

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Dulles Expo Center for three days of shopping at the **2018 Home + Remodeling Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 274 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

19,090
Total Attendees

18,481 UNIQUE

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.

701 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

13.8

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%

are planning a project



92%

are homeowners



87%

spend between 1-4 hours at the show



75%

are travelling between 1-30 miles to come to the show



Voicing YOUR OPINION

"I am truly impressed with the Marketplace Events Dulles Team! They work so hard to make the event one of the best events (of over 500 events) we do. Working with Rachel and Jean, and the teams before them have been an absolute pleasure, and they always try to help me achieve my goals! Thank you so much Marketplace Events!"

*Andy Hill,
Homefix Custom Remodeling*

"We have attended the Home & Remodeling Show at the Dulles Expo since the mid 90's. This show was one of the best ones in many years. Very well attended and most of all our potential clients seemed to have realistic budgets and were ready to move forward with the process to get their projects started as soon as possible."

*Glen Miracle,
NVS Kitchen & Bath*

"This was a great home show! Well attended! Great booth location! Great Exhibitors! Personnel was so kind and helpful! Can't wait 'til next month's show!"

*Pam May,
Shenandoah Shutters*

EXHIBITOR SNAPSHOT

100%

of exhibitors rated their experience working with our show team as "excellent" or "very good"

86%

will definitely or are likely to exhibit at the show again in the future

85%

of exhibitors rated their overall satisfaction with the show as "excellent", "very good" or "good"

85%

rated their satisfaction that the show met their reasons for exhibiting as "very satisfied" or "somewhat satisfied"



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 Home + Remodeling 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 19,090 visitors, we only received **3 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 Capital Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$181,000! Plus, the show garnered more than 13.8 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 (16 pages)



EMAILS



TV - Our strategy to secure top prime programs on WRC, WJLA, 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 WASH, WRQX, WAMU, WTOP and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Washington Post to promote the show with attention-grabbing ads.

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

Direct Mail - Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show.

ADMISSION TICKETS



POSTER



ONLINE ADS



@capitalshows

- **37,338** impressions
- We cannot wait to see everyone @ capitalhomeshows on 1/19 and 1/20! We will be at the #dullesexpocenter giving home renovation talks and taking a lot of pics with everyone! *Tweeted by The Cousins to their 28,416 followers*



Home And Garden Events

- **102,681** fans
- Come see us @ the #dullesexpocenter today @ 3:00 p.m. and then tomorrow 1:00 p.m. & 4:00 p.m. We want to see all our Virginia fans!! @homeshows *Posted by John Colaneri to his 40,213 followers*



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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2018 HOME + REMODELING SHOW



1. Being handy runs in their family. HGTV's "Kitchen Cousins" **Anthony Carrino** and John Colaneri showed attendees how to transform a space to take the next steps for their own kitchen renovations.
2. **Design Home** - Guests experienced at-home comfort in the custom built Design Home. They toured the 1,400 sq. ft. home featuring 2018's latest trends in design and décor, found fresh new ideas in custom cabinetry, furniture, home décor and eco-friendly building options and interacted with new products.
3. **Family Day** - On Sunday, January 21, families enjoyed unique make it take it workshops, face-painting, and other kid friendly activities to enjoy!
4. Attendees got their hands dirty this year with our free hands-on **Make It, Take It** workshops presented by Stylish Patina. Participants learned directly from the experts, tested new products and took home their own creation in this interactive feature at the Home + Remodeling Show.
5. The **"Get Wired"** lighting feature dished out "how to" instructions on turning an everyday item into a one of a kind light. Lights were made from wire frames, apple baskets, vintage buckets...and more!
6. Moss Building & Design demonstrated an unparalleled design experience at the show: **MOSS 360**. This tool helped homeowners envision their new remodel before construction begins with a realistic experience like none other.

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FURNITURE



sleep number.

stylish patina
cottage • modern • life



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YOU TO OUR HERO
DAY SPONSOR



Call today
TO BOOK!



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SAVE THESE DATES!

**CAPITAL
HOME
SHOW**

SEPTEMBER 21-23, 2018
Dulles Expo Center—Chantilly, VA
CapitalHomeShow.com

**HOME
+REMODELING
SHOW**

JANUARY 18-20, 2019
Dulles Expo Center—Chantilly, VA
HomeAndRemodelingShow.com

**CAPITAL
REMODEL
+GARDEN
SHOW**

FEBRUARY 22-24, 2019
Dulles Expo Center—Chantilly, VA
CapitalRemodelAndGarden.com

MARKETPLACE | EVENTS