

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged at the BJCC for three days of shopping at the **2019 Birmingham Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 205 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

25,982
Total Attendees

21,483 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.



509 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.

VISITOR SNAPSHOT



95%
are homeowners



74%
plan to attend the show
again in the future



73%
attend with a spouse or
partner (meet both decision
makers)



71%
plan on completing a
project



EXHIBITOR SNAPSHOT

95%

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

85%

will definitely
or is likely to
recommend
the show to
a potential
exhibitor or
colleague

74%

will definitely
or is likely to
exhibit at the
show again in
the future

71%

rate their
overall
satisfaction
with the show
as excellent or
very good

Voicing YOUR OPINION

"The Birmingham Home Show was such a wonderful experience. The investment for leads was far greater than any other marketing approach we have used before."

*Marily Collier of
Maidpro/Flyfoe*

"The Birmingham Home Show launches us into an early start for a successful year. This was our 17th year, we never miss a show."

*Randy Dooley of
Backyard Paradise*

"The value of quality leads gained at the Birmingham Home Show is far greater than the price you pay to exhibit. My company gained leads from customers in Central and North Alabama. If someone in the home improvement/remodeling industry is looking to exhibit at a trade show in Alabama - this is the one!"

*Mike Campbell of
Hanstone Quartz*



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 25,982 visitors, we only received **1 request for a refund.**



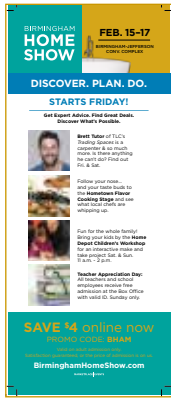
GETTING THE WORD OUT

Advertising spend topped more than \$85,400! Plus, the show garnered millions of 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



ADMISSION TICKETS



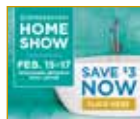
SHOW GUIDE (8 pages)



BILLBOARDS



ONLINE ADS



EMAILS



TV – Our strategy to secure top prime programs on ABC, FOX, CBS, NBC, Cable 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, WPYA, WUHT, WZRR, WJOX, WDJC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Birmingham's Own and Birmingham Christian Family to promote the show with attention-grabbing ads and distributed 30,000 show guides to homeowners with households incomes of \$75,000 and up.

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

GET CONNECTED!



@HomeShowBHAM
18,900 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

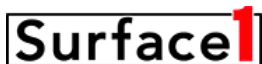
In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 BIRMINGHAM HOME SHOW



1. TLC's talented carpenter **Brett Tutor** from "Trading Spaces" appeared on the Main Stage to share his knowledge in carpentry and home improvement.
2. Attendees stopped by the **Hometown Flavor Cooking Stage** and learned new recipes and sampled what local chefs are cooking up this season.
3. **TableScapes** provided by Hampton Cove Wedding Plantation provided great ideas and inspiration for attendees' next dinner party.
4. **Landrum Roberts** and **Jim Dunaway** stayed the whole weekend at the BJCC while live streaming from the **Tiny House**. Attendees were able to tour Tiny House during show hours, but once the show closed the duo called the Tiny House home for the weekend. Tiny Houses aren't just about looking cute, they're part of a growing movement that promotes sustainable living and are popping up across the country.

THANK YOU TO OUR SPONSORS & PARTNERS



Call today TO BOOK!



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SAVE THIS DATE!

BIRMINGHAM
**HOME
SHOW**

FEBRUARY 14-16, 2020
BJCC
BirminghamHomeShow.com

MARKETPLACE | **EVENTS**