

# POST-SHOW REPORT 2019



## ATLANTA HOME SHOW

### **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on the Cobb Galleria Centre for three days of shopping at the Fall **2019 Atlanta Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 257 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**17,424**  
*Total Attendees*

**13,958** 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.

**457** 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**  
**15.9 MILLION**  
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask  
us how you can provide prized  
and receive promotional media  
inclusion and the opportunity  
to grow your database.

## VISITOR SNAPSHOT



**88%**  
have a project  
in mind



**83%**  
plan to spend up  
to \$25,000 with an  
exhibitor from the  
show within the next  
12 months



**78%**  
are likely or somewhat  
likely to attend the  
show again



## Voicing YOUR OPINION

"The show was great! We have had a large island booth for the past thirty plus years, which has been amazing for us and our display. You have a great team working for you."

*David Simmons of  
Jennifer's Glasswork*

"Great show!"

*Morgan Barrett of  
Bath Express*



## EXHIBITOR SNAPSHOT

**76%**

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

**71%**

rate their overall  
satisfaction as  
excellent, very  
good or good

**65%**

are very  
satisfied that  
the show  
has met their  
expectations

**65%**

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

### SPONSORSHIP



Looking for unique ways to gain additional exposure before, during and after the show? Contact Mark Levine at 770-776-2616 or markl@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 17,424 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 an entire audience of customers!

## GETTING THE WORD OUT

Advertising spend topped more than \$151,000! Plus, the show garnered more than 15.9 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



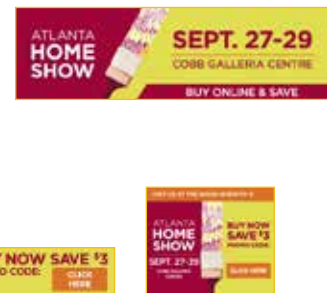
### SHOW GUIDE (8 pages)



### ADMISSION TICKETS



### BILLBOARDS



### EMAILS



### ONLINE ADS



**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.

**Outdoor** – High-impact billboards in key locations commanded attention from a wide audience leading up to and during the show.

**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.

**Radio** – Hundreds of thirty-second spots were heard across stations such as WSRV, WSB, WUBL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

## GET CONNECTED!



@AtlantaHomeShow  
21,100 impressions



Home And Garden Events  
106,016 fans



HomeShows  
4,539 followers

## CHANCE TO MEET MIKE ROWE!

Book your booth for a chance to meet Mike Rowe, Skilled Trades Advocate, creator and host of *Dirty Jobs* at the Minneapolis Home + Garden Show, Feb. 28-March 1, 2020!

### GRAND PRIZE:

- Airfare for 2 to Minneapolis, MN
- Hotel for 2 nights
- Meet & Greet with Mike Rowe
- \$200 spending money
- VIP seats to Mike's presentation
- Admission to Paisley Park
- \$150 gift card to Oceanaire Restaurant



Photo credit:  
Michael Segal



## Habitat for Humanity

In January 2017, Marketplace Events announced a 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 \$203,460 to support Habitat for Humanity plus additional dollars through many local initiatives!

## FALL 2019 ATLANTA HOME SHOW



1. **Ty Pennington**, formally of “Extreme Makeover: Home Edition Revival” and currently of TLC’s “Trading Spaces,” was live on stage Sunday sharing his home improvement tips and tricks. Crowds flocked to his presentation to hear what he had to share.
2. Shoppers enjoyed lively presentations all weekend on the **PMCPros Home Show Stage**. Many presentations included experts such as, Walter Reeves, Stan Aldridge, Dave Baker and so many more! With a packed stage schedule, guests were thrilled with all the advice they received.
3. Guests were drawn to the expansive outdoor living space, **Outdoor Oasis, created by Georgia Landscape, Tuff Shed and He Shed She Shed Inc.** Lush planted borders, hardscaping and custom-designed outdoor furniture and sheds were just some of the outdoor.

### THANK YOU TO OUR SPONSORS & PARTNERS

Belgard  
Georgia Landscape  
Greater Atlanta Home Builders  
Association  
He Shed She Shed  
Infinity Massage Chairs

MyHome Improvement  
NARI  
News 95.5  
NLB Furniture  
PMCPros  
Reliable Heating & Air

Sleep Number  
The Home Depot  
Tuff Shed  
University of Georgia:  
Extension Cobb County

### SAVE THESE DATES!

NORTH ATLANTA  
**HOME  
SHOW**

**FEBRUARY 7-9, 2020**  
Infinite Energy Center  
NorthAtlantaHomeShow.com

ATLANTA  
**HOME  
SHOW**

**MARCH 20-22, 2020**  
Cobb Galleria Centre  
AtlantaHomeShow.com

ATLANTA  
**HOME  
SHOW**

**SEPTEMBER 11-13, 2020**  
Cobb Galleria Centre  
FallAtlantaHomeShow.com

### Call today TO BOOK!



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