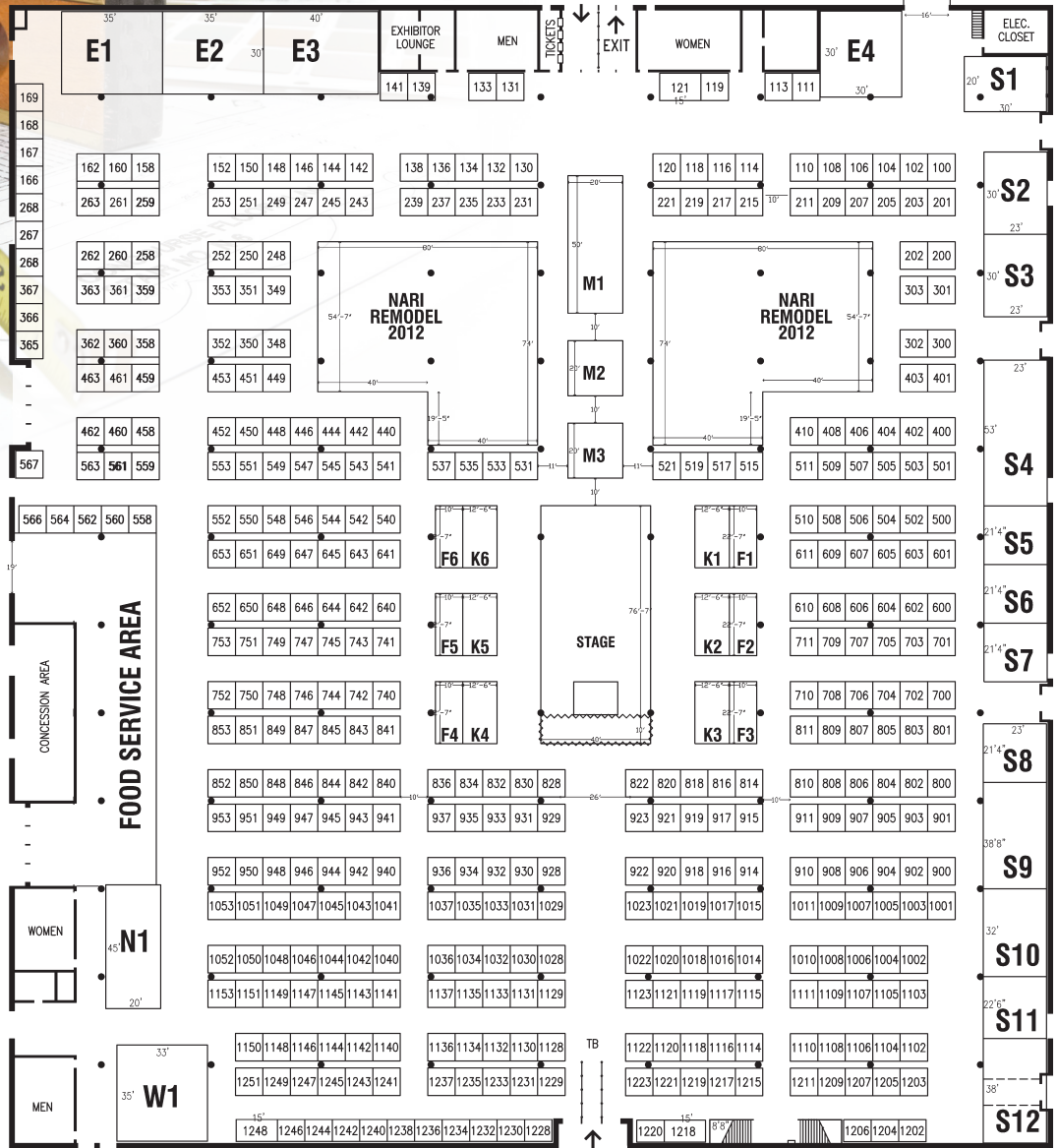


BRICKER BUILDING

New in 2012!

Floorplan is subject to change



2012 FLOORPLANS & PRICING

In 2012, we celebrate the bicentennial of our capital city. As we set out to create a theme for this year's Central Ohio Home & Garden Show, it was important to all of us in that we spend more time showcasing and celebrating the 400-plus businesses that partner with us each and every year.

In an effort to provide the best show experience possible, it is critical that guests and partners alike are welcomed with new opportunities and innovative trends.

This new innovation, coupled with maintaining quality exhibitor participation ensures show and participant credibility.

We are introducing a renovated floor plan for our Columbus Bicentennial show. The floor will enhance both the visitor and exhibitor experience and showcase our partners through fluid traffic flow and on-site features.

A changing floor plan can be an adjustment and we appreciate your partnership and patience as we work with each business on floor placement.

Our event-marketing consultants, Karen Lockhart and James Furr, are ready to discuss what works best for your business and will work diligently to get you the space you need.

We'll place exhibitor partners that are in both our spring and fall home shows first; spring renewals second; existing non-spring-show partners third; and, finally, new businesses to the show floor.

We are confident we'll be able to meet your business' needs and ensure a successful show for all!

Here's to celebrating our 56th Show together — one that wouldn't be possible without each of you!

Warm Regards,

Veronica Lynagh
Director of Sales, Dispatch Shows Group

Jim Ressa
Event & Shows Manager, Dispatch Shows Group

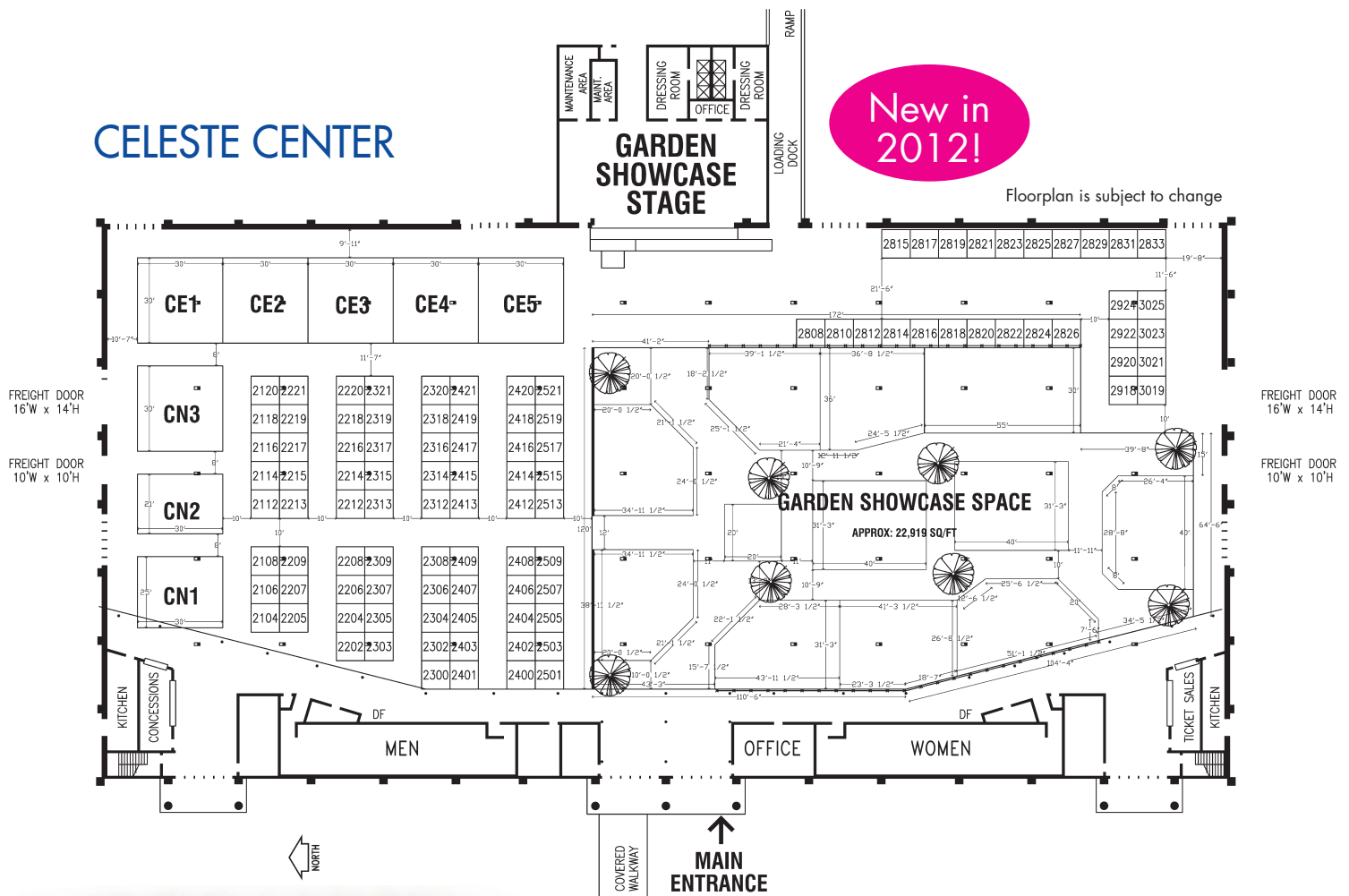


Feb. 25-
Mar. 4

Ohio
Expo
Center

Saturdays 10 a.m. – 9 p.m.
Sundays 10 a.m. – 6 p.m.
Closed Monday
Tuesday – Friday Noon – 9 p.m.

CELESTE CENTER



New in 2012!



Exhibitor Opportunities:

- Standard 10x10 exhibit space \$1,750
- Corner 10x10 exhibit space with promotional ad¹ \$2,020
- Kitchen Feature (K1-6), 12.5' deep x 22.5' wide² (**by invitation**).. \$2,220
- Spring Feature (F1-6), 10' deep x 22.5' wide³ (six available) \$2,220
- Bulk space (min. of 400 square feet) \$10.40 per square foot

¹Ad will run in a promotional special section inserted within the community newspaper that will be delivered Feb. 23, 2012, to 200,000 households. You will be contacted via email with a link for you to complete your ad order. Ad should promote a show special or opportunity.

²Includes unfinished drywall back and side walls (8' high with 8' deep side walls); two electrical outlets; carpeting; crown molding; and a 42" x 6' aerial sign differentiating your kitchen feature. All kitchen participants are subject to approval. Limited to six.

³Includes unfinished back wall (8' high); two electrical outlets; carpeting; and a 42" x 6' aerial sign differentiating your feature. All spring feature participants are subject to approval. Limited to six. Bath exhibitors and designers are preferred.

Sponsorship Opportunities:

Our sponsorship opportunities range from category exclusive opportunities to day or sampling sponsorship opportunities. Each is customized to help our partners achieve the branding and activation requirements they desire. Sponsorships may include on site space; on site activation at the show; included media in show promotional pieces and customizable media to use before and after the show. To learn more about our sponsorship opportunities please contact Veronica Lynagh at vlynagh@dispatch.com or 614-461-7662