



2023 Pensacola Home Show



Cordova Mall
Saturday June 3, 2023
10am-3pm





Pensacola Home Show @ Cordova Mall

On Saturday, June 3rd, Cumulus Radio in cooperation with Cordova Mall will present the 2023 Pensacola Home Show. Cordova Mall provides the perfect venue with its air-conditioned indoor shopping with major retailers like Dillard's, Belk, and Dick's Sporting Goods in addition to more than 120 specialty stores. It also offers guaranteed traffic for participating vendors.

Shoppers can learn from participating vendors and find out more information about the services and products that they provide.

The 2023 Pensacola Home show will be marketed on five (5) Pensacola premiere radio stations with over 212,000 weekly listeners.

Promotional announcements for the event will run:
May 6th – June 3, 2023





PENSACOLA HOME SHOW TITLE SPONSOR

EXCLUSIVE

Here's what you receive:



- Naming Rights alongside Cumulus Media as a presenting sponsor.
- Name inclusion as the presenting sponsor in 450 recorded and 150 live promotional announcements to run Monday- Sunday 6a-12mid, on WCOA, WJTQ, WMEZ, WRRX and WXBM. Total on all stations is 600 announcements as the Pensacola Home Show presented by "YOUR BUSINESS."
- 2 remote call-ins during the event, featuring your business.
- Logo inclusions in all social media marketing leading up to the event.
- Logo inclusions on all web materials promoting the event with link to your site.
- 100,000 display impressions geofencing the event.
- Exhibit space is 16x16 with 4 tables, 8 chairs and access to 110v power source.
- Prime central location to high traffic area...our premier spot.
- 50 :30 second commercials on each station
 - WCOA-AM, NewsTalk 1370
 - WJTQ-FM, Jet 100.7 (Classic Hits)
 - WMEZ-FM, Today's Soft Rock 94.1 (Adult Contemporary)
 - WRRX-FM, Magic 106.1 (Urban)
 - WXBM FM 102.7 (Country)
- All Commercials to air 5/22– 6/3 (Mon –Sat 6a-9pm rotation)

Investment: \$6,500



Event Date: Saturday June 3, 2023 10am-3pm

Business Name: _____

Client Signature: _____

Print Name: _____ **Date:** _____

On site Contact _____ **Cell#** _____

On Site Email Address: _____



HOME SHOW Co-Sponsorship

Limited to 2

Here's what you receive:



- Name inclusion in 225 recorded and 75 live promotional announcements to run Monday- Sunday 6a-12mid, on WCOA, WJTQ, WMEZ, WRRX and WXBM. Total on all stations is 300 announcements.
- 1 remote call-ins during the event, featuring your business.
- Logo inclusions in all social media marketing leading up to the event.
- Logo inclusions on all web materials promoting the event with link to your site.
- 100,000 display impressions geofencing the event.
- Exhibit space is 8x16with 2 tables 4 chairs and access to 110v power source.
- Thirty :30 second commercials on each station
 - WCOA-AM, NewsTalk 1370
 - WJTQ-FM, Jet 100.7 (Classic Hits)
 - WMEZ-FM, Today's Soft Rock 94.1 (Adult Contemporary)
 - WRRX-FM, Magic 106.1 (Urban)
 - WXBM-FM, 102.7 (Country)
- All Commercials to air 5/23– 6/4 (Mon –Sat 6a-9pm rotation)

Investment: \$3,500.00

Event Date: Saturday, 6/3/23

Business Name: _____

Client Signature: _____

Print Name: _____ **Date:** _____

On site Contact _____ **Cell#** _____

On Site Email Address: _____



HOME SHOW Exhibitor PLUS

Here's what you receive:

- Exhibit Space is 2' x 6' table, 2 chairs and access to 110v power source.
 - Must be requested in advance. Access is limited.
- Inclusion on web materials promoting the event.
- Inclusion in a minimum of 30 promos promoting the fact that your business will be part of the event. Must book by May 10 to be included.
- 50,000 display impressions geofencing the event.
- 30 thirty-second commercials the week of the event on station of your choice. (Monday-Friday 6a-8p)
- Demonstrate/sample products, collect leads and educate customers.
- Priority Location placement (first come first serve)



Exhibitor info

Investment: \$1,500.00

Description of Service/Products _____

Electric Needed YES NO (limited availability)

Business Name: _____

Client Signature: _____

Print Name: _____ Date: _____

On site Contact _____ Cell# _____

Email Address: _____





HOME SHOW

Exhibitor Standard 2 x 6 Table

Here's what you receive:

- Exhibit Space is 2' x 6' table chairs and access to 110v power source.
 - Must be requested in advance. Access is limited.
- Inclusion on web materials promoting the event.
- Inclusion in a minimum of 30 promos promoting the fact that your business will be part of the event. Must book by May 3 to be included.
- Demonstrate/sample products and educate customers.

Investment: \$399.00

Exhibitor info

Description of Service/Products _____

Electric Needed YES NO (limited availability)

Business Name: _____

Client Signature: _____

Print Name: _____ Date: _____

On site Contact _____ Cell# _____

Email Address: _____



2023 Pensacola Home Show(Sponsors & Exhibitors)

LIABILITY RELEASE AND HOLD HARMLESS AGREEMENT

_____ (“Exhibitor”) hereby agrees that it will not hold liable Cumulus Broadcasting LLC, radio station(s) WCOA, WJTQ, WMEZ, WRRX, WXBM and their parent companies subsidiaries, affiliates, members, directors, officers, employees and agents (the “Cumulus Parties”) for any loss, injury or damage to Exhibitor’s property or the Exhibitor’s employees, representatives or agents, due to fire, theft, accidents, or any cause whatsoever that may arise or occur in connection with their participation in the “Pensacola Home Show” event being held on Saturday June 3, 2023 at Cordova Mall.

Exhibitor hereby covenants and agrees to identify and hold harmless the Cumulus Parties, from and against any and all claims, liabilities, losses and costs (including reasonable attorney’s fees) arising from or in connection with Exhibitor’s participation in the event (meaning, without limitation, Exhibitor’s acts and omission or the acts or omissions of Exhibitor’s employees, affiliates or representatives) and any products and services provided by Exhibitor’ in connection with the event.

Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the show and pay all taxes, including applicable sales taxes as a result of the operation of its trade or business in its contracted space. Exhibitor agrees to provide Cumulus Parties, if requested, with Exhibitor’s business tax and/or sales tax number.

In the event that Cordova Mall becomes unavailable for occupancy, or if the show is cancelled or curtailed for any reasons beyond control of the Cumulus Parties, including but not limited to casualty, explosion, fire, acts of public enemies, extreme weather or other Acts of God, Cumulus Parties will not be responsible for any loss of business, loss of profits, damages or expenses of any nature incurred by the Exhibitor.

Print Exhibitor Name: _____

Signed By: _____

Printed Name/Title: _____

Date: _____



PENSACOLA, FL



102.7 WXBM
GULF COAST COUNTRY



WCOA 104.9 FM
NEWS TALK 1370AM