

# POST-SHOW REPORT 2019



NORTH ATLANTA

**HOME  
SHOW**

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

Thousands of homeowners converged on the Infinite Energy Center for three days of shopping at the **2019 North Atlanta Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 179 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**9,179**

*Total Attendees*

**53,774** 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.

**1,506** 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

**5.3**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**97%**  
are homeowners



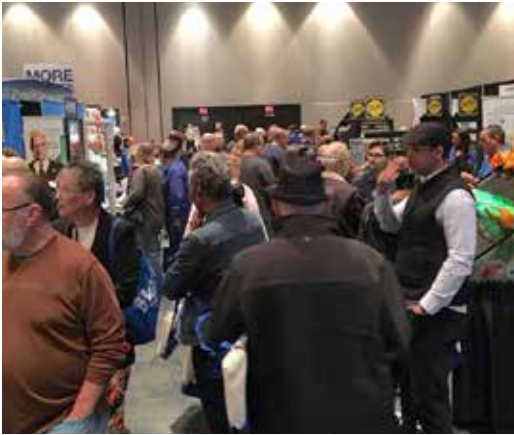
**73%**  
attend with a spouse or partner (meet both decision makers)



**68%**  
are likely or somewhat likely to return to the show again



**MORE THAN HALF**  
spent between \$25-\$500 while at the show (not including the cost of admission)



## Voicing YOUR OPINION

"Marketplace Events is the most professional & best show provider around!"

*Jason Stanley of FloorMax*

"I like these shows and the exposure I receive by being in them."

*Jeff Botheroyd of Garage Expressions*



## EXHIBITOR SNAPSHOT

**90%**

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

**70%**

would definitely or likely recommend to a colleague

**70%**

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

**MORE THAN HALF**

rated the number of high-value leads they received 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](mailto: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 North 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 9,179 visitors, we only received **0 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 Atlanta home shows, you're missing out on an entire audience of customers!



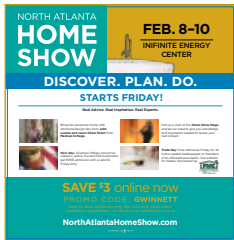
# GETTING THE WORD OUT

Advertising spend topped more than \$80,000! Plus, the show garnered more than 5.3 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 (4 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.

### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



## GET CONNECTED!



@AtlantaHomeShow  
33,200 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 NORTH ATLANTA HOME SHOW



1. **John Loecke & Jason Oliver Nixon of Madcap Cottage** were live on stage sharing their unique spin on design. Guests were wow'd by their spin on design and decor.
2. **Teachers, military personal, veterans, fire, police** and **first responders** enjoyed free admission to the show as our way of showing appreciation for this service.
3. **Consumer Investigator Dale Cardwell** is a six-time Emmy award-winning journalist with 30 years of experience as an investigative reporter. Dale founded TrustDALE, a free on-line research and referral site for consumers. Homeowners were at the show to learn how they can protect themselves and their homes.

## THANK YOU TO OUR SPONSORS & PARTNERS



*Call today* TO BOOK!



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MARKETPLACE | EVENTS

## SAVE THESE DATES!



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



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



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