

THE NATIONAL HOME SHOW



THE NATIONAL HOME SHOW GIFT BAG SPONSORSHIP OFFER

This year, THE MONTREAL NATIONAL HOME SHOW is introducing a NEW MARKETING INITIATIVE that is sure to be of interest to your business.

We will be offering all our visitors upon exiting the show, an EXCLUSIVE RECYCLABLE AND RE-USABLE GIFT BAG featuring many ENTICING GIFTS AND OFFERS from companies in diverse sectors wishing to reach our target market. The gift bag will contain:

- Your samples
- Your promotional offers
- Your participation forms (contests, online games, etc.)
- Any other branded promotional item related to your company

65 000 bags will be handed out by hostesses over the course of the 10-day show which will be held from March 14th to 23rd, 2008 at Place Bonaventure, Montreal. A banner representing all of the sponsor logos will also be displayed at the exit of the National Home Show, promoting the gift bag.

In addition, **an advertising campaign with a media value of approximately \$40,000** will be devoted to the promotion of the gift bag. It will be diffused via radio, print (daily newspapers) and on billboards in certain shopping centers in the Montreal region. The participation of our sponsorship partners will be specifically mentioned in the shopping centre billboard campaign.

Reserve your spot quickly in order to get an exclusive choice of product types to include in the gift bag. The fee for participating in this promotion is \$ 8,500, which includes all costs related the production and distribution of the bag. The samples and promotional pieces will be provided in addition at the cost of sponsorship. In all, a small price to pay to promote your products and reach the high calibre clientele of the National Home Show:

- The potential to reach **130,000** consumers (most visitors come in couples) in your target market, who can look through the gift bag in the comfort of their own homes
- Curious consumers on the lookout for cutting-edge products
- Savvy consumers who are up on the latest trends (90% of our visitors have an email address and use the internet daily)

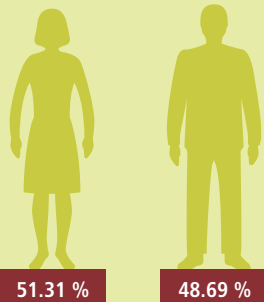
Don't miss out on The National Home Show - The premier home renovation, construction, decor and landscaping event which attracts more than 160,000 visitors, not to mention over 500 exhibitors and partners.

You have until **November 1, 2007** to confirm your participation in the gift bag promotion. For more information on this exciting marketing initiative, contact:

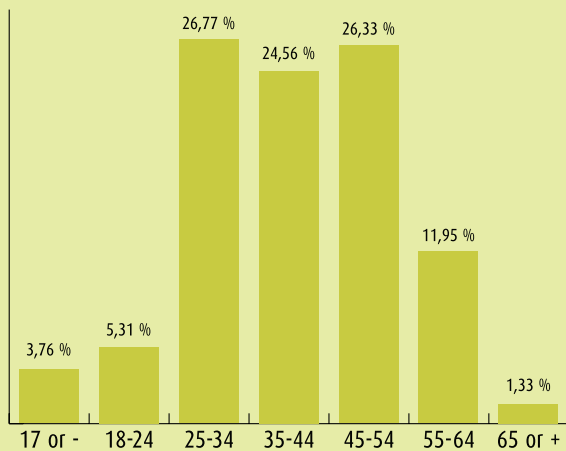
Emmanuelle Bonneau
National Home Show
Montreal, Place Bonaventure
(514) 788-6111 ext. 238 or
ebonneau@promotions-speed.com

THE NATIONAL HOME SHOW

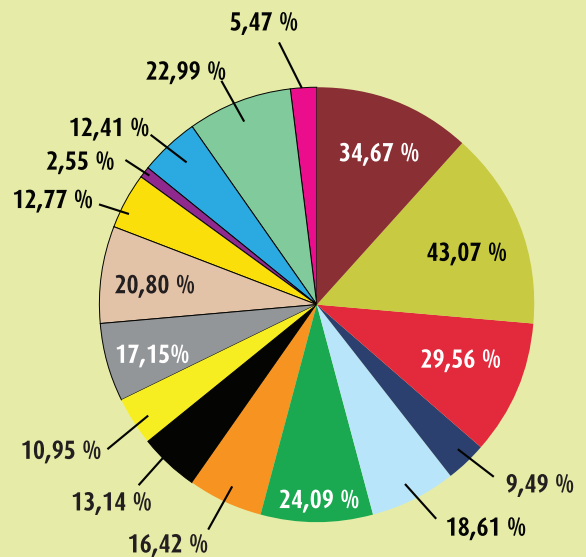
Q. Are you?



Q. Which age range are you in?



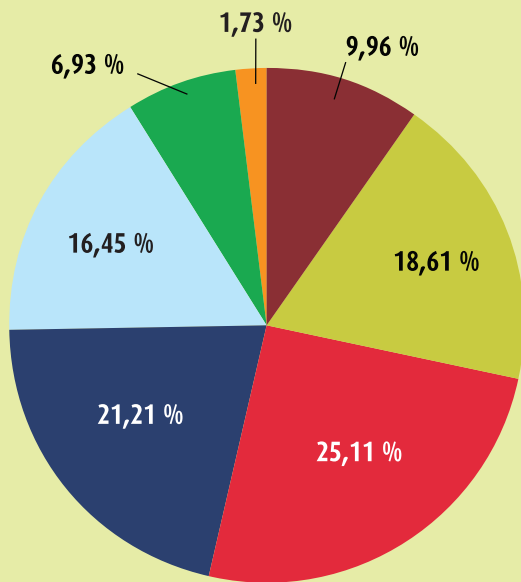
Q. Which, if any, of the following have you PURCHASED in the PAST 12 months?
Choose all that apply:



- Home electronics / entertainment equipment
- Home furnishings
- Major appliances
- Home office furniture or equipment
- Automobile
- Computer hardware or software
- New or resale residence
- Vacation or 2nd home
- Pool, hot tub, or spa
- Gas barbeque
- Power tools and equipment
- Patio furniture and accessories
- Antique furniture
- Heating and air-conditioning
- Home related gifts and gadgets
- Obtained a home equity loan / Refinanced a mortgage or loan

THE NATIONAL HOME SHOW

Q. What was your total household income before taxes in 2006?

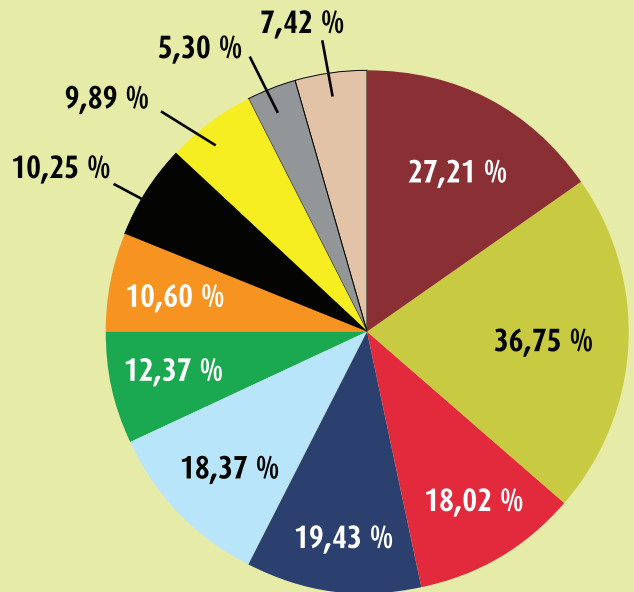


- Under \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 or more

Q. Do you rent or own your home?

O 76,50 % **R** 20,94 % **Other** 2,56 %

Q. Which, if any, of the following projects are you planning to complete in the NEXT 12 MONTHS?
Choose all that apply:



- Major gardening, landscaping or patio/deck project
- Kitchen or bathroom remodeling
- Basement finishing or remodeling
- Other room remodeling
- Miscellaneous decorating or interior design project (inc. furnishing)
- Replace doors, windows
- Exterior of house (roofing, siding, driveway, garage)
- Building new house
- Heating, AC, central vacuum
- Other (please specify)
- None, I'm not planning/involved in any projects

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NATIONAL HOME SHOW GIFT BAGS SPONSORSHIP AGREEMENT

Company name _____
Contact name _____
Address _____
City _____
Postal code _____

I would like to make a reservation for product sponsorship (samples and promotional offers) for the gift bag given out at the National Home Show, which will take place from March 14th to 23rd 2008 at Place Bonaventure.

Sponsored samples _____
Promotional offer advertised _____
Dimensions of the coupons/flyers _____

Please note that it is important to specify the sponsored product and to return the formula before November 1, 2007. Reserve your spot quickly in order to get an exclusive choice of product types to include in the gift bag.

If the billing address differs from the one above, please indicate it below:

Company name _____
Contact name _____
Address _____
City _____
Postal code _____

Signature of the person responsible for sponsorship

Date

Please return the completed form to the attention of :

Emmanuelle Bonneau
National Home Show
ebonneau@promotions-speed.com or by fax : (514) 788-6116