

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center for three days of shopping at the **2019 Home + Remodeling Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 275 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

19,472
Total Attendees

26,444 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.

682 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
17.9
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



92%
are homeowners



81%
plan on completing a project



68%
attend with a spouse or partner (meet both decision makers)



Voicing YOUR OPINION

"The show was a great experience and brought brand awareness to our business."

*Rob Russel of
Servpro of Mclean*

"Everyone one on our team thought the quality of the potential clients coming into our booth was really good this year. People seemed to understand that paying more for a quality company to partner with them to achieve their dream home project was worth the investment."

*Glen Miracle of
NVS Kitchen & Bath*

"We are thrilled at the results we had in exhibiting at the Home + Remodeling Show. The fellow exhibitors were friendly and the show staff was absolutely exceptional! We already have connections made from people attending the show and look forward generating sales from the prospects we met and working with our fellow exhibitors through referrals."

*Thomas Gothel of
Pennsylvania Sawmill
Company*

EXHIBITOR SNAPSHOT

95%

rate move-in and move-out as excellent, very good or good.

90%

will definitely or is likely to recommend this show to another potential exhibitor or college.

85%

will definitely or is likely to exhibit in the future.



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 19,472 visitors, we only received **1 request 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 an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$178,200! Plus, the show garnered more than 17.9 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 WTTG, WRC, WJLA, Cable 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, WBIG, WMZQ, WIAD, WMAL, WRQX, WTOP, WINC-FM, Pandora and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the NoVA Magazine, Arlington Magazine, Posh 7, Washington Post and Metro Weekly 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



BUS TAILS



ONLINE ADS



GET CONNECTED!



@CapitalShows
29,500 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 HOME + REMODELING SHOW



1. Our **Refined Design Rooms** helped attendees experience the latest in home décor trends. From paint color for walls to furniture for every room, this environment sparked inspiration among consumers.
2. Our new **Tiny Homes** provided innovative ways to make small homes functional and stylish. Tiny Homes aren't just about looking cute, they're part of a growing movement that promotes sustainable living and are popping up across the country.
3. **John Gidding** of TLC's "Trading Spaces" appeared on the main stage and shared expert advice and personal tips and tricks for remodeling, home improvement, design ideas and much more.
4. **Tyler Wisler** of HGTV's "Design Star" appeared on the main stage. He discussed the latest trends, demonstrated a DIY project, and entertained the crowd with his expertise.
5. Attendees got creative and made something new their homes at our **Make-It, Take-It Workshop Series**. Working directly with local designers, artists and crafters showcasing what's hot in DIY for 2019. Attendees got their hands dirty, asked questions, and test new products with the experts.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

**CAPITAL
HOME
SHOW**

SEPTEMBER 20-22, 2019
Dulles Expo Center—Chantilly, VA
CapitalHomeShow.com

**HOME
+REMODELING
SHOW**

JANUARY 17-19, 2020
Dulles Expo Center—Chantilly, VA
HomeAndRemodelingShow.com

**CAPITAL
REMODEL
+GARDEN
SHOW**

FEBRUARY 21-23, 2020
Dulles Expo Center—Chantilly, VA
CapitalRemodelAndGarden.com

Call today TO BOOK!



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