

# POST-SHOW REPORT 2019



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Tacoma Dome for four days of shopping at the **2019 Tacoma Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 300 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**20,340**  
TOTAL ATTENDEES

**26,567** 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.



**MORE THAN**  
**28.3 MILLION**  
PAID MEDIA IMPRESSIONS

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

## VISITOR SNAPSHOT



**95%**  
are homeowners



**89%**  
spent up to 4 hours at  
the show



**74%**  
plan on completing a  
project



**65%**  
attend with a spouse or  
partner (meet both  
decision makers)



## Voicing YOUR OPINION

“The Tacoma Home + Garden Show is the best home and garden show in the South Sound area. The show is easy to navigate for attendees and the promotion of the event was quite good as attendee traffic is excellent.”

*David Scalabrini of  
Gutter Helmet*

“The show team was very professional and extremely well organized. The on-site show office made it easy to have any issues addressed.”

*Terri Quale of  
Country At Heart Designs*

“I’ve exhibited in the Tacoma Home + Garden Show for 4 years and this was the most organized and well run thus far. If they continue to provide these results the show will continue to grow. I also appreciated the passes to invite clients and friends.”

*Gilbert Trujillo of Made New*

## EXHIBITOR SNAPSHOT

**76%**

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

**74%**

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

**MORE THAN HALF**

will definitely or is likely to recommend the show to a potential exhibitor or colleague

**MORE THAN HALF**

will definitely or is likely to exhibit at the show in the future.



### SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 206-785-0440, ext. 221 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 Tacoma Home + Garden 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 20,340 visitors, we only received **4 requests for a refund.**



# GETTING THE WORD OUT

Advertising spend topped more than \$86,000! Plus, the show garnered more than 28.3 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

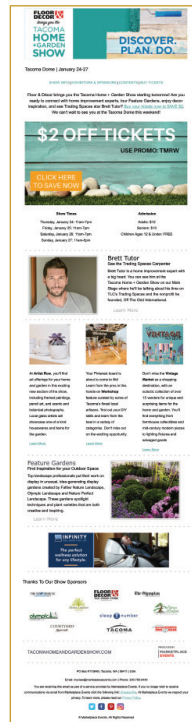
### PRINT ADS



### SHOW GUIDE (8 pages)



### EMAILS



**TV** - Our strategy to secure top prime programs on KING-TV, KONG-TV, KOMO-TV, KCPQ-TV, KIRO-TV, KCTS-TC, 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 KNUC, KCMS, WSKY, KJR, KPLZ, KRWM, KXXO and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

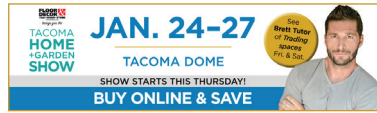
**Print** - We teamed up with the Tacoma News Tribune, The Olympian The Gateway and the Seattle Times to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



## GET CONNECTED!



@TacomaHomeShow  
30,600 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 TACOMA HOME + GARDEN SHOW



1. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out from presenter **Brett Tutor** of TLC's "Trading Spaces".
2. **The Vintage Market** is an eclectic collection of over 15 vendors, from farmhouse collectibles to mid-century modern pieces, attendees were able to kickstart their spring projects with unique and surprising items.
3. Pinterest boards came to life with the show's new feature, **WORKSHOP!** Attendees learned from the pros in this hands-on workshop series curated by some of Tacoma's finest local artisans.
4. The **Artist Row** was the top shopping destination of the show. Attendees browsed a collection of booths from local artisans selling unusual and one-of-a-kind artwork, garden art, sculpture, paper goods, and much more.
5. More than 4,000 square feet of **innovative garden spaces** designed to impress by Father Nature Landscape, Nature Perfect Landscape and Olympic Landscape. From synthetic turf to hearty greens and lush florals to trendy succulents, they showed you all the tools and inspiration you need to create the garden of your dreams.

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THIS DATE!

TACOMA  
HOME  
+GARDEN  
SHOW

**JANUARY 23-26, 2020**  
Tacoma Dome  
TacomaHomeAndGardenShow.com

**Call today TO BOOK!**



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