

Home Buyer EXPO

HomeBuyerExpo.net

Tampa Convention Center
October 25 & 26, 2008
Clearwater Harborview Center
February 7 & 8, 2009
Hours For Both Expos
Saturday - 11am - 5pm / Sunday - 11am - 4pm

MEDIA OUTLINE

Massive Media Campaign to Motivate Home Buyers

Target Demographic - Male and Female Age 25-35

Tampa Convention - Local Coverage - Hillsborough, Pinellas, Pasco, Polk, Manatee
Start October 1, 2008 Run Till October 26, 2008

Clearwater Harborview - Local, Tourist & Snowbird Coverage - Beaches, Pinellas, Pasco, Hillsborough
Start January 1, 2009 Run Till February 8, 2009

Website – *www.HomeBuyerExpo.net Expo Outline of Exhibitors and Seminars*

Radio – *Clear Channel – 970 WFLA, 103.5 Country, 93.3 WFLZ, Hip Hop
CBS Radio – WSJT Jazz*

Billboards – *CBS Outdoor - Boards in Hillsborough and Pinellas*

Newspaper – *Tampa Tribune – Newspaper, Website and TBO.com
St. Petersburg Times and Weekly Planet*

Television - *Brighthouse – Food Network, HGTV, Bay News 9
Channel 8 - Today Show, Oprah, and SNL*

Trade Associations - *Affiliate Networking and Ads in TBBA, PRO, and GTAR*

EXPO Programs - *Offset Web Distributed into 5 County Tampa Bay Market:
Restaurants near Rental Communities, Bank of America, Grocery Stores,
Chambers of Commerce, Hotels, Resorts and Welcome Centers*

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