

# POST-SHOW REPORT 2019



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

Thousands of homeowners converged on the Cobb Galleria Centre for three days of shopping at the Spring **2019 Atlanta Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 315 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**27,521**  
*Total Attendees*

**31,279** 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.

**441** 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  
12.2 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



**94%**  
are homeowners



**84%**  
are likely or somewhat likely  
to return to the show again



**69%**  
attend with a spouse or  
partner (meet both decision  
makers)



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



## Voicing YOUR OPINION

“Whether it is Indianapolis or Birmingham, the Marketplace Events team is always on point working hard to make a show great. We appreciate the efforts! From Jacksonville to Nashville, we are very happy the Atlanta shows are now under the Marketplace Events family.”

*Jason Stanley of FLOORMAX*

“It was a great show!”

*Will Hogan of  
Generator Supercenter*

“Keep doing what you are  
doing!”

*Lela Smith of  
Mix It Up*

## EXHIBITOR SNAPSHOT

**84%**

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

**79%**

would  
definitely  
or likely  
recommend to  
a colleague

**79%**

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

**68%**

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 Spring 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 27,521 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 \$168,000! Plus, the show garnered more than 12.2 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)



### EMAILS



**TV** - Our strategy to secure top prime programs on WXIA, WSB, WAGA, Comcast 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 WUBL, WWPW, WSRV, WSB AM, WSB FM and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the Atlanta Journal Constitution to promote the show with attention-grabbing ads.

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

### BILLBOARDS



### ADMISSION TICKETS



### ONLINE ADS



## GET CONNECTED!



@AtlantaHomeShow  
23,900 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 ATLANTA HOME SHOW



1. **Clint Harp** of HGTV's **"Fixer Upper"** appeared on stage all weekend. Harp shared tips and tricks on fixing up and sprucing the home. Guests heard lots of hand-on way to improve their living spaces.
2. Guests were inspired to make the most out of every square inch of living space. They toured the **Tiny Home Village** to see how small spaces can have BIG style. They also checked out the latest trends in small space living.
3. **Teachers, Military personal, Veterans, Fire, Police and First Responders** enjoyed free admission to the show as our way of showing appreciation for this service.
4. The Georgia Gardener, **Walter Reeves**, was broadcasting **"The Lawn and Garden Show"** live on the Home Show Stage. Reeves shared his tips and tricks for successful gardening delighting homeowners.

## THANK YOU TO OUR SPONSORS & PARTNERS

Floor and Decor  
Window World  
Reliable Heating and Air  
PMC Pros  
Georgia Landscape  
Mustard Seed Homes

Bolder Container Homes  
Sleep Number  
WSB Radio  
NARI Atlanta  
Belgard  
NKBA Georgia

McLemore  
My Home Improvement Magazine  
Arthur Rutenberg Homes

## SAVE THESE DATES!

ATLANTA  
**HOME  
SHOW**

**SEPTEMBER 27-29, 2019**  
Cobb Galleria Centre  
[FallAtlantaHomeShow.com](http://FallAtlantaHomeShow.com)

NORTH ATLANTA  
**HOME  
SHOW**

**FEBRUARY 7-9, 2020**  
Infinite Energy Center  
[NorthAtlantaHomeShow.com](http://NorthAtlantaHomeShow.com)

ATLANTA  
**HOME  
SHOW**

**MARCH 20-22, 2020**  
Cobb Galleria Centre  
[AtlantaHomeShow.com](http://AtlantaHomeShow.com)

## Call today TO BOOK!



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