

SPECIAL ADVERTISING SECTION

PRODUCT SPOTLIGHT

THE 2010 NEW PRODUCT PAVILION SHOWCASE

There's no better place than Indianapolis this month for remodeling, custom builders, residential architects and designers to meet face to face and exchange ideas.

The 2010 Remodeling Show comes to the Indianapolis with the unparalleled line-up of innovative products, information, tools, and services you've come to expect—including The New Product Pavilion.

From state-of-the-art tools to high-end appliances to cutting-edge window and door technologies and much, much more, the New Product Pavilion represents the very best of what the Remodeling Show has to offer.

Stay one important step ahead of your product-savvy customers—with this special showcase of hot new products from companies featured in the 2010 New Product Pavilion.

NMC Synthetic

Decorative Elements

Formed and cast with high-strength, non-combustible and zero-volatility decorative elements from NMC, the world's largest supplier of synthetic roofing. NMC offers synthetic slate and stone shingles and much more with the ultimate durability to heavy weather and every application. NMC provides you with some of the nation's most advanced roofing products at the lowest possible price. For more information, visit our website at www.nmc.com. Call 1-800-855-6666. Fax 1-800-855-6667. Email info@nmc.com. Website www.nmc.com.

Circle 100 or <http://remodeling.houma.com>

BlueLinx Corporation

Heritage 100™ Vinyl Siding, distributed exclusively by BlueLinx Corporation, is the leader in innovation that. Manufactured in the USA, Heritage 100 Vinyl Siding is the most advanced vinyl siding ever. It's made with a proprietary polymer composite that stands up to the effects of weather, plus a built-in rubber feet that shed dirt to ensure never maintenance up to 20 mph. Call 1-888-826-6262. Or visit www.blueline.com. Circle 100 or <http://remodeling.houma.com>



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The Remodeling Show New Product Pavilion

Issue: September 2010 **Remodeling**

hanleywood

Close: September 1, 2010
Cost: \$1,500 (net) print and in-person package.

An Advertising Opportunity, And Premium Exposure At The Show!

This year's Remodeling Show will be held October 27–30, 2010 in Indianapolis, IN. The New Product Pavilion will showcase some of the most exciting, innovative products in the business for the Show's 10,000+ attendees. And to complement your presence at the Show, REMODELING will also feature a special "New Product Pavilion" advertising section in the September issue tied to a unique floor opportunity.

The New Product Pavilion will be prime real estate for exhibitors looking to capture the attention of key decision-makers. Your product will get noticed — on site and back in the office. This one-two punch provides unmatched visibility, and serves as the perfect way to create industry buzz at this year's Show.

Your Show and In Print Package Includes:

- Inclusion in the New Product Pavilion on site for the duration of the show
- Signage in the Pavilion with company name, booth number and a short product description
- Inclusion in voting ballot for Best New Product of the Year
- 1/4 page full-color product showcase photo and write-up in the New Product Pavilion special advertising section in the October issue of REMODELING
- Free design and production for your 1/4-page submission

What We Need To Create Your Ad

Copy: Provide (via email) approximately 50 words of copy with headline, or send background materials and REMODELING's special projects staff will write the copy for you. Be sure to include a phone number and web address as contact information!

Art: Supply 1 image in digital format. Hi-res (300dpi), .eps, .tif, or .jpg files for Mac are required.

Email All Materials To:
Sarah Hamilton (Project Manager)
at s.hamilton30@comcast.net.

Material Deadline: September 1, 2010

Questions About Materials:
Call Sarah Hamilton (Project Manager) at 301.762.3056 or email to the address above.

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NMC Synthetic Decorative Elements

Express yourself with high-quality, low-maintenance and easy-to-install decorative elements from NMC, the world's largest supplier of synthetic molding. NMC offers moldings, chair rail, base boards and much more with four separate pricelines to fit every budget and every application. NMC provides you with none of the hassles associated with wood, but with all of the design possibilities you could imagine. More than decoration, NMC will save you time and money while creating a home as individual as you are.

Circle XXX or <http://remodeling.hotims.com>



BlueLinx Corporation

Heritage Hill™ Vinyl Siding, distributed exclusively by BlueLinx Corporation, is now available in Hampton Red. Manufactured in D4" Traditional Lap and D4.5" Dutch Lap, the product features superior color-hold properties that stand up to the effects of weather, plus a full rollover nail hem that allows it to attain wind resistance up to 210 mph.

Call 1-888-502-BLUE. Or visit www.bluelinexco.com

Circle XXX or <http://remodeling.hotims.com>

