

# Hottest Trends for Home, Lifestyle, Building, Renovation, Repair, Kitchen, Bath, Outdoor & More!

## With TWO Industry Leading Voices on Air Together!!



HGTV Star, Celebrity Craftsman [Chip Wade](#) & 25 Year Home Improvement and Lifestyle Expert, [Kathryn Emery](#), are hosting unique ONE OF A KIND, lively, nationwide TV tours showing off the hottest HOME TRENDS everyone needs. They will both be on camera, discussing YOUR product, bringing it to LIFE with their energy and knowledge while entertaining and building brand awareness.

### PERSONAL MESSAGE FROM KAT & CHIP

This tour is unique as it has two hosts and is taped in a **“LIVE” Broadcast feel** from trade show floors! They are talking about HOME and LIFESTYLE products specifically, they can talk about a new or existing product, that fits into a great story about enhancing life and home. [SAMPLE](#) (note: Seasonal shot in pro lifestyle setting / studio)

Kathryn & Chip bring to life the products & services they talk about in an authentic, passionate way as industry leaders & seasoned TV hosts.

### Why This Tour Is Unique

- ✓ Two industry-leading hosts on-air together for a “LIVE” broadcast feel.
- ✓ Your product becomes part of a compelling narrative about enhancing life and home.

### What You Get

- ⌘ Nationwide TV Tour: 40+ TV/Online impressions in top 50 markets.
- ⌘ Guaranteed: 500+ MILLION TV / online views + Yahoo! & MSN syndication.
- ⌘ Trade Show Activation: Chip & Kathryn visit your booth for added exposure.
- ⌘ Social Media Boost: Dedicated posts, and content you can use on socials.
- ⌘ SEO Support: Additional 100K impressions through boost on YouTube.
- ⌘ Tracking & Reporting: Google tracking document with station links & hi-res clips.

### See for yourself

- [SAMPLE REPORT](#) from a trade show [SAMPLE REPORT](#) for a seasonal tour.
- Dedicated [Instagram](#) + Facebook post related to the TV segment – note Kathryn or Chip may choose your product for a stand alone Instagram Post/Story post

### [SAMPLE SOLO](#)

### Calendar

Q1 Trade Show: CES, KBIS, ISB, Inspired Home Show  
 Q1 Seasonal: Trends, Weatherization, Spring, Home & Lifestyle Health  
 Q2: Outdoor Living, Summer Trends, Prime Day, Projects  
 Q3: Fall, Seasonal, Energy, Safety, Halloween  
 Q4: Home Holidays, Winterize, Best of Year

### STORYTELLING with Kathryn Emery

[Kathryn Emery](#) is a vivacious **home improvement & lifestyle expert**, TV presenter, content strategist who exudes product knowledge, confidence, and energy. With two decades in-house telling stories for all categories at Home Depot, she knows how to communicate effectively to get products noticed by the right audience. [SIZZLE REEL](#)

### STORYTELLING with Chip Wade

[Chip Wade](#) has served as host, designer and executive producer on his Emmy Award Winning series, Elbow Room. And appeared on HGTV's Curb Appeal: The Block, Ellen's Design Challenge, HGTV's Showdown, HGTV's Design Star, HGTV's Wise Buys, Oprah, and CNN, FOX & Friends. [SIZZLE REEL HERE](#)

