

ST. PAUL HOME & PATIO SHOW



FEBRUARY 14-16, 2020
Saint Paul RiverCentre

Spring Into St. Paul

We've got big plans for the **2020 St. Paul Home + Patio Show**, February 14-16! Local celebrity appearances, exciting features and stage presentations will draw big crowds to the **Saint Paul RiverCentre**. There's no better place to connect with thousands of qualified homeowners in a face to face setting. Be here when they are ready to buy from you.



WHAT TO EXPECT IN 2020:

- Incorporating St. Paul landmarks and activities into features.
- Partnering with local organizations to showcase the best St. Paul has to offer.
- 34 booths/3,400 square feet added in the Lobby to attract consumers.
- Updated floor plan with Garden Stage in Lower Wilkins.
- Creating a Garden/Farmers Market, where attendees can shop for must-have garden products.
- Valentine's Day consumer promotions.
- New consumer and exhibitor discount parking lot partnerships.



Photo credit: Visit Saint Paul

CONSUMER SNAPSHOT

95%

attend with a project in mind

94%

are homeowners

74%

attend with a spouse or partner -
meet BOTH decision makers

29%

have a budget of \$10-30K
for home renovation projects

\$118,519

Higher than average
household incomes

CONSUMER COMMENTS:

"The St. Paul Home + Patio Show is definitely worth going to.
The Home Shows are the best!"

Leslie, US NAVY VETERAN

"My family and I had a great time learning about the different ways to
improve our home at the St. Paul Home + Patio Show. We were able to
attend the show and find a company to help replace our windows. Also,
my kids had a blast at the Kid Zone!"

William-Joseph

EXHIBITOR COMMENT:

"We always look forward to the St.
Paul Home + Patio Show. The show
team did a great job for the first year."

*Scott Solomonson,
LIVING SPACE LANDSCAPES*

DRIVING TRAFFIC TO THE SHOW NEW FOR 2020 ADVERTISING

- Advertising to 225,000 print & digital readers with the White Bear Press
- Adding several digital billboards in the East Metro
- Advertising on the St. Paul Chamber of Commerce website

**WE SPEND MORE THAN \$158,000 ON MEDIA AND PUBLIC RELATIONS,
WITH MORE THAN 20 MILLION PAID IMPRESSIONS ACROSS ALL MEDIUMS.**



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FEB. 15-17
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architect John Gidding of J.C. Gidding & Co. or a local
designer. The show on Feb. 15 & 16.

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STARTS TOMORROW!
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TV – We secure top prime programs on WCCO, FOX9, KSTP, KSTC and Cable.

Radio – Listen for hundreds of thirty-second spots across KDWB, WCCO-AM, KOOL108, KQRS, KS95, Cities 97 and MyTalk. Plus, on-air contests and ticket giveaways all contributing to traffic.

Print – We've teamed up with Star Tribune, Pioneer Press and Northern Gardener to promote the show with attention grabbing ads and distribution of our show guide.

Online – Our digital presence on multiple websites gives us total saturation of the market.

- 44,683 Website Page Views (3 months)
- 15,795 Website Unique Visitors (3 months)

Outdoor – Clear Channel Billboards (static & digital) & Metro Transit Bus ads.

DON'T MISS OUT ON GROWING YOUR BUSINESS! CALL TODAY!



JULIANNE SPARGO
Show Manager
952-933-3850, ext. 716
julianne@MPeshows.com