

# Patio Magic

## DESIGN CHALLENGE

The **Patio Magic Design Challenge** will bring together a limited number of Tulsa area companies, by invitation only, to showcase their best work, to answer questions about their design choices and to elicit votes from the public attending the event.

Each entry shall consist of a combination of three or more creative design elements drawn from, but not limited to:

- Patio/Deck Surfaces
- Outdoor Living Structures
- Water Features
- Outdoor Kitchens
- Fire Pits & Fireplaces
- Lighting
- Landscaping
- Hardscaping
- Furnishings
- Audio/Video Tech.
- Swimming Pools & Spas
- Decor

The competition will be promoted as a major feature of the show in all pre-show media, SpringHomeExpo.com, the printed and digital show guides, show signage and by in-show PA announcements.

The competitor receiving the most votes in this “people’s choice” styled design challenge will receive the 1st Place trophy and receive over \$5,000 in cash and prizes including:

- \$1,000 CASH
- Upgrade to a 2-page advertorial in Nuredo Magazine. \$2,600 value
- 1,000 full-color 2-sided reprints of the magazine article. \$329 value
- Linked story exposure on Nuredo.com for one year. \$600 value
- Results e-blast to 2,500+ Tulsa Home Shows followers. \$750 value
- Eternal marketing rights to the 2017 Patio Magic 1st Place title. Priceless

*A limited number of competitors will be invited and/or accepted. Positioning in the show is at the show director's discretion.*



**Tulsa**  
HOME SHOWS

Producer of Tulsa's Newest Home & Garden Shows!  
**TulsaHomeShows.com**

# SPRING HOME & OUTDOOR LIVING expo

APRIL 21-23, 2017

RIVER SPIRIT EXPO • EXPO SQUARE  
TULSA, OKLAHOMA

### EACH COMPETITOR RECEIVES:

- 20' x 20' island booth \$2,950 value
- 1-page Nuredo advertorial \$1,600 value
- Free access to 120v power, water & wi-fi
- Free directory listings:
  - SpringHomeExpo.com (Linked)
  - Official show guide print edition
  - Official show guide digital edition
- Logo placements:
  - SpringHomeExpo.com (Linked)
  - In-Show Signage
  - Official show guide print edition
  - Official show guide digital edition
  - Pre-show e-blasts to our followers
- Company tagged in Patio Magic Design Challenge promotional coverage in:
  - Media kits
  - Official show guide article
  - Pre-show social media
- Usage rights of “2017 Patio Magic Design Challenge Competitor” name and logo in competitor’s pre-show marketing

### IN-SHOW DIGITAL VOTING

- Votes are placed by texting a key word to a special phone number provided by us and posted on competition area signage during the show
- The voting system limits voters to one vote per competitor per voting device

### DIGITAL LEAD GENERATION

- Each competitor provides a \$500 gift certificate redeemable for any project within their normal scope of work
- Visitors enter one or more drawings from the competitor(s) they choose
- We draw the winners
- Each competitor receives entry data for their set of entries as an Excel file from us

### ENTRY FEE

\$1,950 \$1,000 less than booth value alone.

### CONFIRM YOUR INVITATION WITH:

Frank Sawyer, Show Director  
frank@tulsahomeshows.com  
918-605-5480