

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Mountain America Expo Center for three days of shopping at the **2018 Salt Lake Tribune Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 510 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

41,699
Total Attendees

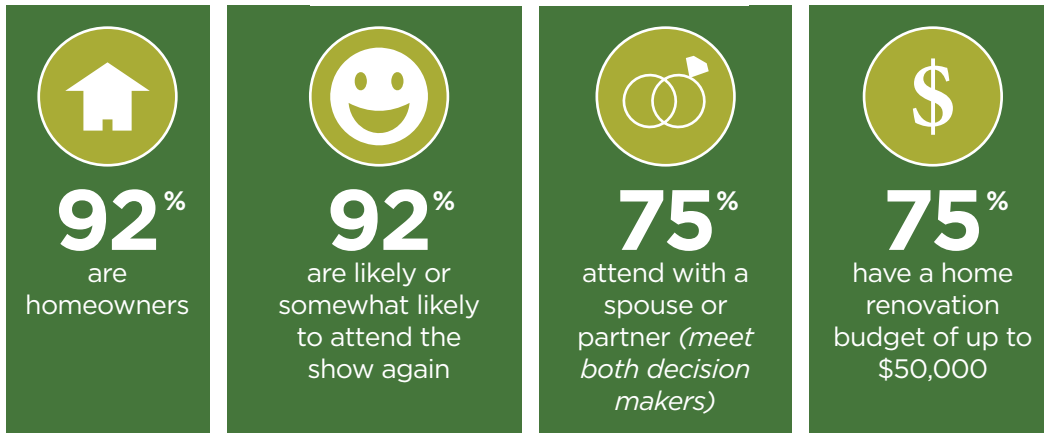
25,905 UNIQUE
visitors browsed our
show website in the 90 days
prior to the show.
Web banners are available
at a *low* cost to put YOU
in front of this powerful
and huge online audience.

777 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
27.2
MILLION
PAID MEDIA
IMPRESSIONS



VISITOR SNAPSHOT



Voicing YOUR OPINION

"On behalf of Sogno Toscano and myself we would like to both thank and congratulate your team for putting on a record setting event. We always project high and year after year exceed those projections. Furthermore, the additional orders we receive by email, phone & online keep coming in.

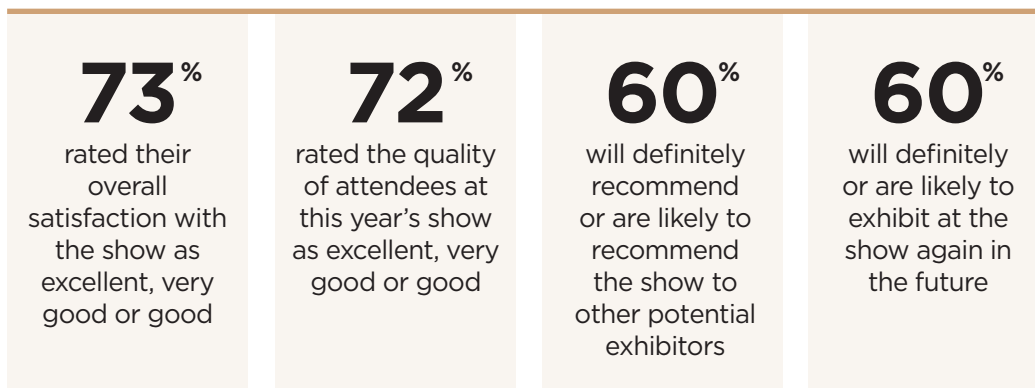
If any potential vendors are thinking of participating, well it's a no brainer! You will be working with a class team and perfect demographic!"

*Glenn Wagner,
Sogno Toscano*

We do several shows and the Salt Lake City Tribune show is our favorite and most successful. We consistently leave with quality leads. The show has become one of our primary sources for generating new projects. Beyond the quality of the show, the staff is fantastic and are great to work with. They are creative with the opportunities they offer to improve the show. I highly recommend these guys and their show!"

*Jardin Gleason,
Notched*

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 Salt Lake Tribune 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 41,699 visitors, we received **0** 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 Salt Lake Home Shows, you're missing out on entire audiences of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$113,200! Plus, the show garnered more than 27.2 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 (32 pages)



EMAILS



TV - Our strategy to secure top prime programs on KUTV, KTVX, KSL, KSTU, KJZZ, 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 KODJ, KZHT, KNRS, KSFI, KSL, KRSP, KUER/NPR and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Salt Lake Tribune, Deseret News and Shop Now 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



@SLCHomeShow
34,508 impressions

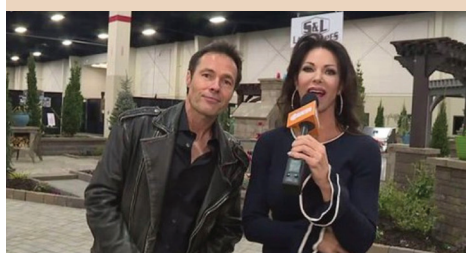


Home And Garden Events
102,681 fans



homeshows
3,691 followers

TV star Karl Champley talks about going green to save some green
@fox13 Tweeted by Karl Champley to his 1,366 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 SALT LAKE TRIBUNE HOME + GARDEN SHOW



1. Attendees took a break from winter and experienced a bit of spring as they strolled through 25,000 square feet of fabulous **Feature Gardens**, getting inspiration and ideas from the latest landscaping, gardening and outdoor living trends.
2. **Karl Champley** was the host of the award winning shows DIY to the Rescue, Wasted Spaces and Home & Family on HGTV, DIY and Hallmark Networks. Karl has worked alongside some great entertainers and industry professionals in many Habitat For Humanity & other non-profit organization projects around the USA. Guests were able to listen to his innovative and up to date trends on building and design.
3. **Blooming Hope Floral Auction** – Local florist Every Blooming Thing created beautiful floral arrangements that were auctioned off, with proceeds benefiting Primary Children's Hospital. Guests were able to bid and take home these one of a kind designs.
4. **Design Stage** – Visitors watched live on stage interior design experts answer their décor and design questions, offer tips and tricks and showcase the latest in home décor.

THANK YOU TO OUR SPONSORS & PARTNERS

American Family Insurance | Amsco Windows
Belgard | BioGrass | Dominion Energy | ESCO
Every Blooming Thing | Fluent Floors
Intermountain Foundation Primary Children's Hospital
Rocky Mountain Power | SelectHealth | Sherwin Williams
Sleep Number | The Home Mag | Timeshare Exit Team
UtahRealEstate.com | Xfinity

SAVE THESE DATES!

DESERET NEWS
**HOME
SHOW**

OCTOBER 12-14, 2018
Mountain America Expo Center
DeseretNewsHomeShow.com

SALT LAKE
**HOME
SHOW**

JANUARY 11-13, 2019
Mountain America Expo Center
SaltLakeHomeShow.com

SALT LAKE TRIBUNE
**HOME
+GARDEN
SHOW**

MARCH 8-10, 2019
Mountain America Expo Center
SaltLakeTribuneHomeShow.com

Call today
TO BOOK!



IAN RICHMOND
Exhibit Sales Consultant
801-456-7484
ianr@MPeshows.com



NATE MCCULLOCH
Exhibit Sales Consultant
801-456-7482
natem@MPeshows.com



DAVE MAUGHAN
Show Manager
801-456-7483
davem@MPeshows.com

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