

Holiday Shows

POST-SHOW REPORT 2018

Thousands of shoppers converged on our holiday shows. With money to spend, consumers eagerly walked the show to shop more than 250 booths per show and find the latest trends in apparel, jewelry, décor, seasonal gifts, gourmet foods and more! Here's a recap of the exciting marketplace these shoppers experienced.



2018 Christmas Gift + Hobby Show



2018 Des Moines Holiday Boutique



2018 Minneapolis Holiday Boutique



2018 Southern Christmas Show

— DES MOINES —
Holiday
 BOUTIQUE

Attendees per show 14,879
 Exhibitors per show 195
 Media spend per show \$97,000



Christmas
GIFT
 +HOBBY
SHOW

Attendees per show 48,915
 Exhibitors per show 373
 Media spend per show \$104,216



— MINNEAPOLIS —
Holiday
 BOUTIQUE

Attendees per show 28,800
 Exhibitors per show 281
 Media spend per show \$138,800



— KANSAS CITY —
Holiday
 BOUTIQUE

Attendees per show 42,239
 Exhibitors per show 309
 Media spend per show XXXX



12 DAYS OF CHRISTMAS



Southern
Christmas
Show.

Attendees per show 113,642
 Exhibitors per show 440
 Media spend per show \$175,000



Voicing YOUR OPINION

"What a great job you all did with marketing this year and bringing in huge numbers of customers to the show. So many came for the first time, or the first time in many years. I tip my hat to you all on your efforts, which paid off well. Many vendors, myself included, had better shows than the past few years. It was a nice change... nearly 25% uptick in sales over last year."

Tyler Grace, THE BELL COLLECTION

"We will continue to spread the word of how amazing the Minneapolis Holiday Boutique show was and how excited we are to book for next year! Thanks again for being so good to us and running such an awesome event! We cannot tell you enough how amazing all your staff was throughout the whole show!"
Laurissa Wendling, OH DEER CHILDREN'S BOUTIQUE

"A fun event for both exhibitors and customers! This provided a great opportunity for us to interact with customers and hear what they are looking for."
Amy Austin, AMY LEA 'N ME

"I was very pleased with my booth location—so much so that I have reserved a larger spot in the same location for next year!"
Sr. Cathleen Timberlake, OSB MONASTERY SCENTS

"We were very impressed with the advertising used for the show, as well as the clear and thorough vendor logistics distributed before the event."
Elizabeth Carman, BEZA THREADS

"I loved the show and the show team! I would love to exhibit next year."
Julia Anne Cooper, PEARLS FOR GIRLS



Getting the WORD OUT

Our strategic marketing initiatives garner millions of impressions across multiple media outlets. These outlets include both tradition and unconventional mediums such as television, radio, print, outdoor, online and many more. With a unique approach, our individual local market saturation drives thousands of attendees through the doors of each one of our shows.

Media SAMPLES

POSTER



EMAIL



ADMISSION TICKETS



ONLINE ADS



ONLINE ADS



Attendees

- 78% of attendees are likely or somewhat likely to attend the show again next year
- 78% are very likely or likely to tell a friend about the show
- 84% spent between 1 and 4 hours shopping
- 86% attended the show with a family member or friend



WE'VE GOT YOU COVERED!



DES MOINES

NOV. 1-3, 2019

Iowa Events Center

DesMoinesHolidayBoutique.com

SHANNON NATHE

Show Manager

515-244-5456

shannonn@MPeshows.com



INDIANAPOLIS

NOV. 6-10, 2019

Indiana State Fairgrounds
West Pavilion

ChristmasGiftAndHobbyShow.com

HEATHER NEWSOM

Show Manager

317-705-8719, ext. 21

heathern@MPeshows.com



MINNEAPOLIS

NOV. 8-10, 2019

U.S. Bank Stadium

MinneapolisHolidayBoutique.com

JULIANNE SPARGO

Show Manager

952-933-3850, ext. 116

(Alpha P-Z)

juliannes@MPeshows.com



CHARLOTTE

NOV. 14-24, 2019

PREVIEW NIGHT

NOV. 13, 2019

The Park Expo and
Conference Center

SouthernChristmasShow.com

JENNIFER WALLIN

Show Manager

704-916-5000, ext. 101

jenniferw@MPeshows.com



JOHNSON COUNTY

NOV. 14-17, 2019

Overland Park
Convention Center

KCHolidayBoutique.com

MARC GARY

Show Manager

855-931-7469, ext. 307

marcg@MPeshows.com



SUBURBAN DETROIT

NOV. 15-17, 2019

Suburban Collection
Showplace

DetroitHolidayBoutique.com

JEAN SUKYS

Show Manager

888-248-9751, ext. 114

(Alpha R-Z)

jeans@MPeshows.com

**More unique
shopping
experiences.
More sales for
your business.
Ask us about our
Holiday shows in
these great cities!**



MARKETPLACE EVENTS
Largest Home Show Producer in North America