

# POST-SHOW REPORT 2019



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Greater Philadelphia Expo Center for three days of shopping at the **2019 Philly Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 289 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**21,048**  
*Total Attendees*

**44,760** 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.

**491** 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**  
**32.7 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



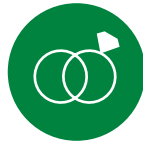
**90%**  
are homeowners



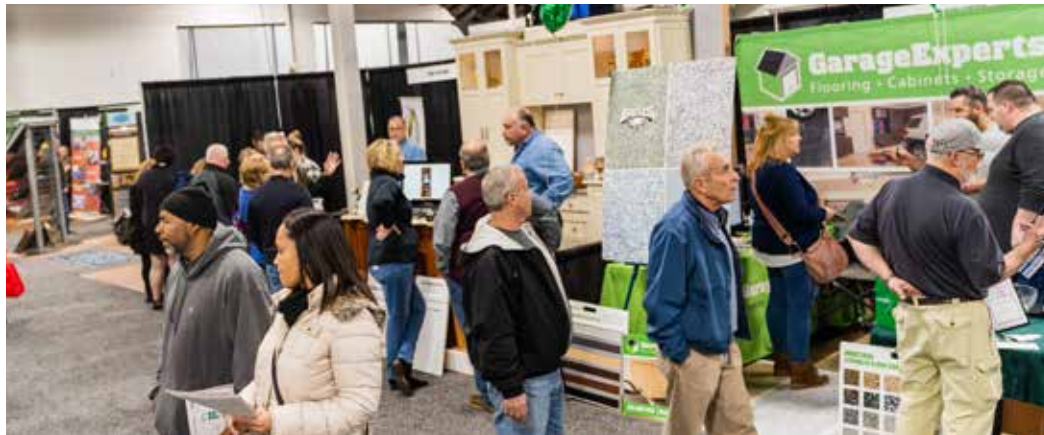
**92%**  
spent up to 4 hours at  
the show



**84%**  
traveled up to 45 miles  
to attend



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



## EXHIBITOR SNAPSHOT

**95%**

rate their overall  
experience  
working with the  
show team as  
excellent, very  
good or good

**90%**

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

**86%**

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

**85%**

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

## Voicing YOUR OPINION

“Excellent show! Well-run  
and very well attended.”

*Tina Brogan  
of Mosquito Shield*

“Great show! Gardens  
were beautiful and well  
designed. The show team  
is always available to  
answer questions.”

*Therese Dooner  
of AJR Environmental*

“The Philly Home +  
Garden Show is one of  
the few events that is  
worth the money we  
invest. Marketplace  
Events does a great job  
promoting the show  
and provides teaching  
opportunities to help  
exhibitors get the most  
from their events.”

*Lynne Davis Lee  
of Gutter Helmet by  
Harry Helmet*



### 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 Philly 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 21,048 visitors, we only received **1**  
**request 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  
Philly home shows, you're  
missing out on an entire  
audience of customers!

## GETTING THE WORD OUT

Advertising spend topped more than \$207,000! Plus, the show garnered more than 32.7 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 WPVI (ABC, 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 WMMR, WMGK, WTDY, WBEB, WOGL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Philly Mag, Bucks County Courier and Doylestown Intelligencer 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!



@PhillyHomeShow  
22,800 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 PHILLY HOME + GARDEN SHOW



- 2019 home and décor trends were hard at work at the Main Stage, attendees learned insider secrets and expert advice. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out from presenters **Ty Pennington of "Extreme Makeover: Home Edition"** and **John Loecke and Jason Oliver Nixon from Madcap Cottage**.
- The region's top landscaping companies came together to create the **Feature Gardens: Doorway to Spring**, where visitors escaped winter and started planning for spring. More than 5,000 sq. ft. of inspirational gardens were showcased with the latest new gardening techniques, ideas and must-have products for 2019.
- Homeowners got their home décor down to a fine art at the **Philly's Favorite Market**. This open-market style area featured vendors with antiques, home-made, finely crafted items and original art from local makers.
- New in 2019, we showcased the **Ultimate Backyard and Farmhouse**. Farmhouse design met the latest in in-home technology. The custom-built smart home was powered by Xfinity and built by Rudloff Custom Builders. New, this year Belgard created an outdoor space that would have all of the neighbors talking with an outdoor kitchen, edible gardens and so much more.
- The Party Barn by The Painted Home** brought the outside in by showcasing how easy it is to create the ultimate party space in your backyard. Who doesn't want a separate space to host parties, or find a spot for a new game room and an outdoor wet bar? It's a barn on the outside and party on the inside and the best news is you keep the party OUT of the house.

## THANK YOU TO OUR SPONSORS & PARTNERS



### SAVE THESE DATES!

TWO WEEKENDS ONLY  
**PHILLY HOME SHOW**

**JANUARY 10-12 & 17-19, 2020**  
Pennsylvania Convention Center  
PhillyHomeShow.com

**PHILLY HOME + GARDEN SHOW**

**FEBRUARY 14-16, 2020**  
Greater Philadelphia Expo Center  
PhillyHomeAndGarden.com

*Call today* TO BOOK!



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