houses, then compete for several prizes, including "Best of Show."

Paul Eno is the owner and editor-in-chief of New River Press, Woonsocket and is the editor of the monthly RIBA newsletter, The Rhode Island Builder Report.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540