

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged at the Birmingham-Jefferson Convention Complex for four days of shopping at the **2018 Birmingham Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 235 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

26,402
Total Attendees

14,656 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.

597 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

14.3

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



97%

are planning a renovation project



88%

were on the show floor for 1-4 hours



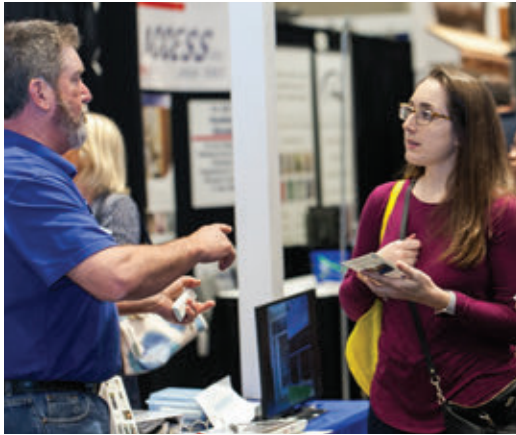
76%

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



64%

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



Voicing YOUR OPINION

“A consistently well produced show with good customer appeal visually and a high standard of booth presentation which benefits attendees and vendors alike. A very responsive staff that is always available and understands the needs and concerns of vendors.”

Shawn Whitehurst, Touch of Purple

“Good experience and plan to participate next year.”

Tim Timmons, Alfains

“The team made the entire show better. I wouldn't do it without them.”

Jase Buttram, Hinkle Roofing

“Well put together and the staff was excellent.”

Rod Hicks, Weather Guard Metal Roofs



EXHIBITOR SNAPSHOT



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



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



rated their overall experience as excellent, very good or good



would book the same amount of exhibit space in the future



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 Birmingham 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 26,402 visitors, we received **0 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$77,000! Plus, the show garnered more than 14.3 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 ABC, FOX, CBS, 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 WMJJ, WERC, WDXB, WZZK, KISS, WBPT, WAGG and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Birmingham News and Birmingham Christian Family 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



BILLBOARDS



ONLINE ADS



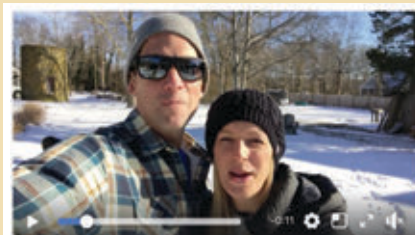
@HomeShowBHAM

- 20,480 impressions
- Heading to #Birmingham this weekend!
Tweeted by Chris Lambton to his **38,200 followers**



Home And Garden Events

- 102,681 fans
- Next stop Birmingham!!!
Posted by Chris Lambton to his **18,647 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!



#homeshows

2018 BIRMINGHAM HOME SHOW



1. For those who can't get away this summer, the show featured an all-new **Glamping feature designed by Madcap Cottage** for inspiration on how to revamp the typical camping experience.
2. Local and national home and garden experts graced the **Fresh Ideas Stage**, including TV personalities **Chris & Peyton Lambton**. Plus, attendees gathered gardening advice from our local favorites including Chris Van Cleave, The Birmingham Rose Society, and more!
3. The aroma of freshly cooked food filled the East Hall on the **Hometown Flavor Cooking Stage** as local chefs performed live cooking demonstrations and offered delectable samples to their audience.
4. Passionate gardening and horticulture enthusiasts were drawn to our experts in the **Bloomingham** feature at this year's show.
5. **The Home Depot sponsored Children's Workshop** was a make it, take it type of event where children took part in the construction of a small project that they eventually took home to show off to family and friends!

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THIS DATE!

Now! A THREE DAY SHOW!

BIRMINGHAM
**HOME
SHOW**

FEBRUARY 15-17, 2019
Birmingham-Jefferson Convention Complex
BirminghamHomeShow.com

Call today
TO BOOK!



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MARKETPLACE | **EVENTS**