



TOH TALENT “BOOTH” VISIT

Virtual Product Showcase

With Covid-19 upending trade shows and in-person events, we're excited to harness our trusted TOH talent to help you shine a virtual spotlight on the benefits of your brand to in-market builders, remodelers, buyers, and DIYers. Here's how to get your product on their must-buy lists!



Send us your product; TOH talent demos it in our Studio in conversation with your company rep

Showcase Overview

In February, TOH's trusted crew members will host three days of live conversations, product demos, and Q&A's with a limited number of representatives from building industry brands. Think of it as our respected influencers stopping by your virtual trade show booth to discover what's new and exciting about your product(s)—and then sharing that interaction with your best prospects. From event promotion and registration to content creation and post-event ROI reports, we'll make it easy.

TOH producers will work with your AV team to ensure high-quality video in your choice of three styles (see options to the left):

- TOH talent demos your product in our studio under your rep's virtual supervision
- Your rep demos products from your location with TOH talent in on-screen conversation
- TOH talent and your rep review pre-recorded video and answer viewer questions



Your rep demonstrates products at your HQ to TOH crew member remotely

Dates

- February 23, 24 & 25
- Live free-to-attendees events recorded and archived for one year with content available for sponsor use
- Branded cutdown video with targeted social posts drive post-event video views on Facebook, Instagram and YouTube



Your rep and a TOH crew member review pre-recorded video and answer live questions via split screen

See next page for high-profile sponsorship benefits offered at three levels



Virtual Product Showcase

February 23 - 25, 2021

REGISTER NOW



Welcome Video

Let's Get Started

- Register. It's free!
- Select your sessions
- Connect with the TOH crew
- Get your questions answered in real time
- Download literature
- Speak with manufacturer representatives

READ MORE

TOH Pro2Pro Roundtables

hosted by Kevin O'Connor



Game-changing Ideas for Growing Your Business
with Charlie Silva, Jeff Sweenor & Mauro Henrique
FEBRUARY 23 | 4PM



Smart Home Tech Trends
with Richard Trethewey & Ross Trethewey
FEBRUARY 24 | 4PM



Behind the scenes at This Old House
with Tom Silva, Richard Trethewey & Jenn Nawada
FEBRUARY 25 | 4PM

Product Demos



Marvin Skylove

See why the design community is buzzing about this pre-engineered glass pop-out structure.

TUES., FEB. 23 | 4:00PM
WITH TOM SILVA

MARVIN



Kubota

You asked for enhanced power, torque and jobsite performance. Meet Kubota's RTV-X series.

TUES., FEB. 23 | 5:00PM
WITH JENN NAWADA

Kubota



American Standard

Join our Heat Pumps 101 session and learn how to explain their value to your customers.

WED., FEB. 24 | 4:00PM
WITH RICHARD TRETHEWEY

American Standard



Plycor

Give your clients the authentic stone that built the historic masterpieces of American architecture.

WED., FEB. 24 | 5:00PM
WITH MARK MCCULLOUGH

POLYCOR



Kohler Numi

You'll never buy another toilet once you test drive Kohler's feature-packed Numi.

THURS., FEB. 25 | 2:00PM
WITH RICHARD TRETHEWEY

KOHLER



Wood-Mode

Discerning buyers demand craftsmanship. The difference is in the details. Here's how to spot them.

TUES., FEB. 23 | 3:00PM
WITH KEVIN O'CONNOR

Wood-Mode

Featuring our Sponsors



Contact Us

Register By
December 9, 2020 11:59 PM

Register Now

FAQs

When will the 2021 This Old House Virtual Product Showcase occur?

The event will occur February 23-25, 2021, and videos of all sessions will be recorded, distributed and promoted in the weeks and months following such that partners receive maximum exposure.

Is the Product Showcase free to attend?

Yes, the event is free and open to all who register.

When will registration open?

Attendees may sign up for the Product Showcase starting in early January.

How is this different from a virtual trade show?

This event is not a virtual trade show, but an opportunity for partners to associate with the most trusted brand in home improvement. We are leveraging our influencers—the craftsmen and women of This Old House—to visit with your company rep to learn about what's new, exciting and different about your products. It's an authentic conversation that building pros and consumers alike will respect. And it's an opportunity to create content that partners can leverage beyond the event throughout 2021.

How is TOH pricing this opportunity?

We will customize the experience and size of audience reached based on your goals, and that will influence your price. Let's talk!

How will This Old House promote the event? And will my brand be a part of that promotion?

This Old House will use its platforms including its website, social media platforms, podcasts, e-newsletters and more to promote the event to its millions of followers. Event partners will be featured in the promotion; given this is a product showcase the partners will be front and center in all promotion as we talk about your brand and new products. We can also target your list of prospects.

Will my brand be able to use the content for my own website?

Videos of your product session will be live on ThisOldHouse.com for one year, and available for use on your own web site and digital platforms for as long as you want.

How will my brand be represented during the event?

In addition to the product sessions with This Old House experts, your brand will have a virtual exhibitor booth throughout the event to promote your company. The booth provides sponsors the opportunity to display company info, offer up brochures and sales materials, and meet face-to-face – or gather contact info for later follow-up — with interested attendees.

What data and reporting will my brand receive during and after the event?

The Product Showcase will take place on an industry-leading virtual events platform such that we can provide each partner with reporting of all attendees (and their contact info and engagement) to your session(s) and virtual exhibit booth.

Tap into the influencers *The Boston Globe* called “the rock stars of the home improvement industry.”



Contractor Jeff Sweenor, Carpenter Nathan Gilbert, Plumbing Expert Richard Trethewey, Painter Mauro Henrique, Host Kevin O'Connor, Contractor Tom Silva, Landscape Contractor Jenn Nawada, Mason Mark McCullough, Contractor Charlie Silva

Sponsorship packages are customized based on your goals, size and balance of trades and active remodeler audiences reached, guaranteed views, length of live session and video created, etc. Tell us what works for you, and we'll make it happen!

SPONSORSHIP BENEFITS

Guaranteed video views
(mix of trades and active remodeler audiences based on your goals)

Logo or Call Out in Ads, Eblasts & Newsletter Promotion

Dedicated Social Posts

Category Exclusivity

Rights to Content for Own Site

SPONSOR BOOTHS TO CONNECT WITH CUSTOMERS

Dedicated Sponsor Booth

Sponsor Info, Logo and Link

Document Downloads

Chat/Networking with Visitors

Detailed ROI Report with Data/Leads on Booth Visitors