



## *The Ultimate Show Home II*

### **2017 Media and marketing package**

Thank you for your consideration in becoming a partner with the BSIA and the BCFCA in the Ultimate Show Home II. This project is an excellent opportunity to showcase the fabulous companies and products that we have within our membership base.

A comprehensive media and marketing package has been put together to promote The Ultimate Show Home II and the partner companies to residential home owners in BC and building supply retail and supplier companies across Canada.

1. **Ultimate Show Home II website** - a dedicated website aimed at promoting The Ultimate Show Home and its partner companies. The site will include the logos of each sponsoring company with a live link to their own company website. (check out the 2010 Show Home Website at [www.ultimateshowhome.com](http://www.ultimateshowhome.com))
2. **Exposure in building supply magazines Canada wide** - an article will run in all 6 association magazines across the country (BSIA, BCFCA, WRLA, LBMAO, AQMAT and ABSDA).
3. **BSIA and BCFCA e-news** - promotion in the monthly e-news with an advertisement linked to The Ultimate Show Home II website. Circulation – 1500 subscribers in BC.
4. **BSIA News and BCFCA Magazine articles** – a feature article in the June/July issue of the BSIA/BCFCA Magazines. Circulation – 1500 in BC.
5. **BSIA/BCFCA News Magazine, 24 page 'Show Home' insert** – each partner will receive a half page full colour ad in the 24 page 'Show Home' insert in the September issue of the BSIA News Magazine. Circulation - 1500 in BC.
6. **Open House** – a two month 'open house' at The Ultimate Show Home after completion of the building. Partner company logos and product information will be on display to promote the products used in The Ultimate Show Home to visitors (industry and general public).
7. **MLS Listing** – the comprehensive listing on the Multiple Listing Service website which will include an interactive video tour.
8. **Other media** – newspaper (Sun, Province and community newspapers) and local radio station coverage will be pursued, aimed at promoting The Ultimate Show Home II to the general public.

Contact: Thomas Foreman: BSIA/BCFCA  
PHONE: 604-513-2205 TOLL FREE: 888-711-5656 FAX: 604-513-2206  
E-MAIL: [info@bsiabc.ca](mailto:info@bsiabc.ca) [info@bcfca.com](mailto:info@bcfca.com) WEB: [www.bsiabc.ca](http://www.bsiabc.ca) [www.bcfca.com](http://www.bcfca.com)