

# BIRMINGHAM HOME SHOW

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Birmingham-Jefferson Convention Complex for four days of shopping at the 2017 Birmingham 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 265 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



9,982,264  
PAID MEDIA  
IMPRESSIONS



26,141  
TOTAL ATTENDEES



Did you  
know?

- 13,134 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.
- 1,057 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:

- 86% rated their overall experience working with the show team as excellent, very good or good
- 76% were very satisfied or somewhat satisfied that their expectations of the show were met
- 76% rated their overall satisfaction with the show as excellent, very good or good
- 71% will definitely recommend or are likely to recommend the show to other potential exhibitors
- More than half rated the quality of attendees at this year's show as excellent, very good or good

## VOICING YOUR OPINION

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

- "We have been exhibiting at the Birmingham Home Show for more than six years. Our experience with the show team and the quality of attendees gets better every year. The number of leads we've generated has more than doubled over the last couple of years. My team and I look forward to this event every year!"  
*Anthony Crowe, Grissom Service Company*
- "This was our first home show in Alabama and we had a great response! We're already looking forward to next year!"  
*Cass Clarke, Seal Smart*
- "What an amazing show! Marketplace Events works hard to ensure a great customer experience!"  
*Jonathan Land, LeafFilter North of Alabama*
- "We had an amazing turnout at the Birmingham Home Show. We ended up with 150 solid roofing and remodeling leads! We are already looking forward to next year's show!" *Julie Davis, One Call Roofing*

## 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 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 26,141 visitors, we received **0 requests for a refund.**

## VISITOR SNAPSHOT

94%



are homeowners

85%



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

77%



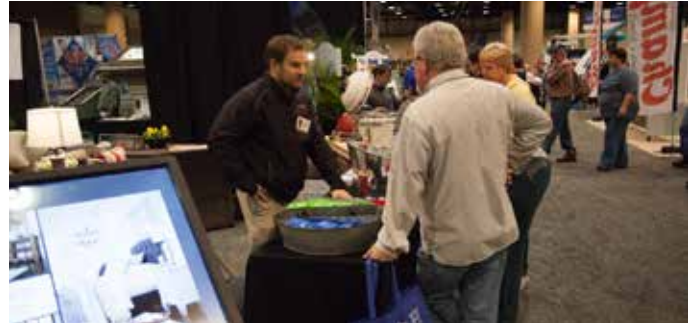
attend with a spouse or partner (*meet both decision makers*)

MORE THAN HALF



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





## GETTING THE WORD OUT

Advertising spend topped more than \$200,000! Plus, the show garnered more than 9.9 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)



### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



**@HomeShowBHAM**

- **31,511** impressions
- “Today is my last day at @HomeShowBHAM! Hope to see you at 1:00 & 4:00 at the main stage for #Tips&Tricks on designing a space you’ll love!”  
*Tweeted by Tyler Wisler to his **6,852 followers***
- “Good morning Birmingham. Left the back door ajar, loading dock, 2nd from left. Come on in.”  
*Tweeted by Kevin O’Connor to his **28,500 followers***



**Home And Garden Events**

- **101,369** fans
- “Thanks to everyone in Birmingham, nice to meet you all. Next stop Richmond. Home and Garden Events”  
*Posted by Kevin O’Connor to his **26,908 followers***

**TV** – Our strategy to secure top prime programs on stations such as WBMA, WBRC, WIAT, Charter Media 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, WDXB, WERC, WZZK, WBPT, WAGG, WUHT, WDJC and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Birmingham News 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.

## 2017 BIRMINGHAM HOME SHOW



1. **Kevin O'Connor** of the PBS series “This Old House” educated the crowd with all sorts of tips and tricks for renovation projects.
2. **Tyler Wisler** of HGTV’s “Design Star” inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
3. Visitors explored the **Tiny Home Village** for functional and stylish small space ideas. These miniscule living spaces were all the rage and were a huge hit at the show.
4. Attendees met with local experts in everything outdoors at **BLOOMingham** to get their questions answered on a variety of gardening topics.
5. Guests tried their hand at interior decorating at the **White Couch Challenge**, transforming a simple white couch into a welcoming and comfortable piece with items from At Home. They shared their designs on social media and the one with the most likes won the couch.
6. Kids got their hands dirty and took home their own creations this year at the **Home Depot Children’s Workshop**. These free hands-on workshops allowed young attendees to construct a small project right on the show floor and then take it home.

## THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2018!



**MARI FRANCO**  
Assistant Show Manager  
786-564-4124  
marif@MPEshows.com

SAVE THIS DATE!  
BIRMINGHAM  
**HOME SHOW**  
FEB. 15-18, 2018  
Birmingham-Jefferson  
Convention Complex  
HomeShowBirmingham.com

MARKETPLACE | EVENTS