

POST-SHOW REPORT 2019



JOHNSON COUNTY **HOME + GARDEN SHOW**

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Overland Park Convention Center for three days of shopping at the **2019 Johnson County Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 310 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

21,330
Total Attendees

19,435 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.

834 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

17.4 MILLION

PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask us how you can provide prizes and receive promotional media inclusion and the opportunity to grow your database.

VISITOR SNAPSHOT



96%
are homeowners



80%
plan on completing a project



67%
attend with a spouse or partner (meet both decision makers)



63%
have a renovation budget of up to \$50,000



Voicing YOUR OPINION

"This was our first show ever and it was a great experience. The leads we received were hot leads and people were ready to get started on their projects."

*Emily Newton
LDK Lawn Services*



EXHIBITOR SNAPSHOT

82%

rate their overall satisfaction as excellent, very good or good

82%

rate the quality of attendees as excellent, very good or good

82%

rate the quality of exhibits/ exhibitors as excellent, very good or good

82%

rate their move-in and move-out experience as excellent, very good or good



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.



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 Kansas home shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$97,800! Plus, the show garnered more than 17.4 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



ADMISSION TICKETS



SHOW GUIDE (8 pages)



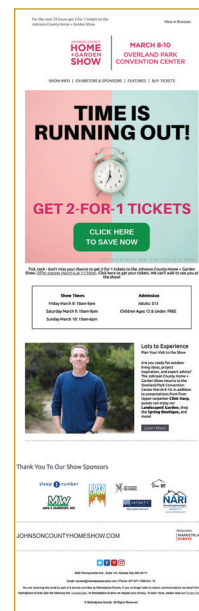
BILLBOARDS



ONLINE ADS



EMAILS



TV - Our strategy to secure top prime programs on on WDAF (FOX), KMBZ (ABC), 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 and inserts in Sunday's circulation.

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.

GET CONNECTED!



@KCHomeShows
19,100 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 JOHNSON COUNTY HOME + GARDEN SHOW



1. Nationally known carpenter **Clint Harp**, who appeared as a supporting role on HGTV's "Fixer Upper" and now appears on the DIY Network series "Wood Work," appeared live on stage drawing HUGE crowds. He shared tips and behind-the-scenes secrets and inspired guests with his advice.
2. Attendees got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops** lead by local DIY blogger Leanne Lee (aka the Diva of DIY). These free hands-on workshops allowed participants to learn directly from experts how to make their own chunky wood sign, string art, fence slat sign, mason jar tissue holder and MORE!
3. For the **Better Gnomes & Gardens** feature, local and national celebrities designed and decorated gnome figures which were displayed at the show. Visitors bid on the figures in a silent auction with the hopes of taking one home. Proceeds benefitted BoysGrow Corp.
4. **Barry Williams** (a.k.a. Greg Brady) of MeTV Kansas City's "Brady Bunch" made a special appearance in the Nebraska Furniture Mart Booth and connected with fans.
5. At the **Food Truck Rally**, the area's most mouth-watering mobile food vendors kept crowds satisfied with delicious and unique treats.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!



NOVEMBER 1-3, 2019
Overland Park Convention Center
JohnsonCountyHomeAndRemodelingshow.com



JAN. 31-FEB. 2, 2020
American Royal Center
KCRemodelAndGarden.com



FEBRUARY 21-23, 2020
Overland Park Convention Center
JohnsonCountyHomeShow.com

Call today TO BOOK!



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