

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on State Fair Park for three days of shopping at the **2018 Oklahoma City Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 451 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

39,288
Total Attendees

25,559 UNIQUE

visitors browsed our show website in the 30 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.

1,226 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

16.5
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



93%
are
homeowners



96%
attend with a
spouse/partner
or family
member



87%
rated their overall
satisfaction with
the show as "very
satisfied" or
"satisfied"



78%
spent 3-6 hours
at the show



Voicing YOUR OPINION

"Great show in a great venue!
(Bennett Event Center) Pretty
large crowd this year with a
lot of interested people!"

*Jim Stober,
Advanced Solar & Wind
Technologies*

"This show has grown so
much over the past several
years. It has become a staple
for us to boost our first
of the year sales. Always
have a good return on the
investment."

*Darin Snow
Callahan Construction*

"If you are looking to get
excellent exposure to
potential customers the
Home and Garden show is
a worthy investment. Our
experience was so positive
that we envision participating
in this show every year from
here on out."

*Rick Henthorn
Architectural Hardware
Designs*



EXHIBITOR SNAPSHOT



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



would definitely or
likely recommend
the show to another
potential exhibitor or
colleague



are interested in
exhibiting in the
show again in
the future



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 Oklahoma City 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 39,288 visitors, we only received
2 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
Oklahoma Home Shows,
you're missing out on an
entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$86,600! Plus, the show garnered more than 16.5 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 (12 pages)



EMAILS



TV - Our strategy to secure top prime programs on KWTU, KFOR, KOCO, KOKH, KAUT, COX Media and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KOMA, KATT, KMGL, KTOK, KJYO, KXXY, KTST, KJKE KREF and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Daily Oklahoman, Oklahoma Gazette 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



@OKCHomeShow
35,720 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 followers

TWITTER
Bring it
#OKCity!
See you
tomorrow
and
Saturday!
#love
buildrun
Tweeted by
Clint Harp
to his **96,761**
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 OKLAHOMA CITY HOME + GARDEN SHOW



1. The **Ultimate Backyard Oasis** by Absolute Pool | Lawns | Landscape featured 8,400 square feet of lush landscaping and a centerpiece pool to inspire ideas for a wide array of outdoor projects.
2. Attendees were inspired by carpenter **Clint Harp** of HGTV's "Fixer Upper" & DIY Network series "Wood Work" who appeared on the Lifestyle Stage Friday & Saturday of the show.
3. The show's **Landscapers Lane**—Red Valley Landscape & Construction, Whitetail Landscaping, and Nelson Lawn and Landscaping—helped everyone plan their spring projects as they discovered the latest trends in landscape design.
4. Spring came early, as planting professionals from Tony's Tree Plantation helped attendees to **Create Your Own Arrangement** to bring home.
5. Our **Make It, Take It** show feature showcased several unique hands-on experiences for people to participate in. In partnership with Home Depot, a "she-build" inspired workshop commenced all weekend long for DIYers looking to create a new indoor/outdoor decor piece.
6. The crowds on Sunday had all day to visit the **Foodieville Truck Rally** and enjoy some of OKC's favorite food truck specialties.

— THANK YOU TO OUR SPONSORS & PARTNERS —

4 Corners Homes
Absolute Pools | Lawns | Landscape
At Home
Buy for Less
Champion Windows
DirecTV
Forest Lumber Company
Galt Landscape
Interior Gilt

KidZone
Mobility Living
Pergola Supreme
Quality Buildings
Rebuilding Together
Sleep Number
Statuary World
Tony's Tree Plantation

— SAVE THESE DATES! —

OKLAHOMA CITY
**HOME
+ GARDEN
SHOW**

JANUARY 18-20, 2019
State Fair Park
OklahomaCityHomeShow.com

THE OKC
**HOME
+ OUTDOOR
LIVING
SHOW**

MARCH 22-24, 2019
State Fair Park
HomeShowOKC.com

Call today
TO BOOK!



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