## POST-SHOW REPORT 2018

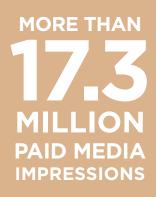


### **BIG CROWDS. BIG SUCCESS.**

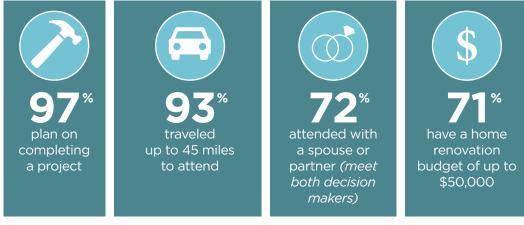
Thousands of homeowners converged on the Overland Park Convention Center for three days of shopping at the **2018 Johnson County Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 304 exhibitors and experts to discuss their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



#### VISITOR 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

plan to purchase MORE exhibit space in the

future

1*i*n3



"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 Citv

"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 verv 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



#### **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 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!

#### EXHIBITOR SNAPSHOT

#### **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.



# PRINT ADS

ADMISSION TICKETS

#### MEDIA SAMPLES



**ONLINE ADS** 

BILLBOARDS

HOME

SHOW

JAN. 26-28

OVERLAND PARK CONV. CENTER

BUY ONLINE & SAVE

#### 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.

@KCHomeShows

- **31,085** impressionsI'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

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!

Habitat for Humanity

#### **2018 JOHNSON COUNTY HOME + GARDEN SHOW**



- 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 sconce, 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!



OCTOBER 26-28, 2018 Overland Park Convention Center JohnsonCountyHomeAndRemodelingShow.com



NOVEMBER 15-18, 2018 Overland Park Convention Center KCHolidayBoutique.com

UREMODEL ⊻+GARDEN SHOW **FEBRUARY 8-10, 2019** American Royal Center KCRemodelingAndGarden.com



MARCH 8-10, 2019 Overland Park Convention Center

JohnsonCountyHomeShow.com

Call today TO BOOK!



RYAN LYND Exhibit Sales Consultant 855-931-7469, ext. 306 ryanl@MPEshows.com



MARC GARY Exhibit Sales Consultant 855-931-7469, ext. 307 marcg@MPEshows.com



SHERRI HUFFMAN Exhibit Sales Consultant & Operations Coordinator 855-931-7469, ext. 304 sherrih@MPEshows.com

MARKETPLACE EVENTS