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











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

NEARLY HALF

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



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

Voicing YOUR OPINION

"We had a wonderful experience at this year's event. The show keeps getting better and better. We get to experience firsthand 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

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.



PRINT ADS SHOW GUIDE (4 pages)

TV - Our strategy to secure top prime programs on WOAI, KENS, KSAT and Spectrum ensured

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

attendees at the show who were eager to buy.

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.

MEDIA SAMPLES



BILLBOARDS

ONLINE ADS





Print - We teamed up with the San Antonio Express to promote the show with attentiongrabbing 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!



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

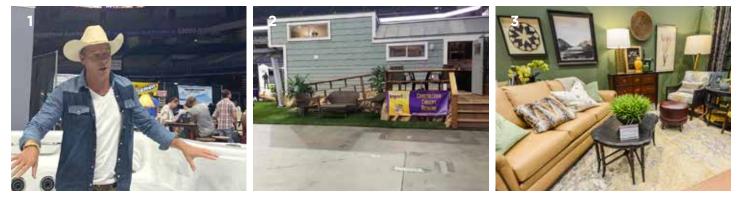




Habitat for Humanity

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.

SAN ANTONIO FALL

- 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!



MARKETPLACE EVENTS