



The Most Effective Marketing for Arizona's Home & Remodeling Industry



Where Home Owners are Inspired and Companies Are Hired

Arizona's most sophisticated design showroom, specifically created for home related companies

- Gorgeous Displays
- State of the Art Technology
- Daily Lead Generation
- Conference Rooms
- Staging Area
- Networking Opportunities
- Event Driven
- Full Support System
- No Overhead or Staffing

Who We Are:

The Home & Design Idea Center is a subsidiary of AZ Big Media. For the past 18 years, we have hosted the **Arizona Home & Building Expo**. Our famous slogan of "no pots and pans, no chips and dips, no mops and woks" separates us from other expos and helps bring the most qualified buyers to our shows. For more than 25 years, AZ Big Media has also been the publisher of some of the state's most well-respected titles: **Arizona Business Magazine**, **AZRE: Arizona Commercial Real Estate Magazine**, **Scottsdale Living Magazine**, **Ranking Arizona**, **Experience AZ** and **People to Know**. Plus, we're the host of the **Southwest Build-It-Green Expo & Conference**.

As a partner at the Home & Design Idea Center, you'll have the confidence of knowing that you are showcasing your products and services with a well-established and respected organization.



Call us to showcase your products and services!

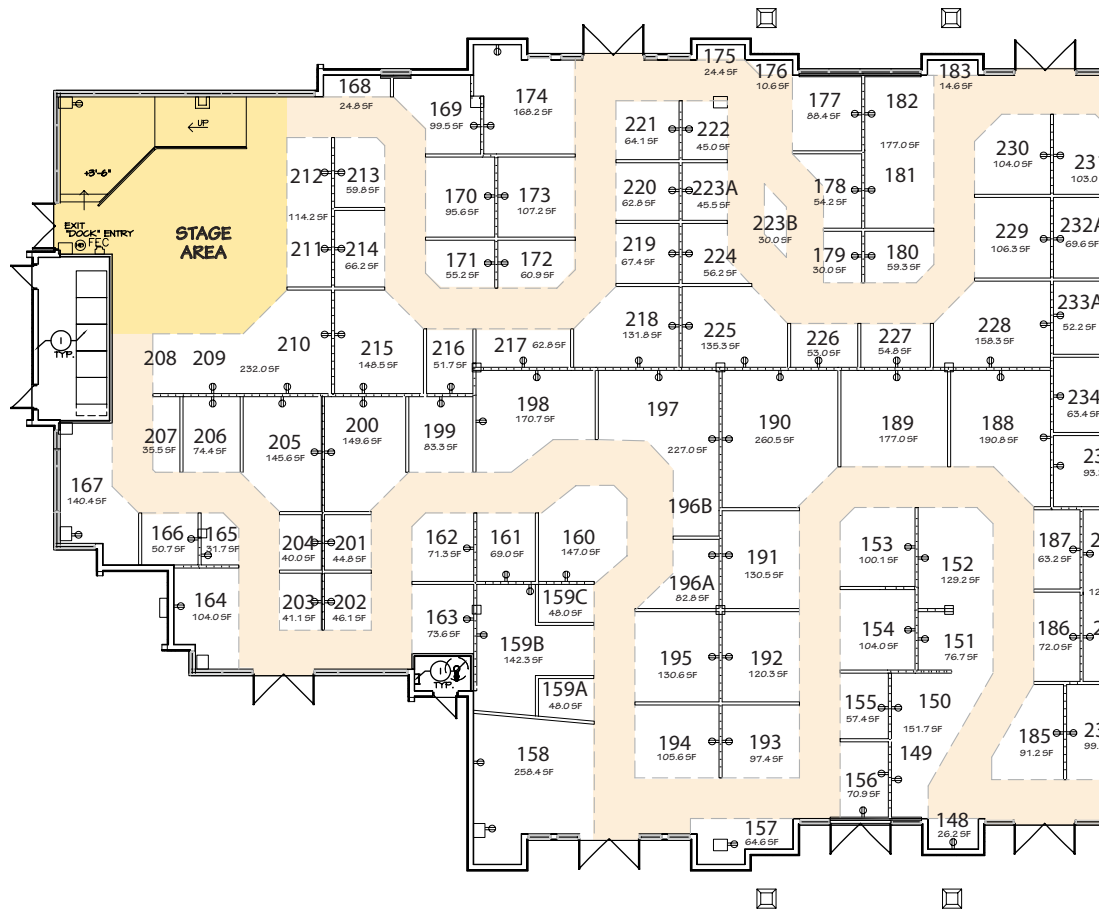
480-941-4663 . www.azideacenter.com

Scottsdale HOME & REMODELING SHOW



SCOTTSDALE'S LARGEST HOME & REMODELING EVENT!

A 3 DAY EVENT HOSTED EVERY MONTH AT THE HOME & DESIGN IDEA CENTER



Make the Home & Design Idea Center your next retail showroom!

Reserve Your Vignette Today!

To reserve your space now:

Security deposit per vignette due upon lease signing.

10-50 sq.ft.	\$400 deposit
51-149 sq.ft.	\$700 deposit
150+ sq.ft.	\$1000 deposit

Securing a Vignette:

Space is being leased on a first-come, first-served basis and the number of partners per category will be limited, so reserving space is a priority.

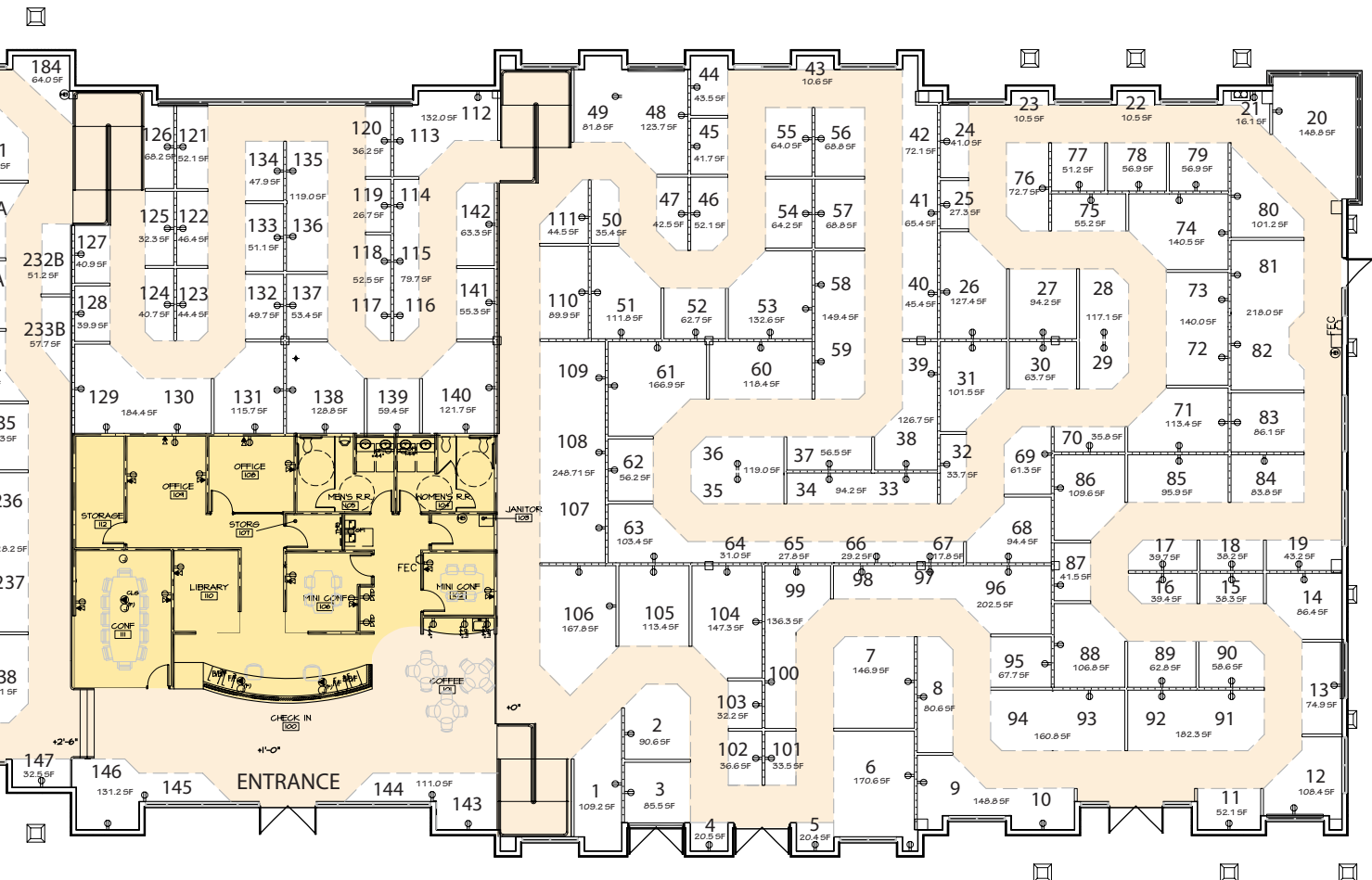
Become a strategic partner with the Idea Center's "Network Alliance" to Arizona's finest collection of Home & Design related businesses

Pricing Guide:

Per sq.ft.	24 Mos.	18 Mos.	12 Mos.
10-50	\$14.75	\$15.00	\$15.25
51-75	\$14.50	\$14.75	\$15.00
76-100	\$14.25	\$14.50	\$14.75
101-125	*\$14.00	*\$14.25	\$14.50
126-150	*\$13.75	*\$14.00	\$14.25
151+	*\$13.50	*\$13.75	\$14.00

 **3 Months Free**
With a 24-month lease and 101+ sq.ft.

 **2 Months Free**
With a 18-month lease and 101+ sq.ft.



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Become a Preferred Member

Participate in the value added Preferred Member Card program and attach your own incentive to this card. It could be a percentage discount, free consultation, free delivery, etc. — whatever you choose!



**19120 N. Pima Road
Scottsdale, AZ 85255**

Directions to the Home & Design Idea Center:

North Scottsdale;
Northeast of the 101 on Pima Rd.,
between Legacy Blvd. & Hualapai Dr.
Located across from AJ's Shopping Center.

Demographics:

(Within a 5-mile radius)

The Scottsdale Home & Design Idea Center's location was carefully selected for its direct proximity to Arizona's most affluent and growing new home area.

Estimated Households..... 52,474
Home Values \$300,000+ 55.3%
Estimated Population 132,310
Historical Annual Growth 12%
Average Family Income \$144,417
Estimated Median Household
Net Worth \$1,025,389

Occupation:

Management / Business 28.9%
Professional 24.5%

Education:

College - Graduate Degree 84%

Source: Sites USA & Applied Geographic Solutions

Yearly Marketing:

- Scottsdale Living — This magazine focuses on the businesses, events, recreational activities and home designs that make Scottsdale such a great place to live.
- Arizona Business Magazine — The only state-wide business magazine in Arizona, Arizona Business Magazine looks at the trends and issues affecting the business community.
- AZRE: Arizona Commercial Real Estate Magazine — The most influential commercial real estate magazine in Arizona, it highlights major development projects and important industry leaders.
- Ranking Arizona — The state's only public opinion poll geared toward the business community. Consumers vote for their favorite companies in 10 categories, including business services, retail, manufacturing and more.
- Experience AZ — A great resource for locals and out-of-state visitors alike, Experience AZ features thousands of things to see and do in the Grand Canyon State.
- Press releases on the Home & Design Idea Center and its partner vendors will be sent to all major news outlets in Arizona.
- Television
- Newspapers
- Radio
- Outdoor
- Internet
- Magazines