

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Indiana State Fairgrounds for 10 days of shopping at the **2018 Indianapolis Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 459 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

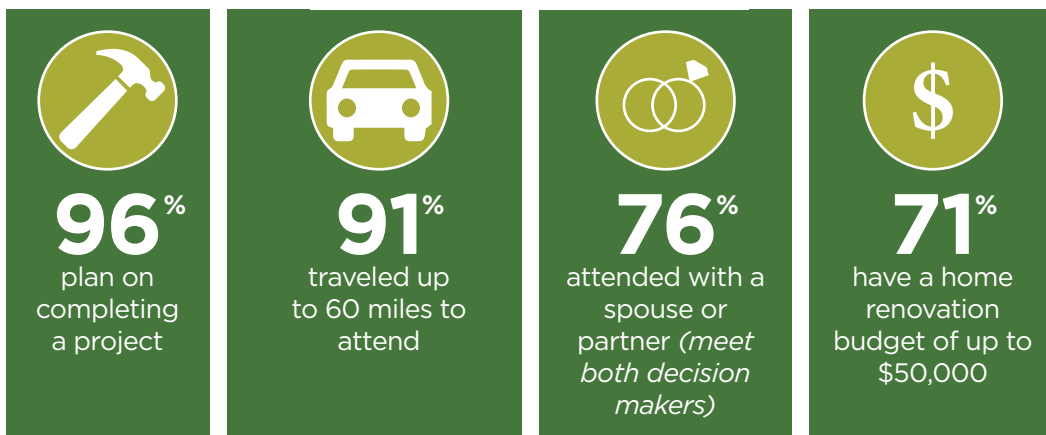
121,860
Total Attendees

81,117 UNIQUE
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.

5,366 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
35.3
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



Voicing YOUR OPINION

"Marketplace Events really knows how to draw a quality crowd! We do several of their shows and they never fail to put on a great show. We will definitely return for many, many years to come!"

Tilina Key of Happy Feet

"Great show, serious visitors, friendly show team, great facility. I love the show and look forward to next year!"
Barbara Capehart of Capehart Landscape and Design

"I received a large volume of quality leads."
Kenneth Yoder of Closet Connection

EXHIBITOR SNAPSHOT



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 Indianapolis Home 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 121,860 visitors, we only received **3 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 Indianapolis Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$239,400! Plus, the show garnered more than 35.3 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

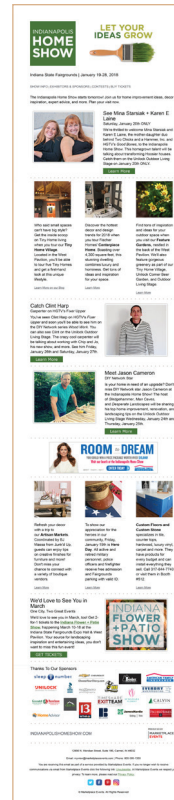
PRINT ADS



SHOW GUIDE (48 pages)



EMAILS



ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



TV - Our strategy to secure top prime programs on WTHR, 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 WFMS, WFYI, WIBC, WJJK, WTTS, WYXB, WZPL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Indianapolis Star, Reach Magazine, Neighborhood Source and TheHomeMag 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.



@HomeShowIND

- **140,913** impressions
- Of course you have dinner with @TwoChicksIndy and crew when you're in #Indianapolis!!! See you tomorrow Indy at 1 & 4 at the #IndianapolisHomeShow. Tweeted by Clint Harp to his **97,581 followers**



Home And Garden Events

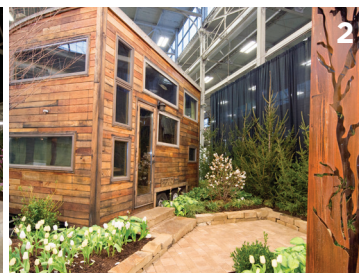
- **102,681** fans
- Free tickets to the Indy Home Show to whoever can do their best impressions of us over on Instagram! Use #TwoChicksTix on your videos and post them to your Instagram account and we'll pick our favorites later this week. Posted by Two Chicks and a Hammer/Good Bones to their **38,731 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 INDIANAPOLIS HOME SHOW



1. The **Centerpiece Home**, by Fischer Homes with landscaping courtesy of Calvin Landscape, was a dazzling mix of luxury and casual sophistication. The impressive structure, built entirely inside Exposition Hall, included show-stopping interiors by Joy Perkins of TOB Design that drew elements from the iconic Hoosier farmlands as well as sophisticated urban touches.
2. The **Tiny Home Village** showcased small-space living for visitors to explore. Five different tiny homes, each with its own landscaping, were nestled in the West Pavilion. This popular feature inspired guests with ways to enjoy simpler living in a smaller, more efficient space.
3. Mother-daughter duo **Karen E. Laine** and **Mina Starsiak** of HGTV's **"Good Bones"** educated attendees with expert tips, tricks and home remodeling advice.
4. **Clint Harp**, carpenter on HGTV's **"Fixer Upper"** and DIY Network's new series, **"Wood Work"** shared advice on repurposing reclaimed and recycled wood into rare, carpentry creations.
5. **Jason Cameron**, host of DIY Network's **"Desperate Landscapes," "Man Caves"** and **"Sledgehammer,"** inspired guests by sharing his extensive hands-on expertise and empowering visitors to tackle their own home improvement projects.
6. Show-goers 'wined-down' at the at the new **Wine Bar** feature by Booher Remodeling Company. Visitors enjoyed wines from PRP Wine International and showcased four different wine bar designs.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

Christmas
**GIFT
+HOBBY
SHOW**

NOVEMBER 7-11, 2018

Indiana State Fairgrounds

ChristmasGiftAndHobbyShow.com

INDIANAPOLIS
**HOME
SHOW**
— SINCE 1922 —

JANUARY 18-27, 2019

Indiana State Fairgrounds

IndianapolisHomeShow.com

INDIANA
**FLOWER
+PATIO
SHOW**

MARCH 9-17, 2019

Indiana State Fairgrounds

IndianaFlowerAndPatioShow.com

*Call today
TO BOOK!*



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