

## Northwest Home Show hires MBT marketing

*by Bend Weekly News Sources*

The EVENT Group, the premier home show event producer in the Portland market, announced this week that MBT Marketing Communications, also of Portland, has been retained to manage media and special promotions for the company's spring and fall Northwest Home Show events. The EVENT Group, formerly known as M&M Productions, was reorganized in 2006.

"The EVENT Group remains the most experienced producer of home-related shows in the Portland area," commented Karen Siegle, president of The EVENT Group. "We wanted to join forces with a marketing group who has the same level of expertise and excitement for these events."

The account was awarded to MBT Marketing Communications after a limited agency review. MBT will develop promotions, manage media, and produce advertising for The EVENT Group. Maria Lahodny, account executive for MBT Marketing Communications, and her team bring more than 20 years of success in promoting premiere consumer events, including home, boat, RV and auto shows.

"We're excited to use our promotions experience to draw crowds for The EVENT Group and its exhibitors, especially given the quality of this spring's exhibitors," commented Lahodny. "It's our job to work with the show producer and exhibitors to develop promotions that will be unique, exciting, and beneficial to consumers. I believe that's been accomplished with this show's features."

The Spring Northwest Home Show will be held April 20-22 at the Oregon Convention Center, at a time of year when homeowners are ready to actually start their improvement projects. This all-inclusive show will feature a "Celebrity Stage" with hosts Susie Coelho of HGTV's *Outer Spaces* and Rebecca Kolls, gardening and lifestyle contributor to ABC's *Good Morning America*, and publisher of her own magazine *Seasons by Rebecca*.

Key features of this spring show will be a display of landscaped outdoor living spaces, a pavilion of "green" products and services, a bonsai garden, and a "Hip Shed" -- a quick backyard home office or studio solution. The addition of a food, wine, and beer pavilion, and live music during the evenings gives consumers even more reason to spend time at the event. The spring show's major sponsor is EarthAdvantage, with other sponsors including A-Boy Plumbing, JP Stone Landscape Construction, Crate & Barrel and Kitchen Kaboodle.

The EVENT Group produces consumer and trade show events, conferences and other special events. For more than 15 years, Siegle was the producer of the Home Improvement and Remodeling Show sponsored by the Oregon Remodelers Association.

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