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## SHOW TEAM DEPARTS FOR ANNUAL "FORTY STOPS" ROAD TRIP

July 27, 2011– Dallas TX – The Remodeling Show and DeckExpo marketing team takes off for the third annual "Forty Stops in Forty Hours" road trip August 1 through August 5, 2011, with stops planned for lumberyards, building material suppliers and association partners. The team gets behind the wheel to spend time in the field- from answering questions about the show to sharing the benefits of a Customer Appreciation Day and delivering flyers. "By putting a face on the show, we personalize the connection between the shows and contractors, suppliers and association chapter members. Also, by posting our trip on Facebook and Twitter beforehand, we are involving attendees in the route and then remain in touch with them since we 'tweet' stops as we go," said Amy Allen, Director of Remodeling Show, DeckExpo and JLC LIVE.

"We primarily serve residential construction professionals, however, we want the material suppliers and lumberyards to know we are here to serve them and can help them put together programs for strengthening relationships with their customers through our event," continued Allen.

The road trip begins in Milwaukee and Madison, Wisconsin and then concludes in Chicago and the surrounding areas. The tour is a grass-roots effort to build relationships with building material suppliers and lumberyards who serve the residential construction market, as well as to drive attendance from the dealers to the show itself. The 2011 Remodeling Show and DeckExpo will be held October 13 - 15 (conference begins October 12) in Lakeside Center at McCormick Place in downtown Chicago. Both events are owned and produced by Hanley Wood Exhibitions. Remodeling Show is officially sponsored by NAHB, NAHB Remodelers and *Remodeling* magazine. DeckExpo is officially sponsored by North American Deck and Railing Association (NADRA) and *Professional Deck Builder* magazine.

Customers who receive the flyer can take advantage of free three-day exhibit hall admission and discounted conference classes through September 15, 2011. Full conference schedules, detailed class descriptions and registration links are available at [www.RemodelingShow.com](http://www.RemodelingShow.com) and [www.DeckExpo.com](http://www.DeckExpo.com). For more information on a Customer Appreciation Day or to request flyers for your points-of-sale, call 972.536.6312 or email [kewis@hanleywood.com](mailto:kewis@hanleywood.com).

Follow the road trip @Remodeling\_Show or @DeckExpo on twitter beginning Monday, August 1, 2011.

### **About Hanley Wood**

Hanley Wood is comprised of four platforms: Business Media, which publishes more than 30 magazines, featuring Builder, Remodeling and Architect magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit [www.hanleywood.com](http://www.hanleywood.com).