

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Iowa Events Center for four days of shopping at the **2018 Des Moines Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 401 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

33,241
Total Attendees

23,113 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.

1,247 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
10.5
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



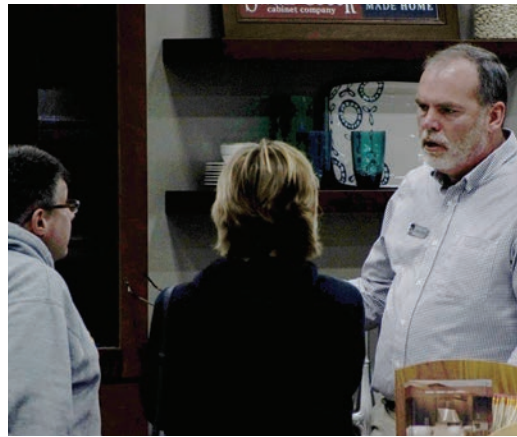
94%
are homeowners



88%
are likely to attend the
show again



82%
attend with a spouse or partner
(meet both decision makers)



Voicing YOUR OPINION

"Thank you for putting on
such an amazing show
and allowing Superior
Sleep to be a part of it."

*Harley Maple of
Superior Sleep*

"Marketplace Events does
a great job promoting
and keeping all of the
exhibitors happy. Thanks
for having us!"

*Paul Despenas of
Midwest Construction*

EXHIBITOR SNAPSHOT

83%

rated their
overall
satisfaction with
the show as
excellent, very
good or good

77%

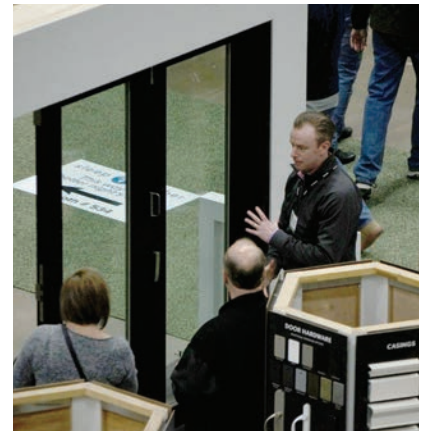
will definitely
recommend
or are likely to
recommend
the show to
other potential
exhibitors

76%

rated the quality
of attendees at
this year's show
as excellent, very
good or good

74%

will definitely
or are likely to
exhibit at the
show again 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 for
rates and info for this or any
Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely
satisfied with the Des Moines 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 33,241 visitors, we received **0**
requests for a refund.



GETTING THE WORD OUT

Advertising spend topped more than \$84,300! Plus, the show garnered more than 10.5 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 (12 pages)



EMAILS



TV – Our strategy to secure the most efficient programs on stations such as KCCI (CBS), WHO (NBC), KDSM (FOX), WOI (ABC) and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across KSTZ, KDRB and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Des Moines Register 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



ONLINE ADS



@ HomeShowDM

- **46,594** impressions
- Des Moines—whatcha up to this weekend?
Tweeted by Matt Muenster to his 24,672 followers



Home And Garden Events

- **102,681** fans
- Des Moines, you guys were great tonight! I'll be hitting the Inspiration Stage again tomorrow at 2:00 p.m. and 4:00 p.m! See you there!
Posted by Tyler Wisler to his 793 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 DES MOINES HOME & GARDEN SHOW



1. **Matt Muenster** of HGTV and DIY Network's "Bath Crashers" educated audiences with clever ideas for transforming boring bathrooms into fantastic ones by integrating great design with earth-friendly materials.
2. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips, which incorporated traditional style with a hint of the unexpected.
3. **Annual Plant Sale**—Takes place every year on Sunday after the show closes. It was a buying frenzy that guests waited for all day! Discounted plants, flowers and bushes.
4. **Feature Gardens**—A one of kind garden walk-through attendees enjoyed visiting. Beemer Landscaping, Boss Complete Outdoor Solutions, Outdoor Design Solutions, and Shades of Green created gardens that pleased crowds with inspiration and design.
5. Visitors explored the **Tiny Home** for functional and stylish small space ideas. Miniscule living spaces are all the rage and this one was a huge hit at the show.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

—DES MOINES—
Holiday
BOUTIQUE

NOVEMBER 2-4, 2018

Iowa Events Center

DesMoinesHolidayBoutique.com

DES MOINES
HOME
+GARDEN
SHOW

FEBRUARY 7-10, 2019

Iowa Events Center

DesMoinesHomeAndGardenShow.com

Call today
TO BOOK!



TASHA MART

Exhibit Sales Consultant

515-244-1459

tasham@MPeshows.com



SHANNON NATHE

Show Manager

515-244-5456

shannonn@MPeshows.com

MARKETPLACE | EVENTS