

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Indiana State Fairgrounds for ten days of shopping at the **2019 Indianapolis Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 467 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

80,840
Total Attendees

86,180 NEW
visitors browsed our
show website in the 90 days
prior to the show.

Web banners are available
at a low cost to put YOU
in front of this powerful
and huge online audience.

3,461 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
27
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



94%
are homeowners



86%
are likely or somewhat likely to attend the show in the future



75%
plan on completing a project



77%
attend with a spouse or partner (meet both decision makers)



Voicing YOUR OPINION

“Great show, serious visitors, friendly show team, great facility. I love the show look forward to next year!”

*Barbara Capehart of
Caphart Landscape
and Design*

“The Indianapolis Home Show is the best place in January to interact with real customers that are interested in purchasing in the same year. It helps jumpstart our year and we love it!”

*Tammy Goff of
Mainstyle Flooring*

“The overall show was a successful endeavor! Sales, leads and parties booked met our expectations!”

Sherry Feasel of Norwex

EXHIBITOR SNAPSHOT

85%

rate their overall experience working with the show team as excellent, very good or good

75%

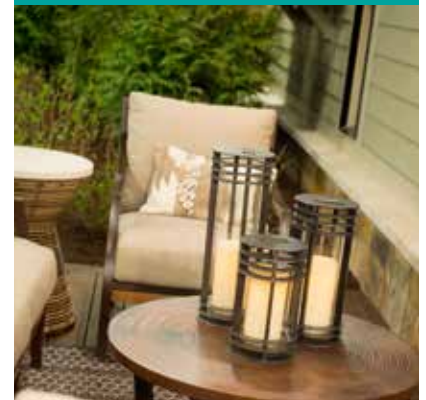
rate the show's consumer advertising campaign as excellent, very good or good

73%

rate their overall satisfaction as excellent, very good or good

73%

will definitely or are likely to recommend the show to another potential exhibitor or colleague



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 604-639-2288 or jillk@MPEshows.com for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Indianapolis Home 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 80,840 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 Indianapolis home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$239,000! Plus, the show garnered more than 27 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 (48 pages)



EMAILS



TV – Our strategy to secure top prime programs on WTHR, Comcast and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WFMS, WIBC, WJJK, WLHK, WTTS, WYXB, WZPL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Indianapolis Star, Reach Magazine, Neighborhood Source and TheHomeMag to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@HomeShowIND
107,200 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

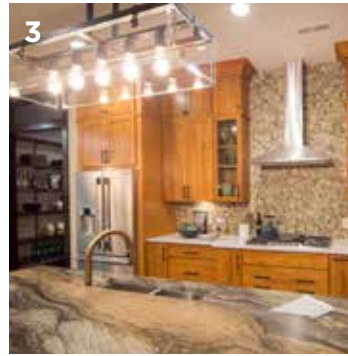
- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



Habitat for Humanity

In January 2017, Marketplace Events announced a new 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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 INDIANAPOLIS HOME SHOW



1. **Vern Yip** of TLC's "Trading Spaces" shared his expertise and insider design secrets for transforming living spaces that are both beautiful and functional.
2. **John Loecke** and **Jason Oliver Nixon** of **Madcap Cottage** entertained and educated crowds with advice on how to incorporate fun and whimsy into interior design and home décor projects.
3. The **Centerpiece Home**, constructed by Davis Homes with interiors designed by Shelby Rouse from Luxe Home Interiors and landscaping courtesy of Calvin Landscape, attracted long lines of attendees eager to see this impressive structure.
4. Visitors needing a place to rest and recharge during their visit stopped by the **Unilock Corner Beer Garden**. Designed and constructed by Precision Cut Lawn Service, the beer garden allowed attendees to enjoy a variety of craft beers and domestics in a cozy patio-like retreat before heading out to shop the aisles again.
5. **Marion County Special Olympics** staffed our coat check and raised \$1,988 in donations!
6. Visitors looking for the latest design and home décor trends explored the **Designer Cottage** for ideas and inspiration.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

INDIANAPOLIS
HOME SHOW
— SINCE 1922 —

JANUARY 17-26, 2020
Indianapolis State Fairgrounds
IndianapolisHomeShow.com

INDIANA
FLOWER + PATIO SHOW

MARCH 14-22, 2020
Indiana State Fairgrounds
IndianaFlowerAndPatioShow.com

Call today TO BOOK!

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