

MODERN LIVING *expo*

Saturday–Monday
February 15–17

Friday–Sunday
February 21–23

.....
Exhibit One or Both Weekends!

During **Modernism Week**
in Palm Springs, California



2014
Prospectus
&
Exhibitor Kit



ModernLivingExpo.com

2014 MODERN LIVING EXPO PALM SPRINGS, CALIFORNIA

Saturday–Monday
February 15–17

Friday–Sunday
February 21–23

Show Hours: 10:00am–5:00pm

Move in/move out dates surround
each weekend.

“ I knew I was ‘cash-flow positive’ by Sunday of the first weekend. The public was demographically perfect: savvy, interested, friendly, and capable of purchasing higher-end products.”

— **Pete Walker**, Owner-Principal,
Proximity Kitchen System

The **MODERN LIVING EXPO** is a boutique style home show highlighting the very best and most cutting edge in modern home design and everyday living. The Expo includes smart home technology, green products & solutions, and the most beautiful ideas available in home finishes and furnishings. The MODERN LIVING EXPO will also showcase designers with thought provoking seminars and panels. You are invited to be an exhibitor in this exciting show.

The 2014 Expo takes place during **MODERNISM WEEK** in beautiful Palm Springs, California and will be located in a new highly visible location centered between the trendy Uptown Design district and Downtown Palm Springs.

→ FEATURING

2000+ Products

80+ Exhibitors

Over 10,000 square feet of exhibition space

Educational Seminars and Panel Discussions

Pre-Fab Home Showcase

Food Truck Pavilion with Live Entertainment

WHO

45,000+ Modernism Week Attendees

10,000+ Expected Modern Living Expo Attendees

Design Driven Consumers

Affluent Home Owners

Global Audience

Trade Professionals



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90% of our surveyed exhibitors rated our attendees as good to excellent!



2013 EXHIBITORS

- Hayman & Summers
- Patio Heaven
- Semi-Handmade & WhyRhymer
- Blu Homes
- Better Built Inc./Poggenpohl/Miele
- Herman Miller/Pivot
- Blu Dot
- Outside In Furniture
- Just Modern
- Modhue
- Woven Art
- Rever
- Cambria
- Flooring Innovations
- True Value
- Pelago
- KBC/Sub-Zero/Wolf
- Design Collaborations
- DirectTV
- Time Warner Cable
- Cerno
- Xgrass
- Verando Solar
- ADT Security
- USGBC
- WFOUR Design
- Urbio, LLC
- STOKKE
- Proximity Kitchen Systems
- Modology
- Green Leaf Doors
- Trespass Photography
- Guild's Nine
- Taylor Donsker
- Nandina Organics
- Portal Doors & Partitions
- Potted
- Modern Design Market
- Sips USA
- Lindal Cedar Homes
- MGS Landscape Companies
- Vanessa Gade Jewelry Design
- Claudia Endler Designs
- Design Mod
- VS America, Inc.
- Life Source Water Systems
- ISS Designs
- BKB Ceramics
- Big Ass Fans

“ Herman Miller and Pivot were proud to be a part of the Modern Living Expo in 2013. The MLE staff were fantastic and always had answers to our myriad of questions. We think the show met and exceeded all of our goals and made our entire Modernism experience rewarding. And getting multiple TV crews into our space didn't hurt either.”

— Ray Stombach, Pivot representing Herman Miller





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Reserve your space now!

contact: JOSH ZIPPERMAN
Press & Sponsorship
(760) 327-9708 ext. 24
josh@ModernLivingExpo.com

JIM GAZAN
Sales & Logistics
(213) 700-1352
jim@ModernLivingExpo.com

PRESS

The 2014 MODERN LIVING EXPO will deploy a broad media campaign consisting of print and web advertisements, e-blasts to design professionals and organizations, and media. The 2013 Expo received leading three day coverage in print and television media.

SPONSOR & MARKETING OPPORTUNITIES

The 2014 MODERN LIVING EXPO is an excellent venue to showcase your product or service to over 10,000 design savvy consumers and trade professionals.

For sponsorship opportunities or to build a marketing package, please contact josh@modernlivingexpo.com





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TESTIMONIALS

“ The Modern Living Expo brought in two new clients for us, which generated approximately \$200,000 in revenue. We are still in contact with numerous leads from the show that could potentially bring more sales. We were happy to be involved and plan on many more shows together ”

— **Mike Yakovich**, Showroom Manager, Better Built, INC representing Poggenpohl



“ Participating in the expo far exceeded our expectations. We sold more than enough to cover the costs. We made important connections with consumers, designers and press. The organizing team made it fun! ”

— **Jamie Simmons**, Co-founder, Outside/In Modern Outdoor Furniture



“ The MLE staff was a true pleasure to work with and curated an outstanding selection of vendors representing all aspects of modern design. It is a great addition to the line up of events during PSMW and the quality of consumer that came through really resonated with my products. I am already looking forward to participating next year! ”

— **Venessa Gade**, Owner, Venessa Gade Jewelry



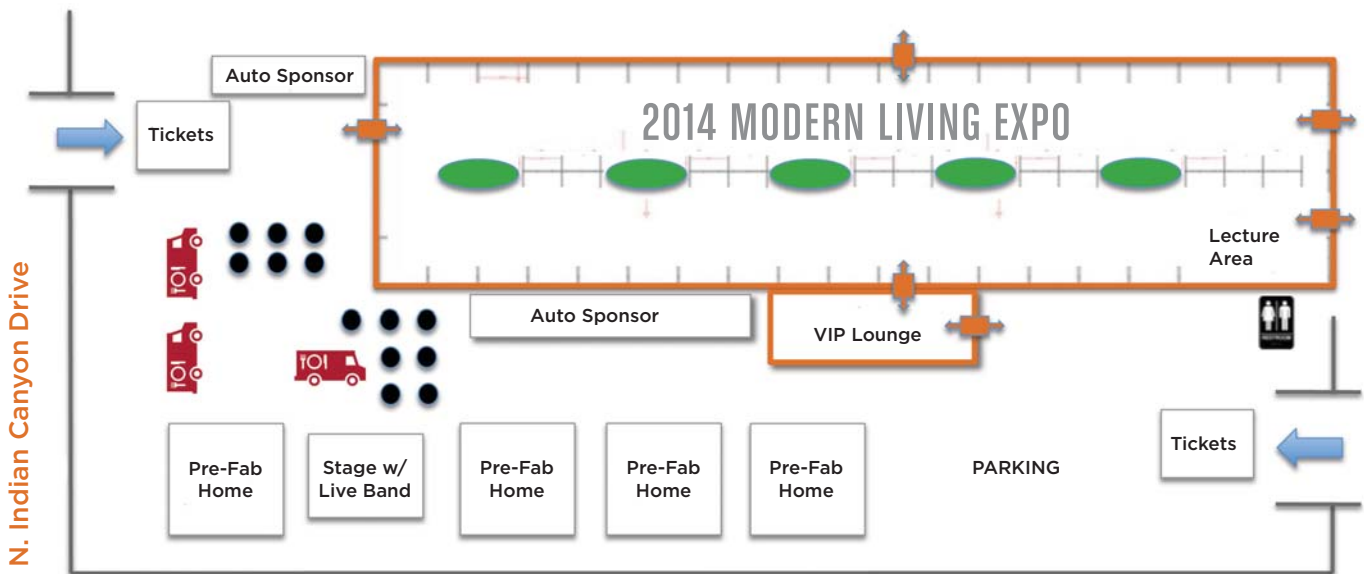
“ Great staff, friendly, helpful and a pleasure to work with. The ease of setup and tear-down a plus! ”

— **Brett Englander**, Co-founder and Director of Sales, Cerno Lighting

THE EXPO PAVILION



- Over 10,000 square feet of exhibition space
- Booth sizes : **10' x 4'** **10' x 10'** **10' x 20'**
- Special booth spaces and locations are available by request
- Exhibit One or Both Weekends
- Space includes 8' high, free standing, white, hard walls, with two 4' side walls with carpeted floor included.
- One 500w electrical outlet included, additional available upon request.
- Load-in/load-out available surrounding both weekends. Exhibitors for both weekends do not need to teardown booth in-between weekends.



10'w x 10'd Perimeter Booths & 10'w x 4'd Island Booths Shown on Diagram



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PALM SPRINGS





Registration

WEEKEND ONE

Sat.-Mon., February 15-17, 2014

WEEKEND TWO

Fri.-Sun., February 21-23, 2014

10' x 4'	<input type="checkbox"/> \$1,400 Both Weekends	<input type="checkbox"/> \$800 Weekend One only	<input type="checkbox"/> \$800 Weekend Two only
10' x 10'	<input type="checkbox"/> \$3,500 Both Weekends	<input type="checkbox"/> \$2,000 Weekend One only	<input type="checkbox"/> \$2,000 Weekend Two only
10' x 20'	<input type="checkbox"/> \$5,500 Both Weekends only		

Name : _____ Company : _____

Guest Attendee : _____

Address : _____

City / State / Zip : _____

Phone: _____ Cell: _____ Fax: _____

Email : _____

PAYMENT INFORMATION:

Check # _____ Make checks payable to: **Modern Productions**
 Mail with completed form to: 431 S. Palm Canyon Drive, Suite 206, Palm Springs, CA 92262

PayPal Visit online at **www.modernlivingexpo.com** & Fax completed registration form to (760) 327-9788
 Credit Cards will be processed via PayPal by Burke Rix Communications, LLC

Credit Card Fax completed form to (760) 327-9788

check one: Visa MasterCard Am/Ex

Card Number: _____ Exp. (MM/YY): ____/____ Security code: _____

Name on credit card: _____

Billing Address: _____

City / State / Zip: _____

Signature: _____ Total to be charged: _____