POST-SHOW REPORT 2018

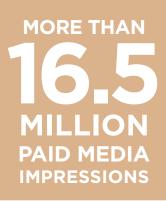


BIG CROWDS. BIG SUCCESS.

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.



VISITOR SNAPSHOT



attend with a





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





"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 collegue



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.



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 onlineensured total saturation of the local market and drove thousands of attendees through the doors.



EMAILS

PRINT ADS



MEDIA SAMPLES



ADMISSION TICKETS





TV - Our strategy to secure top prime programs on KWTV, 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.

@OKCHomeShow 35,720 impressions



Home And Garden Events 102,681 fans



homeshows 3,691 followers

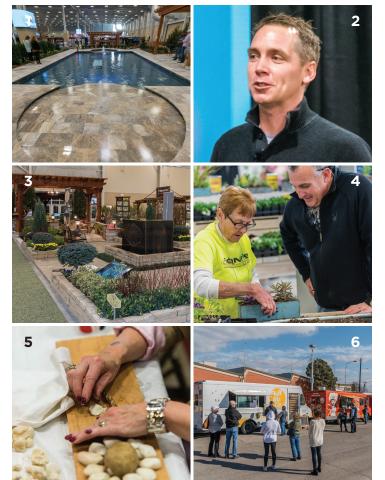
TWITTER Bring it #OKCity! See you tomorrow and Saturday! #love buildrun Tweeted by Clint Harp to his 96,761 followers



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.
- 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

Call today TO BOOK!



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MARKETPLACE EVENTS

SAVE THESE DATES!





HomeShowOKC.com