

POST-SHOW REPORT 2018



PHILLY HOME + GARDEN SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Greater Philadelphia Expo Center for three days of shopping at the **2018 Philly Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 250 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

19,767
Total Attendees

31,617 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.

597 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

30.1
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%

were on the show floor for 1-4 hours



92%

are planning a renovation project



74%

have a budget of up to \$50,000 for a home renovation project



70%

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



Voicing YOUR OPINION

"If you're not here you're not willing to grow your business outside your general service area."

*Ed Rudloff,
Rudloff Custom Builders*

"The show team is great to work with. I like the wide aisles."

*Linda Kennedy,
Granite Transformations*

"The Philly Home + Garden Show has consistently been a great venue to interact with our current and future customers and show them everything we have to offer in a natural environment. We nearly doubled our sales from last year's show this year!"

Kelly Devine, Comcast

EXHIBITOR SNAPSHOT



rated their experience working with our show team as excellent, very good or good



would definitely recommend or likely recommend the show to a potential exhibitor



of exhibitors rated their overall experience as excellent, very good or good



are very satisfied or somewhat satisfied that the show met their expectations for exhibiting



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 19,767 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 entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$230,800! Plus, the show garnered more than 30.1 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

POSTERS



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 Inquirer, Philly Mag, Bucks County Courier and Doylestown Intelligencer 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



@PhillyHomeShow
53,850 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 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 PHILLY HOME + GARDEN SHOW



1. **Paige Davis** is best known as the effervescent star of the hit TLC show "Trading Spaces". Attendees pulled up a chair at the Main Stage as Paige shared her best design tips.
2. With more than 7,500 square feet of inspirational gardens at every turn, attendees listened to live music with drink samples in hand as they escaped winter with a walk in the **Feature Gardens**.
3. Attendees experienced the next generation of at-home comfort in the all-new, custom-built **Smart Home powered by Xfinity, built by Rudloff Custom builders**. This home featured everything from innovative design concepts to the latest technology.
4. This year's **Make It, Take It** was hosted by Deb Folia of Seeking Lavender Lane. Attendees got their hands dirty with our hands-on workshop. They learned from experts and discovered new DIY projects while walking away with their own custom creations.
5. The **The Backyard Lounge Sponsored by Belgard by Hetrick Landscaping** was a great place for tired feet to kick back and relax for a few minutes at the show.
6. **Scott Baldelli Gardening & Design** proved that eating your own veggies is not only easy to do, but tasty too! He gave tips on how to incorporate fruits and veggies into existing landscapes.

THANK YOU TO OUR SPONSORS & PARTNERS

BELGARD®

sleep  number.



xfinity



*Call today
TO BOOK!*



COLLIN GUNSENHOUSER
Exhibit Sales Consultant
215-274-1948, ext. 101
colling@MPeshows.com



JENNA NAFFIN
Show Manager
215-274-1948, ext. 102
jennan@MPeshows.com

MARKETPLACE | EVENTS

TWO WEEKENDS ONLY

**PHILLY
HOME
SHOW**

JAN. 11-14 & 18-20, 2019

Pennsylvania Convention Center
Philadelphia, PA

PhillyHomeShow.com

**PHILLY
HOME
+ GARDEN
SHOW**

FEB. 15-17, 2019

Greater Philadelphia Expo Center
Oaks, PA

PhillyHomeAndGardenShow.com