

INTERNATIONAL BUILDERS' SHOW IN REVIEW

More than 60,000 building industry professionals turned up for the building industry's largest trade event, the 65th Annual IBS in Las Vegas January 20-23.

More than 1,600 companies exhibited at the 2009 International Builder's Show including two of Merlot Marketing's clients, Everpure and Eldorado Stone. Through diligent pre-show planning, a full interview schedule and a comprehensive media guide, these clients attained great success.

EVERPURE

This year's International Builder's Show was a great success for this leader in commercial-grade, residential water filtration systems which filters out 99% of bacteria, viruses, and other minerals, chlorine and contaminants. Exhibiting at the show for its second year, Everpure doubled its media meeting list from the previous year to a full 23 interviews over two days. Interviews were conducted with several major media outlets including *Better Homes and Gardens*, *Traditional Home* and *Sunset* magazine. Everpure was featured on the *Home Live* radio program while at the show and has already seen features on major trade publications *Builder*, *Remodeling* and *This Old House* websites. It was also selected as one of four green "finds" by *EcoHome*.

ELDORADO STONE

While 2008 was not the best year for the building industry, the 2009 International Builders' Show was full of life and building innovations. Eldorado Stone leveraged the opportunity with the unveiling of its new GemStone™ Walls, a world's first concept that introduces architectural stone veneer as a believable, attainable and purposeful solution to interior design.

Momentum from the 2008 PR campaign and buzz surrounding the new GemStone Walls drove media traffic to the Eldorado Stone booth with a 47 percent increase in editor attendance from last year's show.

Among the show highlights was an exclusive booth tour with the Editor-in-Chief of *Better Homes and Gardens*, a webcast for *House Beautiful*, and a 10-minute interview on *Home Live* radio to nearly one million listeners!



Brent Spann, VP of Marketing for Eldorado Stone and *Home Live* host, Carl Chambley