Fall HOME SHOW EAST IDAHO

OCTOBER 8&9, 2027

FALL 2027 MEDIA KIT

How we market EIHGS

- *Radio Partners (Rich, Sandhills, Riverbend)*
- *East Idaho News*
- *Post Register*
- *Channel 8*
- *Lamar Billboards*
- *Mountain America Center Marketing*
- *Social Media*
- *Banners, Posters, Ticket Giveaways*
- *Vendor & Sponsor Shares*
- *Idaho Falls Magazine*
- *Community Calendars*
- *Media Press Releases*

OCTOBER
8&9TH

MOUNTAIN AMERICA CENTER
IDAHO FALLS, ID

INTERNATIONAL INSTITUTE OF MASSAGE THERAPY

BRIGGS STEEL
Manufacturing, Metal Roofing & Siding
BriggsSteel.com

LUCO PRINTS

bullfrog spas

idahofalls MAGAZINE

LOOKOUT CREDIT UNION

DaBella
Quality Begins at Home®

About The Presenter

ELITE EVENTS

WHAT WE DO: Elite has run successful events with KSL Classifieds, Bank of Idaho, Miss America Organization, Idaho Heart Foundation, Snake River Landing, IE Productions, African American Alliance Association, JRM Foundation, Idaho Kidney Center, and over 36 large expos under Kimberly's direction. Elite Events strives to be a springboard for businesses looking for an opportunity to brand themselves through events. Kimberly brings a unique style of directing and event planning to this business. All you have to do is meet her to see her zest for life and talent to execute success at her shows.

OUR MISSION: Elite Events is dedicated to extraordinary, community-favorite events with distinct and exhilarating activities, entertainment, and exceptional service. We believe every great event begins with exact planning, then is delivered by masterful organization, the developing of resilient relationships, and brilliantly precise execution.

KIMBERLY BRONSON
Kimberly is the owner of Elite Events & Elite Talent and Modeling Agency covering talent in Utah and Idaho. With over 28 years of experience in producing, directing, casting, executive planning, project management and marketing. Being connected in the community and the industry is her strength. Kimberly has her degree in Film Directing from Brigham Young University. She has booked actors, singers, and dancers in Disney, Warner Brothers, Cruise Lines, Films and Commercials in both New York and LA. She is a visionary corporate event planner. From expos, community events, corporate parties, ground breaking ceremonies, open houses, private events, galas, pageants, competitions and fundraisers.

Kimberly is married to her college sweetheart Mark Bronson and together they have 8 wickedly talented children and in-laws whom you often see by her side helping to run her events.

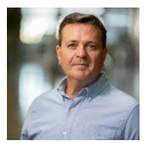
EVYNN BRONSON
Evynn Bronson has been with Elite Events since the onset. With insane organizational skills that help keep the set-up and production of events running smoothly, Evynn also bolsters a special ability to connect with individuals on a personal level to ensure success for all in participation at our events.

With experience in both local and federal politics, Evynn is currently based in DC, working in political development—gaining national expertise that supports Elite's efforts to enhance local experiences.

CAMERON BRONSON
Cam is a recent graduate from the J. Reuben Clark Law School (BYU), where he has honed his ability to analyze complex issues, craft persuasive messaging, and navigate high-stakes communications. His background in legal studies, research, and policy has provided him with a strong foundation for strategic public relations.

Prior to serving as Elite Event's Public Relations Manager, Cam worked as a Research Analyst in Washington, D.C., and as a Policy Analyst in Salt Lake City, gaining experience in media relations, stakeholder engagement, and public affairs.

As Public Relations Manager, Cam oversees Elite Event's communication strategy, ensuring clear and effective messaging to vendors, partners, and the public. His responsibilities include media outreach, brand management, and crisis communication, as well as drafting press releases, coordinating public statements, and facilitating social media engagement. He also works closely with Kimberly to develop promotional campaigns and enhance the company's public image.



MARK BRONSON
Mark has his MBA from Utah State, John Huntsman School of Business. By profession, he is a Supply Chain Risk Management Consultant. Mark has been involved with Elite Events from its conception. He assists with operations, tech, sound, lighting and vendor relations. You can usually find him close to Kimberly at events but not in the spotlight - he likes to stay behind the scenes. He is known as the Event "Firefighter" putting out any emergencies and fires before they spread!

WHY US?

Elite Events is the largest and longest running event company in Eastern Idaho. With thousands of people in attendance, our events are a staple of the Idaho Falls community.

VIP TREATMENT

Here at Elite Events you are the VIP. We do everything in our power to treat you and your staff like royalty. We often put your names into giveaways to receive free gifts and prizes. We provide treats and goodies throughout the events. We always have a vendor gift and strive to develop personal relationships with each person. You will have access to exclusive discounts and deals through us. We also provide motivation and training (when possible) to make your experience more fruitful. It matters to us how you are doing and if you are making money! We will bend over backwards to meet you and your team's needs.

NAME RECOGNITION

Elite Events has a brand that everyone in the community recognizes. When you say "East Idaho Home and Garden Show" people know exactly what you are talking about and where it will be held. Our events are widely attended and recognized because we have the brand that they recognize. When you come to an Elite Event, you know what you are going to get. Some consumers have been to our shows every year for over 10 years! Because of this, we are held to a higher standard. We are an honest, dedicated and trustworthy organization that puts you first. That's a promise you won't find anywhere else.

THE CONSUMERS COME TO YOU

You already have the marketing budget, why not use it on something that is your target audience? The audience that is coming into the event is coming to shop- they are going for you! They are coming specifically to find what you have to offer, so this audience is better than an audience triple its size that is not your demographic. It is becoming more rare that people are going out to shop. Which means less and less people are seeing your products in person than ever before. The benefit of an event with us is thousands of people will walk by your products in just two days. That's exposure that you couldn't get in any other setting! The direct sales you make that day are enough to warrant a booth space with us, but the leads you generate will be beneficial to your business for months afterwards.

A HISTORY OF SUCCESS

Our exhibitors are our priority, we have proven this time and time again. We do everything possible to ensure that the event is a worthwhile investment. One of our Home and Garden Show newest Vendors accrued over $100,000 worth of business just through the contacts they made at our show. This is just one example. Small businesses are able to get the base that they need to flourish, and our goal is to ensure that every dollar you put into the event, you will get back!

A LITTLE SOCIAL MEDIA GOES A LONG WAY

Along with the direct person-to-person exposure you get at our events, we also have a huge social media following. Between Mountain America Event Center, Elite Events, East Idaho News, Post Register and Chanel 8 we are reaching hundreds of thousands within our community through social media. As you associate your name in that online forum with Elite Events, tens of thousands of residents in the area get to see your logo, name, and Facebook page. In this digital age, that kind of exposure is invaluable whether you are a big business or a startup in your living room, we have the audience that you want. We have a consistent following on our social media sites that is not going away any time soon.

PROVEN RECORD

Our vendors are our priority, we have proven this time and time again. We do everything possible to ensure that the event is a worthwhile investment. Multiple vendors said they sold more at the East Idaho Home & Garden Show than any other show they have participated in. This is just one example. Small businesses are able to get the base that they need to flourish, and our goal is to ensure that every dollar you put into the event, you will get back!

STATE OF THE ART FACILITY

Holding this event in East Idaho, we want to elevate the experience for our vendors, sponsors and attendees. This year and into the future promises to be bigger and better than ever before, taking place at the Mountain America Center & Hero Arena in Idaho Falls, marking a momentous occasion for homeowners and gardening enthusiasts alike.

STRATEGIC COMMUNITY PARTNERS

The East Idaho Home & Garden Show has partnered with some of the leading local businesses in order to provide the best experience for all attendees. Bingham Healthcare, Bullfrog Spas, Strong Sheds, Camping World, The Gun Shop, KVO Cabinet, Pro Tech Fencing and Lookout Credit Union just to name a few. You know you'll be in good company to represent and grow your brand.

ADVERTISING POTENTIAL

How will this event be advertised?
Who will it reach?

HEAR US ON THE AIRWAVES
Tune in to your favorite radio stations as we take over the airwaves with exclusive sneak peeks, expert interviews, and exciting giveaways. Let the anticipation build as our vibrant radio spots bring the magic of the Home and Garden Show directly to your ears. This includes digital and traditional radio.

CAPTIVATING BILLBOARDS ON YOUR COMMUTE
As your target audience navigates the city streets, they will be captivated by our eye-catching billboards, showcasing the splendor that awaits at the Home and Garden Show. These larger-than-life visuals will be strategically placed across the region, turning every drive into a journey of excitement and inspiration.

FLY INTO THE EVENT WITH OUR FLYERS
Look out for our stunning flyers, fluttering into your hands and spreading the news about the Home and Garden Show. Packed with event highlights, exhibitor previews, and exclusive discounts, these flyers are your golden ticket to a world of home and garden wonders.

SOCIAL MEDIA EXPLOSION
Join the digital buzz! Our social media platforms will be buzzing with excitement, featuring behind-the-scenes peeks, interactive contests, and exclusive content. Follow us on Facebook & Instagram to stay connected with the latest trends and updates leading up to the big event.

EXCLUSIVE EMAIL BLASTS
Become an insider! Receive our regular email blasts directly to your inbox, keeping you in the loop with event news, special promotions, and insider tips. Join the community of over 45,000 members who are already gearing up for the Home and Garden Show experience.

POWERFUL PARTNERSHIPS WITH EAST IDAHO NEWS
We've teamed up with East Idaho News to bring you unparalleled coverage and exclusive features. Stay tuned to their channels for in-depth interviews, event highlights, and a firsthand look at the spectacular Home and Garden Show.

DYNAMIC DIGITAL BILLBOARDS AT THE EVENTS CENTER
Witness innovation firsthand with our state-of-the-art digital billboards at the events center. These dynamic displays will showcase the best our exhibitors have to offer, creating a visually stunning welcome for every visitor.

ADVERTISING OPPORTUNITIES DURING THE EVENT

GIVEAWAYS AND RAFFLES GALORE
Maximize your brand exposure by participating in our thrilling giveaways and raffles. Your business will be spotlighted, creating buzz and excitement among attendees eager to snag your offerings. Be the talk of the event with these unique opportunities to connect directly with your target audience.

RAFTERS BANNERS
Elevate your visibility with our exclusive rafter banners, strategically placed for maximum impact. Your brand will soar above the rest, catching the eyes of attendees from every angle. Seize this opportunity to make a lasting impression on the crowd as they explore the wonders of the Home and Garden Show.

PRIME VENDOR BOOTH LOCATIONS
Position your business for success by securing a prime vendor booth location. These high-traffic areas ensure that your products and services take center stage, drawing in curious visitors and potential customers. Capitalize on the foot traffic and turn your booth into a must-visit destination.

DIGITAL PROGRAM FOR ALL ATTENDEES
Be prominently featured in our event's digital program, available to every attendee. This a comprehensive guide will showcase your business alongside the event schedule, exhibitor list, and other essential information. It's an invaluable keepsake that ensures your brand stays top-of-mind long after the Home and Garden Show concludes.

RIBBON DIGITAL BOARDS THROUGHOUT THE EVENT CENTER
Illuminate your brand on our ribbon digital boards, strategically placed throughout the event center. With dynamic displays and eye-catching visuals, your message will captivate the audience as they navigate the Home and Garden Show. This modern advertising approach guarantees a memorable presence for your business.

COUNTLESS CUSTOMIZED OPTIONS
Unleash your creativity with a plethora of customized advertising options tailored to your business. From interactive displays to branded experiences, we offer limitless opportunities to showcase your products and services in a way that aligns perfectly with your brand identity. Stand out in the crowd with a customized approach that speaks directly to your target audience.

IGNITE YOUR BRAND PRESENCE
Don't miss out on the chance to elevate your brand at the Home and Garden Show. With giveaways, raffles, rafter banners, prime vendor booth locations, printed programs, ribbon digital boards, and countless other customized options, the possibilities for your business are endless. Seize this opportunity to shine and make a lasting impact on a captivated audience ready to explore, engage, and connect.

Package Cost

Advertisement Bundle ($395.00)

Have your business stand out with a full page program advertisement along with digital logo rotation on Mountain America Arena Jumbotron, Ribbon Boards & Concourse Monitors.

Community Sponsorships start at ($5,000.00)

Prime Booth Location, Program & Video Bundle, Social Media, Print Advertisement, Digital Advertisement , Radio, East Idaho News, Post Register, Channel 8)

Lets Work Together!

EAST IDAHO HOME AND GARDEN FALL SHOW

100+ VENDORS

2,000+ ATTENDEES

OCTOBER 8 & 9

Scan here for more information about the show!