

# POST-SHOW REPORT 2019



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

Thousands of homeowners converged on the State Fair Park for three days of shopping at the **2019 Oklahoma City Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 434 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**38,652**  
*Total Attendees*

**32,567** 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.

**1,512** 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  
**15.7**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**95%**  
are homeowners



**75%**  
attend with a spouse or partner (meet both decision makers)



**74%**  
are likely to attend in the future



**65%**  
plan on completing a project



## Voicing YOUR OPINION

"Once again, The Oklahoma City Home + Garden Show seems to be the premier home show in the city. We are very happy with the organization and the advertising put together for this show. The Bennett building was a fantastic venue. We had a much better turn out than the previous year in the Cox Building."

*Chaz Chambers of Bath Fitter*

"The show team is always very professional. The Oklahoma City Home and Garden show is one of our best shows of the entire year!"

*Karla Gilmore of AdvoCare*

"The show team brings it! I'll do the Oklahoma Home and Garden Show every year!"

*Tilina Key of HappyFeet*

## EXHIBITOR SNAPSHOT

**89%**

rated their move-in and move-out experience as excellent, very good, or good.

**84%**

rated their overall satisfaction as excellent, very good or good

**84%**

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

**81%**

will definitely or is likely to exhibit 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](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 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 38,652 visitors, we 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 Oklahoma City home shows, you're missing out on an entire audience of customers!

# GETTING THE WORD OUT

Advertising spend topped more than \$93,200! Plus, the show garnered more than 15.7 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 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 The Oklahoman 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!



@OKHomeShow  
41,500 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 OKLAHOMA CITY HOME + GARDEN SHOW



1. Attendees got their hands dirty, asked questions, tested new products and took home something beautiful for their homes at our **Make-It, Take-It Workshop** Series.

2. Attendees learned how to cook like pro with “America’s Test Kitchen’s” **Julia Collin Davison** at the all-new Cooking Stage.

3. Attendees strolled down lush and lavish plots designed by local landscapers. It’s interactive exhibits like **Landscapers Lane** that get consumers excited to create an oasis of their own.

4. Attendees learned how to make the most out of every square inch of their homes with inspiration from the **Tiny Homes** on Tiny Street.

## THANK YOU TO OUR SPONSORS & PARTNERS



**Call today TO BOOK!**



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### SAVE THESE DATES!

OKLAHOMA CITY  
**HOME + GARDEN SHOW**

**JANUARY 17-19, 2020**  
State Fair Park, Oklahoma City  
OklahomaCityHomeShow.com

THE OKC  
**HOME + OUTDOOR LIVING SHOW**

**MARCH 27-29, 2020**  
State Fair Park, Oklahoma City  
HomeShowOKC.com