

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the American Royal Center for three days of shopping at the **2018 KC Remodel + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 315 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

25,208
Total Attendees

17,914 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.

688 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

16.7

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%
plan on
completing a
project



91%
are
homeowners



79%
attend with a
spouse or
partner (*meet
both decision
makers*)



74%
have a home
renovation
budget of up to
\$50,000

Voicing YOUR OPINION

"I think the show was great overall. You do an absolutely wonderful job and the show is excellent."
Sherie Amor Rodriguez of Solar Solutions of Missouri



EXHIBITOR SNAPSHOT



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



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



rated their overall
experience working
with the facility
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 for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the KC Remodel + 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 25,208 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 Kansas City Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$85,000! Plus, the show garnered more than 16.7 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 KMBC (ABC), WDAF (FOX), KSHB (NBC) and others ensured attendees at the show who were eager to buy.

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

Print - We teamed up with the KC Star 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.

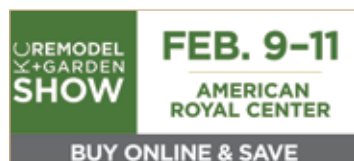
ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



@KCHomeShows

- **32,250** impressions
- Today is your last chance to see @RealPaigeDavis from @TLC's hit show Trading Spaces! She's taking over the Fresh Ideas Home Stage @ 2 p.m. & 5 p.m. in Hale Arena!
Retweeted by Paige Davis to her 14,400 followers



Home And Garden Events

- **102,681** fans
- Seems Bill Murray is questioning my design tips at the Market Place Events home show presentation yesterday. Quit upstaging me, dude. LOL.
- Thanks for a fun interview @Mark Alford! FOX, 4 News Kansas City #KCRemodelAndGardenShow
Posted by Paige Davis to her 20,765 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 KC REMODEL + GARDEN SHOW



1. The show that started the home makeover craze—TLC’s “Trading Spaces”—is back in 2018 and the host of the wildly popular show, **Paige Davis**, appeared on the Main Stage and was a big draw.
2. **Zack Giffin**, co-host of “Tiny House Nation” on the FYI network, shared his inventive space-saving furniture designs and samples of hyper-personalized tiny homes with audiences.
3. Attendees toured the **Veterans Community Projects Tiny Home** and learned ways to aid our veterans. Each home that the Veterans Community Project constructs is used as transitional housing for homeless Veterans and one of the homes was on display at the show.
4. Attendees got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops** lead by local DIY blogger Leanne Lee (aka the Diva of DIY). These free hands-on workshops allowed participants to learn directly from experts how to make their own reclaimed wooden picture frame, farmhouse signs, jewelry organizer and MORE!
5. The **Ultimate Backyard** showcased an in-ground pool, landscaping and the best in outdoor living and provided much inspiration to guests looking to revamp their own outdoor living spaces.
6. Visitors strolled through the beautiful **Landscaped Gardens** feature created by some of the area’s top landscapers.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

THE JOCO
HOME
+REMODELING
SHOW

OCTOBER 26-28, 2018
Overland Park Convention Center
JohnsonCountyHomeAndRemodelingShow.com

— KANSAS CITY —
Holiday
BOUTIQUE

NOVEMBER 15-18, 2018
Overland Park Convention Center
KCHolidayBoutique.com

REMODEL
+GARDEN
SHOW

FEBRUARY 8-10, 2019
American Royal Center
KCRemodelingAndGarden.com

JOHNSON COUNTY
HOME
+GARDEN
SHOW

MARCH 8-10, 2019
Overland Park Convention Center
JohnsonCountyHomeShow.com



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