

# POST-SHOW REPORT 2018



JOHNSON COUNTY  
**HOME  
+ GARDEN  
SHOW**

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

Thousands of homeowners converged on the Overland Park Convention Center for three days of shopping at the **2018 Johnson County Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 304 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**21,132**  
*Total Attendees*

**16,521** 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.

**910** 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

**17.3**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



97%

plan on completing a project



93%

traveled up to 45 miles to attend



72%

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



71%

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



## Voicing YOUR OPINION

“This show is a great place to hear what customers want and be able to share how we can help them through their project!”

*Elizabeth Costain of UBuildIt Kansas City*

“This was a great show for me!”  
*Dan Troxel of Decks, Lights and Design by Dan*

“Our first home show was such a great experience. The other exhibitors were so accommodating and nice. The show team was very helpful and made things so easy and comfortable. Not only was the show a good source for leads, it was also a great arena for networking! We will definitely do more shows in the future!”

*Tamra Smith of Best Kansas City Refinishing*



## EXHIBITOR SNAPSHOT



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



rated their overall satisfaction as excellent, very good or good



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

1 in 3

plan to purchase MORE exhibit space 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 Johnson County 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 21,132 visitors, we only received **2 requests for a refund.**



### PROVEN RESULTS

We manage multiple home 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 Kansas City home shows, you're missing out on entire audiences of customers!

## GETTING THE WORD OUT

Advertising spend topped more than \$85,000! Plus, the show garnered more than 17.3 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 (8 pages)



### EMAILS



**TV** - Our strategy to secure top prime programs on KMBC (ABC), WDAF (FOX), KSHB (NBC) and others ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as KMXV, KZPT, KMBZ, KCMO and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the KC Star 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



@KCHomeShows

- **31,085** impressions
- I'm on my way to the Johnson County Home + Garden Show and I'll be there Jan. 26-28 answering all your landscape questions. *Tweeted by Jason Cameron to his 16,100 followers*



Home And Garden Events

- **102,681** fans
- Hello Kansas City! I'll see you this weekend at the Johnson County Home + Garden Show at the Overland Park Convention Center. I'll be there Friday & Saturday, January 26-27. Come on down if you're around! *Posted by Kevin O'Connor to his 32,801 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 JOHNSON COUNTY HOME + GARDEN SHOW



1. **Kevin O'Connor** of the PBS series **"This Old House"** educated the crowd with all sorts of tips and tricks for renovation projects.
2. Attendees took a break from winter and experienced a little bit of spring as they strolled through the fabulous **Landscaped Gardens**, getting inspiration and ideas from the latest gardening trends.
3. Opening day was **Hero Day** presented by the National WWI Museum and Memorial. All active and retired military, police and fire personnel received complimentary admission to the show and free parking. As an added bonus, the first 300 heroes received an admission pass to The National WWI Museum and Memorial.
4. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops** presented by Capitol Federal® and featuring Leanne Lee, the Diva of DIY. These free hands-on workshops allowed attendees to learn directly from experts how to assemble a pallet picture frame, create a reclaimed mason jar scone, craft a wooden table centerpiece, and MORE!
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.

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THESE DATES!

THE JOCO  
**HOME**  
+REMODELING  
**SHOW**

**OCTOBER 26-28, 2018**  
Overland Park Convention Center  
[JohnsonCountyHomeAndRemodelingShow.com](http://JohnsonCountyHomeAndRemodelingShow.com)

— KANSAS CITY —  
*Holiday*  
BOUTIQUE

**NOVEMBER 15-18, 2018**  
Overland Park Convention Center  
[KCHolidayBoutique.com](http://KCHolidayBoutique.com)

◊ REMODEL  
+ GARDEN  
**SHOW**

**FEBRUARY 8-10, 2019**  
American Royal Center  
[KCRemodelingAndGarden.com](http://KCRemodelingAndGarden.com)

JOHNSON COUNTY  
**HOME**  
+ GARDEN  
**SHOW**

**MARCH 8-10, 2019**  
Overland Park Convention Center  
[JohnsonCountyHomeShow.com](http://JohnsonCountyHomeShow.com)

*Call today*  
**TO BOOK!**



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