

# POST-SHOW REPORT 2019



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Pennsylvania Convention Center for six days of shopping at the **2019 Philly Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 240 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**41,454**  
*Total Attendees*

**64,155** 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.

**1,354** 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  
**35.2**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**92%**

spent up to 4 hours at the show



**90%**

are homeowners



**85%**

traveled up to 45 miles to attend the show



**69%**

plan on completing a project



## EXHIBITOR SNAPSHOT

**86%**

rated their overall experience with the show team as excellent good or very good.

**73%**

rated the move-in and move-out experience as excellent, very good or good.

**72%**

rated the quality of exhibits/exhibitors as excellent, very good or good.



### 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](mailto: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 41,454 visitors, we only received **4 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 an entire audience of customers!

## Voicing YOUR OPINION

"It is always wonderful to meet potential customers and to show them our products in person. Our full size granite shower at the show stops attendees in their tracks and is a great conversation starter for homeowners wanting to update their bathroom with spa quality products!"

*Linda Kennedy of  
Granite Transformations*

"Our company thrives on face to face marketing. The Philly Home Show and the Philly Home + Garden Show allow us to meet an outstanding amount of homeowners."

*Fred Taylor of  
Mid Atlantic  
Waterproofing*

# GETTING THE WORD OUT

Advertising spend topped more than \$187,000! Plus, the show garnered more than 35.2 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 (8 pages)



### EMAILS



**TV** – Our strategy to secure top prime programs on NBC, 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, WMGK, WBEN, WOGL, WXTU and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

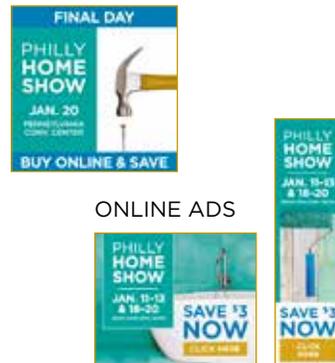
**Print** – We teamed up with the Philly Mag to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



## GET CONNECTED!



@PhillyHomeShow  
49,700 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 PHILLY HOME SHOW



1. 2019 home and décor trends were hard at work at the Main Stage, attendees learned insider secrets and expert advice. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out from presenters **Matt Blashaw** of HGTV's "Yard Crashers" and **Clint Harp**, resident contractor on HGTV's "Fixer Upper".
2. Attendees were able to get creative and take home something new for their homes at our **Make-It, Take-It Workshop Series**. Working directly with local designers, artists and crafters showcasing what's hot in DIY for 2019. Consumers got their hands dirty, asked questions and tested new products with the experts.
3. **Concrete Backyards** allowed consumers to interact with a well-designed display, chat with experts about their ideas and get inspired for their spring projects. 70% of attendees come to the show with a project in mind. It's interactive exhibits like Concrete Backyards that get consumers excited to create an urban oasis of their own.
4. New to 2019, the **Vault + Vine Succulent Bar** explored the latest in greenery. From special events to planted centerpieces, signature and custom indoor planter designs, pots, containers and accessories for the home, Vault + Vine's space inspired attendees to step up their indoor plant game.

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THESE DATES!

TWO WEEKENDS ONLY  
**PHILLY  
HOME  
SHOW**

**JANUARY 10-12 & 17-19, 2020**  
Pennsylvania Convention Center  
PhillyHomeShow.com

**PHILLY  
HOME  
+GARDEN  
SHOW**

**FEBRUARY 14-16, 2020**  
Greater Philadelphia Expo Center  
PhillyHomeAndGarden.com

*Call today* TO BOOK!

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