

POST-SHOW REPORT 2019



THE BIG ONE
DES MOINES
HOME
+ GARDEN
SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Iowa Events Center for four days of shopping at the **2019 Des Moines Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 393 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

33,402
Total Attendees

22,292 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.

596 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
9.5
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



94%
are homeowners



84%
are likely or somewhat likely
to return to the show again



79%
spent between \$25-\$500 while
at the show (not including the
cost of admission)



74%
attend with a spouse or
partner (meet both decision
makers)



Voicing YOUR OPINION

"The show was successful for me as I received lots of new leads for my business."
Pete Piscitello of Sir Build-A-Lot

"Enjoyed the show." Made many good contacts."
James Uren of The Kringle Man



EXHIBITOR SNAPSHOT

85 %

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

81 %

are very satisfied that the show has met the expectations

70 %

are definitely or likely to exhibit at the show again in the future

70 %

would definitely or likely recommend to a colleague



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 33,402 visitors, we received **0 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$84,200! Plus, the show garnered more than 9.5 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



ADMISSION TICKETS



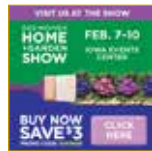
SHOW GUIDE (8 pages)



BILLBOARDS



ONLINE ADS



EMAILS



TV - Our strategy to secure top prime programs on KCCI, WHO, KCWI, WOI and others ensured attendees at the show who were eager to buy.

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

Print - We teamed up with the Welcome Home Magazine featuring a full page ad to promote the show with attention-grabbing ads.

Online - Our digital presence on multiple websites gave us total saturation of the market.

GET CONNECTED!



@HomeShowDM
74,200 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 DES MOINES HOME + GARDEN SHOW



1. **Bristol and Aubrey Marunde** of HGTV's "Flip or Flop Vegas" graced the stage and educated the crowd with all sorts of tips and tricks for renovation projects.



2. **Chris Lambton**, host of DIY's "Yard Crashers" appeared on stage offering expert advice on landscape, hardscapes, garden planning and more. Chris shared his landscape planning tips for homeowners to make the most of their outdoor living spaces.



3. Attendees took a break from winter and experienced a bit of spring as they strolled through the fabulous **Feature Gardens**, getting inspiration and ideas from the latest landscaping, gardening and outdoor living trends.



4. Visitors watched live on the **Inspiration Stage** experts answer their décor and design questions, offer tips and tricks and showcase the latest in home décor.



Sleep in Heavenly Peace, a Des Moines organization, was live at the show making beds for children who do not have a bed to sleep in. While on-site, they built 45 beds!

SAVE THIS DATE!

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**HOME
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SHOW**

FEBRUARY 6-9, 2020
Iowa Events Center

DesMoinesHomeAndGardenShow.com

THANK YOU TO OUR SPONSORS & PARTNERS



Call today TO BOOK!



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