renovate • create • decorate

ELEGANT HOME

FOOD & WINE EXPO



renovate • create • decorate food & Wine expo

WestWorld of Scottsdale Saturday & Sunday November 14 & 15, 2015







BACKYARD & LANDSCAPE







WINE SAMPLING

Radio Advertising Projected Media Campaign PROJECTED MEDIA CAMPAIGN

Includes Traffic Sponsorships, Commercial Spots and On-Air Ticket Giveaways

KOOL-FM (Classic Hits) KJZZ-FM (News/Jazz) KTAR-FM (News/Talk)

KFYI-AM (News/Talk) **KESZ-FM** (Adult Contemporary)

TV Advertising Projected Media Campaign NBC, CBS, ABC, FOX, METV, The CW and Cox Media TV

(PROJECTED MEDIA CAMPAIGN)

Broadcast/Cable Spots Reaching Homeowners and Food, Wine & Craft Brew Enthusiasts

KPHO-TV Channel 5 – CBS Morning News, CBS 5 News at 5 and 6 am, CBS This Morning, The Price is Right, Better, The Young and The Restless, CBS News at Noon, The Talk, People's Court, Inside Edition, CBS Evening News, Late Show With David Letterman

KPNX-TV Channel 12 - Today Show, 12 News Today, Kelly & Michael, 12 News At Noon, Arizona Midday, Days of Our Lives, Ellen, EVB Live, 12 News at 6, Extra, Dateline NBC, The Tonight Show With Jimmy Fallon

KNXV-TV Channel 15 – ABC 15 Mornings, Sonoran Living Live, The View, Good Morning America, The Chew, Judge Judy, General Hospital, Access Hollywood, ABC 15 News at 6 & 11pm, Jimmy Kimmel Live

KSAZ-TV Channel 10 / CW Channel 6 – Fox 10 Arizona Morning, The Wendy Williams Show, Fox 10 News at Noon, Dr. Oz Show, TMZ Live, Judge Judy, Fox News at Ten, How I Met Your Mother, The Middle, The King of Queens, Rules of Engagement

KTVK-TV Channel 3 – Good Morning Arizona, Your Life A to Z, The Meredith Viera Show, The Doctors, Steve Harvey, The Queen Latifah Show, Dr. Phil, Jeopardy! Wheel of Fortune, 3TV News

COX MEDIA - HGTV, BRAVO, FOOD, FOX, TRAVEL NETWORK, DIY and LIFETIME

Newspaper & Magazine Display Ads & Promotion PROJECTED MEDIA CAMPAGN

Arizona Republic including Main News, Valley & State, Food & Dining and Things to Do Scottsdale Independent, East Valley Tribune, and Lovin' Life After 50.

Banner Ads, E-Blasts and Social Media + VIP Tickets PROJECTED MEDIA CAMPAIGN

Internet includes thousands of targeted impressions on AZCentral.com, AZFamily.com, food blogs, wine blogs, Facebook, Twitter, Instagram and other social media sites VIP Tickets to Homes, Offices, Retail, Restaurants, Wineries, and Businesses









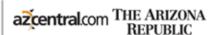












ELEGANT HOME

The Elegant Home, Food & Wine Expo is a truly unique setting of established vendors. Whether you wish to renovate, create, or decorate, our experts offer the ultimate dream home experience.

HOME IMPROVEMENT CATEGORIES:

interior design • meet the architects • home remodeling and renovation newest in kitchen designs and improvement windows and doors • cabinet tradesmen solar and energy efficiency • interior design meet the architects • home remodeling and renovation newest in kitchen designs and improvement plus much more

CRAFT BREWS

Home–Brewing 101
Craft Beer Pairings With Your Favorite Recipes
Seminars On How To Brew Your Own Beer From Home
Craft Brew Tastings: 11 am - 4 pm
Official Brew Line Up Begins August 1st

WINES

Food Pairings – What Wine With What Food Varietals 101 – \$5 or \$25; How To Select The Right Wine at The Supermarket Ask The Arizona Winemaker First 500 Each Day Receive A Wine Tasting Glass Wine Tastings: 11 am - 4 pm each day

GREAT TASTE

Experience all things tasty from local restaurant samplings to cooking demos. Shop for specialty gourmet food products to take home.

Experience the newest in chef recipes and demos:

- meet the chefs radio cooking hosts demos seminars
- free tastings with paid seven dollar admission (restrictions apply)
- · your best restaurant recipes · plus much more

ABOUT US

On the Edge Promotions, Inc. welcomes you to the Scottsdale Elegant Home, Food, and Wine Expo. Founded in 2004, On the Edge Promotions produces consumer and trade events in California, Nevada, and Phoenix, Arizona. Our staff is excited to bring their traditional home show knowledge and pairing it with a wine, food, and craft brew tasting experience.

For other consumer events please visit our show sites: lvhomeshows.com • lvcraftfestival.com • autohomeexpo.com • golfspaexpo.com





NOVEMBER 14 & 15, 2015 WESTWORLD OF SCOTTSDALE SCOTSDALE, AZ

Automotive Showcase Premium Vendor Location Wine, Craft Beer, Micro Brew & Specialty Food Vendors Home Remodel, Design & Landscape Vendors **Great Taste Zones**

Great Taste: Chef Zone	4
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420	321
418	319
416	315
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430	329
428	
426	327
424	325

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Zone 434	339
aolf Action	337
Golf 1	335

711	209	207	205	203	201
310	308	306	304	302	

320	221
318	219
•	215

	231
328	229
326	227
324	225

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236	
234	

GRAND PRIZE GIVEAWAYS!

ENTER TO WIN

342

SEMINAR AREA

234		236	240
135	137	139	141

210	111	
206	109	
	107	
204	105	
202	103	
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220	121
218	119
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230	n 7 - 131
228	Wine Association Showcase 127
226	Wine Assoc Showcase
224	125

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Local Rest

110
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128
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122

Local Restaurants Row	134 - 138
	132