

POST-SHOW REPORT 2018



TWO WEEKENDS ONLY

PHILLY HOME SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Pennsylvania Convention Center for seven days of shopping at the **2018 Philly Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 250 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

40,642
Total Attendees

50,187 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.

1,500 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

35.9

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



88%
are
homeowners



85%
attend with a
spouse or
partner (*meet both
decision makers*)



83%
were on the
show floor
for 1-4 hours



Voicing YOUR OPINION

“The Philly Home Show is one of the few events that is worth the money we invest. Marketplace Events does a great job promoting the show and provides teaching opportunities to help exhibitors get the most from their events.”

*Lynne Davis Lee, GUTTER
HELMET BY HARRY HELMET*

“Marketplace Events has the best-attended, best-promoted and best-advertised home shows of any company that we have worked with. We sell high-end, high-quality products and Marketplace Events shows deliver the customer we look for and are our best marketing value.”

*George McCrory,
CARIBBEAN CLEAR OF PA*

EXHIBITOR SNAPSHOT

93%

rated their experience working with our show team as “excellent” or “very good”

75%

will book the same amount of exhibitor space or more for the 2019 show



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 Philly Home 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 40,642 visitors, we only received **3 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 Philly Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$230,000! Plus, the show garnered more than 35.9 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 (8 pages)



EMAIL



TV - Our strategy to secure top prime programs on KYW (CBS3), 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 WMMR, WXTU, WOGL, WBEN, WMGK and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Philadelphia Magazine, Philadelphia Inquirer, Doylestown Intelligencer and Bucks County Courier 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.

BILLBOARDS



ADMISSION TICKETS



ONLINE ADS



@PhillyHomeShow

- **49,473** impressions
- Good morning Philadelphia! This is the final weekend of the Philly Home Show! Tweeted by Kevin O'Connor to his **33,100 followers**



Home And Garden Events

- **102,681** fans
- I'll be at the Philly Home Show this weekend, Friday and Saturday at the Philadelphia Convention Center. Stop by if you're in town. Appearing Friday, January 19 at 6 p.m. and Saturday, January 20 at 11 a.m. & 2 p.m. Posted by Kevin O'Connor to his **32,801 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 PHILLY HOME SHOW



1. **Pottery Barn** took over the Main Stage with a backdrop showcasing the latest furniture trends for 2018. Audiences caught live appearances the first weekend from **Tyler Wisler**, featured on hit shows like HGTV's "Design Star," ABC's "Good Morning America," and NBC's "George to the Rescue."
2. **Kevin O'Connor**, host of the award winning PBS series "This Old House", appeared the second weekend drawing in big crowds for his presentation.
3. Three top designers came together to design **City Studios** that combined eat, sleep and play. Tours took place of these small space solution ideas that featured innovative kitchen built-ins and custom cabinets to the newest and coolest in modern furniture, accessories, and lighting design.
4. **Barkitecture** - In a partnership with local movers and shakers in the city, renovation experts designed dream dog houses for a unique media challenge. Visitors bid on the creations with all proceeds benefiting the Providence Animal Center.
5. **"Make It, Take It" Workshops** - Back by popular demand, the workshops featured new designers, artists and crafters showcasing what's hot in DIY for 2018. Visitors got their hands dirty, got advice and tested new products and took home a project at every session.
6. **Upcycle Challenge: Urban Jungle** - We teamed up with Habitat for Humanity again for the 6th Annual Upcycle Challenge. Philadelphia's favorite bloggers and designers came together to show visitors how creative they can be turning something old into something new... and green!

THANK YOU TO OUR SPONSORS & PARTNERS



Relax. Rejuvenate. Renew.



SAVE THESE DATES!

TWO WEEKENDS ONLY
PHILLY HOME SHOW

JAN. 11-14 & 18-20, 2019

Pennsylvania Convention Center
Philadelphia, PA

PhillyHomeShow.com

PHILLY HOME + GARDEN SHOW

FEB. 15-17, 2019

Greater Philadelphia Expo Center
Oaks, PA

PhillyHomeAndGardenShow.com

Call today
TO BOOK!



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