

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Cobb Galleria Centre for three days of shopping at the **2018 Fall Atlanta Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 235 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

18,150
Total Attendees

41,548 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.

346 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
14.2
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



90%
are homeowners



80%
are likely or somewhat likely
to attend the show again



74%
attend with a spouse or partner
(meet both decision makers)



Voicing YOUR OPINION

“Our decision was very late, one day before the show, and the team was a great help in getting everything arranged for us to participate.”

*George Willison of
Wymans Best*

“The team is very helpful, and we loved working with them.”

*Malcom White of Magnum
Gutters & Metal Roofing*

EXHIBITOR SNAPSHOT

71%

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

64%

will definitely recommend or are likely to recommend the show to other potential exhibitors

1 in 2

rated the quality of attendees at this year's show as excellent, very good or good

MORE THAN HALF

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



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 Fall Atlanta 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 18,150 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 Atlanta Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$150,000! 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 WXIA, WSB, WAGA, 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 WSRV, WSB, WSB, WUBL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Atlanta Journal Constitution and Marietta Daily Journal 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



BILLBOARDS



ONLINE ADS



@AtlantaHomeShow
19,200 impressions



Atlantahomeshow



Home And Garden Events
105,152 fans

Thank you so much to the Fall Atlanta Home Show for having me and a HUGE THANK YOU to the four amazing women who won the auction for these 4 cutting boards in support of @brookwood_in_georgetown @Cobb County, Georgia
Posted by Brett Tutor to his 1,066 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 FALL ATLANTA HOME SHOW



Brett Tutor — the newest carpenter on TLC's Trading Spaces and previously seen on Discovery Channel's hit show Treasure Quest was onsite to share his tips on new building methods and materials, energy efficiency and the future of home building.



Outdoor Living Expo — Guests were able to stroll through the the outdoor living expo and experience landscaped gardens, hardscapes, firepits, pavers, outdoor furniture and so much more!



The Landscape Doctor — Homeowners were able to bring in a small sample of their soil with a photo of their design area and have the experts teach them how to keep their soil healthy and create a beautiful area.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!



FEBRUARY 8-10, 2019
Infinite Energy Center
NorthAtlantaHomeShow.com



MARCH 22-24, 2019
Cobb Galleria Centre
AtlantaHomeShow.com



SEPTEMBER 27-29, 2019
Cobb Galleria Centre
FallAtlantaHomeShow.com

MARKETPLACE | EVENTS

**Call today
TO BOOK!**



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