

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Austin Convention Center for three days of shopping at the **2019 Austin Fall Home & Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 199 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

8,519
Total Attendees

13,958 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.

249 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
8.3 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



96%
are homeowners



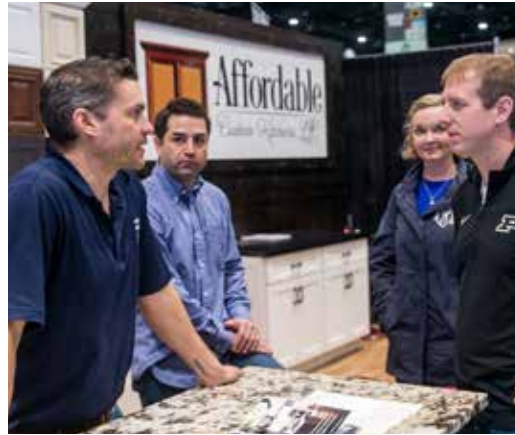
84%
attend with a spouse or partner (meet both decision makers)



75%
are likely to attend again in the future based on their satisfaction with this year's show



NEARLY HALF
plan to spend between \$1,000-\$25,000 with an exhibitor in the next year



Voicing YOUR OPINION

"We enjoyed the show! We found several fosters and loved the stage time!"

*Julianne Marchbanks of
God's Dogs Rescue*

"Our interaction with the show team was great!"

*Sarah Ross of
Freshcoat Painters*

"Great experience overall."

*Sidney Spencer of
Spencers Custom Wood*

"Home Show marketing is as relevant and fruitful as ever! It provides us a way to connect to new customers as they seek information for upcoming projects. Home Shows allow us to interface with customers and establish relationships that generate sales. In the Austin and San Antonio market we can count on Marketplace Events to put on a home show that is organized, promoted and has great attendance."

*Nate Poe of
Cabinets To Go*

EXHIBITOR SNAPSHOT

71%

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

**MORE
THAN HALF**

will definitely or are likely to recommend this show to another potential exhibitor

**MORE
THAN HALF**

are likely to exhibit at the show again in the future

SPONSORSHIP



Looking for unique ways to gain additional exposure before, during and after the show? Contact Joe Trimble at 317-703-9209 or joet@MPESHOWS.COM for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED



Any visitor who was not completely satisfied with the Austin Fall 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 8,519 visitors, we only 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 Austin home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$106,500! Plus, the show garnered more than 8.3 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 (4 pages)



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



EMAILS



TV – Our strategy to secure top prime programs on KVUE (ABC), KXAN (NBC), KEYE (CBS) and Spectrum ensured attendees at the show who were eager to buy.

Outdoor – High-impact billboards in key locations commanded attention from a wide audience leading up to and during the show.

Direct Mail – Inserts in advertising circulars such as Valpak, RSVP and Ad Pages kept us top-of-mind in the weeks leading up to the show.

Print – We teamed up with the Austin American Statesman to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites such as Austin American Statesman gave us total saturation of the market.

Radio – Hundreds of thirty-second spots were heard across stations such as KKMJ (Majic 95.5), KBPA (BOB-FM), KGSR (Star), KLBJ (News/Talk), KUT-FM (NPR) and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

GET CONNECTED!



@AustinHomeShows
22,600 impressions



Home And Garden Events
106,016 fans



HomeShows
4,539 followers

CHANCE TO MEET MIKE ROWE!

Book your booth for a chance to meet Mike Rowe, Skilled Trades Advocate, creator and host of *Dirty Jobs* at the Minneapolis Home + Garden Show, Feb. 28-March 1, 2020!

GRAND PRIZE:

- Airfare for 2 to Minneapolis, MN
- Hotel for 2 nights
- Meet & Greet with Mike Rowe
- \$200 spending money
- VIP seats to Mike's presentation
- Admission to Paisley Park
- \$150 gift card to Oceanaire Restaurant

Deadline to enter is January 24, 2020.



Photo credit:
Michael Segal



Habitat for Humanity

In January 2017, Marketplace Events announced a 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 \$203,460 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 AUSTIN FALL HOME & GARDEN SHOW

1. HGTV and DIY Network star **Matt Muenster** appeared all three days of the show. He presented his Crash Course to big crowds each day. Guests shared their home improvement ideas, and Matt gave them helpful tips and advice.
2. Guests discovered the latest landscaping trends and were inspired by great ideas they could try in their own outdoor spaces when they visited the **Backyard Lounge**, presented by Bill Brown Landscaping. This relaxing display was the perfect spot to take a break after a few hours of walking the show floor.
3. Attendees enjoyed informative presentations from national and local celebrities and experts on the **Main Stage**.



THANK YOU TO OUR SPONSORS & PARTNERS

Belgard
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Great Atlanta Home Builders Association
He Shed She Shed Inc.
Infinity Massage Chairs
My Home Improvement Magazine
Nari Atlanta
NLB Furniture
PMC Pros
Reliable Heating and Air
Sleep Number
The Home Depot
Tuff Shed
UGA Extension of Cobb County
Window World
WSB Radio

SAVE THESE DATES!



-22nd Annual-
HOME & GARDEN SHOW
AUSTIN

JANUARY 10-12, 2020

Austin Convention Center

AustinHomeAndGardenShow.com



-15th Annual-
HOME & GARDEN SHOW
AUSTIN SPRING

MARCH 27-29, 2020

Palmer Events Center

AustinSpringHomeAndGardenShow.com



-25th Annual-
HOME & GARDEN SHOW
AUSTIN FALL

AUGUST 28-30, 2020

Austin Convention Center

AustinFallHomeAndGardenShow.com

EXCLUSIVE APPEARANCE BY TY PENNINGTON

Ty Pennington, best known as host of the hit ABC series *Extreme Makeover: Home Edition* and the carpenter on TLC's *Trading Spaces*, will appear on stage at the 2020 Austin Home + Garden Show on January 10, 2020. At other shows we produce, 1 in 5 attendees indicate they want to see Ty at the show, so expect **BIG crowds!***

*Source: 2018 Marketplace Events Attendee Survey



Call today TO BOOK!



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