

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Alamodome for three days of shopping at the **2019 San Antonio Fall Home & Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 361 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

17,178
Total Attendees

977 NEW
consumers signed up to
receive information from
us in the future.
Ask us how you can
communicate your
marketing message to
them year-round.



MORE THAN
16.3 MILLION
PAID MEDIA IMPRESSIONS
Leverage this exposure. Ask
us how you can provide prizes
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



95%
are homeowners



89%
are likely to attend again in the future based on their satisfaction with this year's show



1 in 3
plan to spend \$1,000-\$25,000 with an exhibitor in the next year



NEARLY HALF
have a renovation project budget between \$5,000-\$30,000



Voicing YOUR OPINION

"We had a wonderful experience at this year's event. The show keeps getting better and better. We get to experience first-hand how people react to our product demos, which is unforgettable! Looking forward to the next show!"

*Mario Higareda of
U.S. Jaclean*

"The show team and organization was great."

*Jay Franklin of
Allstate Insurance*

"Everyone was delightful to work with!"

*Grant Van Der Jagt of
Auto Fire Guard*

"The fall show was our first time exhibiting. We were very happy with our booth location and the success of the show. We are excited to come back!"

*Casey Granados of
Brick Paving Plus*

"Things went very smoothly."

*Dolly Holmes of
Tailored Living Featuring
PremierGarage*

EXHIBITOR SNAPSHOT

78%

rate their overall satisfaction with the show as excellent, very good or good

78%

are likely to exhibit at the show again in the future

**MORE
THAN HALF**

will definitely or are likely to recommend this show to another potential exhibitor

SPONSORSHIP



Looking for unique ways to gain additional exposure before, during and after the show? Contact Amanda Nelson at 512-368-6751 or amandan@MPEShows.com for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED



Any visitor who was not completely satisfied with the San Antonio Fall Home & Garden Show was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 17,178 visitors, we only received **2 requests for a refund.**

PROVEN RESULTS



We manage multiple shows in the same market and our research shows 96% of visitors are unique to EACH of our shows. If you are exhibiting in only one of our San Antonio home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$128,800! Plus, the show garnered more than 16.3 million paid impressions across a variety of mediums. Spreading these dollars across multiple media—television, radio, print, outdoor and online—ensured total saturation of the local market and drove thousands of attendees through the doors.



MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (4 pages)



ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



EMAILS



TV – Our strategy to secure top prime programs on WOAI, KENS, KSAT and Spectrum ensured attendees at the show who were eager to buy.

Outdoor – High-impact billboards in key locations commanded attention from a wide audience leading up to and during the show.

Direct Mail – Inserts in advertising circulars such as Money Mailer, ValPak and Ad Pages kept us top-of-mind in the weeks leading up to the show.

Print – We teamed up with the San Antonio Express to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites such as San Antonio Express gave us total saturation of the market.

Radio – Hundreds of thirty-second spots were heard across stations such as KONO, KCYY, KKYX, KAJA, WOIA, KQXT, Univision, Pandora and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

GET CONNECTED!



@SATXHomeShows
17,200 impressions



Home And Garden Events
106,016 fans



HomeShows
4,539 followers

CHANCE TO MEET MIKE ROWE!

Book your booth for a chance to meet Mike Rowe, Skilled Trades Advocate, creator and host of *Dirty Jobs* at the Minneapolis Home + Garden Show, Feb. 28-March 1, 2020!

GRAND PRIZE:

- Airfare for 2 to Minneapolis, MN
- Hotel for 2 nights
- Meet & Greet with Mike Rowe
- \$200 spending money
- VIP seats to Mike's presentation
- Admission to Paisley Park
- \$150 gift card to Oceanaire Restaurant

Deadline to enter is January 24, 2020.



Photo credit:
Michael Segal



Habitat for Humanity

In January 2017, Marketplace Events announced a partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$203,460 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 SAN ANTONIO FALL HOME & GARDEN SHOW



1. **Ty Pennington**, best known as host of the hit ABC series “Extreme Makeover: Home Edition” and the carpenter on TLC’s “Trading Spaces”, presented to big crowds on Saturday. Guests shared their home improvement ideas, and Ty gave them helpful tips and advice.
2. Guests toured the custom-built **Hobbit + Tiny Home** to experience how they can live with less space and fewer possessions.
3. The **Designer Rooms Showcase**, filled with bold new décor ideas created by students from the University of Incarnate Word, offered attendees inspiration.
4. Attendees enjoyed informative presentations from national and local celebrities and experts on the **Main Stage**. Topics included cookware and recipe demos, home remodeling, interior design, landscaping and more!

THANK YOU TO OUR SPONSORS & PARTNERS



Brick Paving Plus, Inc



Call today TO BOOK!



LAURA MARTIN
Exhibit Sales Consultant
210-430-9290
lauram@MPEshows.com



HANNAH GILBERT
Exhibit Sales Consultant
512-596-7468
hannahg@MPEshows.com



AMANDA NELSON
Show Manager
512-368-6751
amandan@MPEshows.com

SAVE THESE DATES!

20th Anniversary
HOME & GARDEN SHOW
— SAN ANTONIO —

FEBRUARY 28-MARCH 1, 2020
The Alamodome
SanAntonioSpringHomeShow.com

— 34th Annual —
HOME & GARDEN SHOW
— SAN ANTONIO FALL —



Presented By GSABA
OCTOBER 2-4, 2020
The Alamodome
SanAntonioFallHomeShow.com

MARKETPLACE | **EVENTS**