

TWO WEEKENDS ONLY

PHILLY HOME SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Pennsylvania Convention Center for two weekends of shopping at the 2017 Philly Home Show, making it a must-attend event again this year. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 300 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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24,453,539

PAID MEDIA IMPRESSIONS



45,000+

TOTAL ATTENDEES



Did you know?

- 59,546 **UNIQUE** visitors browsed our show website in the 30 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.
- 1,965 **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.**



EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 90% rated their overall experience working with the show team as excellent, very good or good
- 79% rated their overall satisfaction with the show as excellent, very good or good
- 76% rated the number of attendees at this year's show as excellent, very good or good
- 71% were very satisfied or somewhat satisfied that their expectations of the show were met
- 71% will definitely recommend or are likely to recommend the show to other potential exhibitors

VOICING YOUR OPINION

Here's what one exhibitor in this year's show had to say:

- "The show team is great to work with. I like the wide aisles."

Linda Kennedy, Granite Transformations



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Alyson Caplan at 215-274-1948, ext. 101 or alysonc@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 45,000 visitors, we only received **4 requests for a refund.**

VISITOR SNAPSHOT

90%

are homeowners



81%

are very likely or somewhat likely to recommend the show to a friend or family member



71%

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



MORE THAN HALF

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



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 an entire audience of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$230,000! Plus, the show garnered more than 24.4 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



SHOW GUIDE (8 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



SOCIAL MEDIA



@PhillyHomeShow

- **60,123** impressions
- “See you there soon!”
Tweeted by Matt Muenster to his 24,400 followers
- “Hey #Philadelphia! I’m bringing #DesignWise Tips 2 the @PhillyHomeShow this Fri + Sat. Save \$5 w/promo code VERN.”
Tweeted by Vern Yip to his 33,600 followers



Home and Garden Events

- **101,369** fans
- “HomeShow season kicks off this week! Philadelphia: Jan 13-15 Who am I going to see?”
Posted by Matt Muenster to his 51,143 followers
- “Waking up in #Philadelphia w/the uber funny The Preston & Steve Show on 93.3 WMMR reminiscing about #TrainingSpaces + promoting my appearances at the #PhillyHomeShow today at 6PM & Saturday at 11AM + 2PM. I’ll be taking #DesignWise tips + signing copies of my book! Use promo code “VERN” & save \$5.”
Posted by Vern Yip to his 65,530 followers

TV – Our strategy to secure top prime programs on KYW-TV and Comcast Cable ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WMMR, WOGL, WBEB, WXTU, WSIX, WDAS and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Inquirer, Philly Mag, Camden Courier Post, Metro and others to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites such as Philly.com, PhillyMag.com and VisitPhilly.com 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.

2017 PHILLY HOME 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. **Vern Yip** of TLC's "Trading Spaces" shared his expertise and insider design secrets for transforming living spaces that are both beautiful and functional.
3. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops**. These free hands-on workshops allowed attendees to learn directly from experts how to make their own wine bottle holder, terrarium, essential oil diffuser and MORE!
4. The **Live A More Sustainable Life @ Home With IKEA** feature allowed guests to explore five spaces created with sustainability in mind and find interesting ways to live closer to nature.
5. For this year's **Habitat For Humanity UpCycle Challenge**, local DIY-ers transformed wood pallets into creative statement pieces which reflected their own personality and style.
6. Designers Tommi Mischell and Denise Sabia styled and outfitted two uniquely designed rooms made to provide a full sensory experience for attendees in the **Designing For The Senses** feature.

THANK YOU TO OUR SPONSORS & PARTNERS

sleep  number.

xfinity



CALL TODAY TO BOOK 2018!



JENNA NAFFIN
Exhibit Sales Consultant
215-274-1948, ext. 102
(Alpha A-J)
jennan@MPEshows.com



STEPHANIE SHEMIK
Senior Exhibit Sales Consultant
703-935-3177
(Alpha K-Z, #)
stephanies@MPEshows.com



ALYSON CAPLAN
Show Manager
215-274-1948, ext. 101
alysonc@MPEshows.com

SAVE THESE DATES!

TWO WEEKENDS ONLY

PHILLY HOME SHOW

JAN. 12-15 & 19-21, 2018

Pennsylvania Convention Center
Philadelphia, PA

PhillyHomeShow.com

PHILLY HOME + GARDEN SHOW

FEBRUARY 16-18, 2018

Great Philadelphia Expo Center
Oaks, PA

PhillyHomeAndGarden.com

MARKETPLACE | EVENTS