



## **2027 ROC Home & Garden Show & Sale**

**March 20 & 21, 2027**

### **Rochester Riverside Convention Center**

Thank you for your interest in joining us as a vendor for the 2027 show!

The 2027 ROC Home & Garden Show & Sale is shaping up to be our biggest and most impactful show yet—designed to help exhibitors gain greater visibility, generate more leads, and achieve stronger results. Through expanded marketing initiatives, enhanced attendance incentives, and improved exhibitor benefits, we are committed to delivering more value than ever before.

We hope you will join us for another amazing year!

The ROC Home and Garden Show and Sale is proudly produced by  
The Rochester Home Builders' Association.



#### **Exhibit Area Descriptions**

##### **Empire Hall- 2<sup>nd</sup> Floor**

Located on the second floor, Empire Hall serves as the primary exhibit hall for the ROC Home & Garden Show & Sale. This expansive space features higher ceilings, drive-in access, and loading dock availability, allowing for easier setup of large exhibits, vehicles, and custom displays. Empire Hall is the only exhibit area where approved hanging signs and banners may be suspended from the ceiling. Home to many of the show's largest and most impressive exhibits, Empire Hall also features the Design Showcase area and is widely recognized as the centerpiece of the event experience.

##### **Highland Ballroom- 1<sup>st</sup> Floor**

Located on the first floor and connected to the Galleria and Lilac Ballroom areas, the Highland Ballroom features 10' x 10' booths and larger exhibit spaces. This area offers convenient access to attendees and provides an intimate exhibit environment with lower ceiling heights. Highland Ballroom booths are ideal for exhibitors seeking a traditional booth setup on the main entrance level of the show.

##### **Galleria Exhibits- Lilac Ballroom**

Situated on the first floor near the Convention Center's main entrance, the Galleria features booth sizes beginning at 8' x 8' and larger equivalent spaces. With excellent attendee visibility and steady foot traffic, this area provides exhibitors with a prime opportunity to engage visitors as they enter and move throughout the show. Like the Highland Ballroom, the Galleria features lower ceiling heights and a welcoming, accessible exhibit atmosphere.

## **2027 Booth Types & Pricing**

### **Standard Booth**

Standard booths are located throughout the show floor and provide excellent exposure to attendees. These exhibit spaces are designated as Standard based on their location within the floor plan and are available in a variety of sizes.

### **Priority Booth (formerly Corner and End Cap Booths)**

Priority booths are designated premium exhibit locations offering enhanced visibility and increased attendee exposure. These locations may include end caps, prominent aisle locations, entrances, high-traffic intersections, or other featured placements throughout the show floor. Priority booths are selected based on their location and visibility, not solely on booth size.

**Want Members Only Pricing? Reach out to [Office@FindTheHomePros.com](mailto:Office@FindTheHomePros.com) for more details and information about joining the Rochester Home Builders' Association!**

| <b>Empire Hall<br/>2<sup>nd</sup> Floor</b> | <b>Member</b> | <b>Non-Member</b> |
|---------------------------------------------|---------------|-------------------|
| Standard 10x10                              | \$1400        | \$1800            |
| Standard 10x20                              | \$2400        | \$3100            |
| Priority 10x20                              | \$2600        | \$3100            |
| Priority 20x20                              | \$5250        | \$6800            |

| <b>Highland<br/>Ballroom</b> | <b>Member</b> | <b>Non-Member</b> |
|------------------------------|---------------|-------------------|
| Standard 10x10               | \$950         | \$1200            |
| Priority 10x20               | \$2050        | \$2650            |
| Priority 20x20               | \$4100        | \$5350            |

| <b>Galleria<br/>Exhibits</b> | <b>Member</b> | <b>Non-Member</b> |
|------------------------------|---------------|-------------------|
| Standard 8x8                 | \$850         | \$1100            |
| Standard 8x16                | \$1450        | \$1950            |
| Priority 8x16                | \$1600        | \$2050            |

**For larger or custom shaped booths, please reach out to us at [Info@FindTheHomePros.com](mailto:Info@FindTheHomePros.com)**

