

# POST-SHOW REPORT 2018



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Raleigh Convention Center for three days of shopping at the **2018 Downtown Raleigh Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 325 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**23,795**  
*Total Attendees*

**20,615** 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.

**653** 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  
**18.1**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**87%**  
are homeowners



**82%**  
are likely or somewhat likely to attend the show again



**71%**  
attend with a spouse or partner  
(meet both decision makers)



## Voicing YOUR OPINION

"I liked the new move-in schedule a lot better and a lot smoother. Thanks for improving the move-in process!"

*Gina Gaurisas-Wilson,  
Furniture Restyler*

"This was the best show we've ever been a part of."  
*Charity, Farrell Farms*

"The Raleigh Spring Downtown Home Show is a great venue for us to show our latest offerings and designs and to discuss our services with potential clients. This show has provided us with positive results every year."

*Steve Legard,  
Affordable Closets*

"Marketplace never ceases to exceed my expectations! Most importantly the level of service, experience and attention to detail they deliver is unsurpassed in any other major event in our market. With each event we are happy to report a consistent positive ROI and looking forward next event."

*Wendy Skwirsk,  
Champion Window*

## EXHIBITOR SNAPSHOT

**92%**

rated their overall satisfaction with the show as excellent, very good

**85%**

will definitely recommend or are likely to recommend the show to other potential exhibitors

**84%**

are very likely to exhibit at the show again in the future

**83%**

rated the quality of attendees at this year's show 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 Downtown Raleigh 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 23,795 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 Raleigh Home Shows, you're missing out on entire audiences of customers!

## GETTING THE WORD OUT

Advertising spend topped more than \$143,700! Plus, the show garnered more than 18.1 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 WRAL, WTVD, WNCN, WRAZ, Spectrum and others ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as WKIX, WRAL, WBBB, WQDR, WDCG, WPTF, WUNC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the News & Observer and the Triangle 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.

### BILLBOARDS



### ADMISSION TICKETS



### ONLINE ADS



@HomeShowsNC

- **38,837** impressions
- Have you heard? Interior design expert and @hgtv star @TaniyaNayak is coming to Downtown #Raleigh Home Show! Retweeted by Taniya Nayak to her **395,000 followers**



Home And Garden Events

- **102,681** fans
- Who's in #Raleigh this weekend? I'm looking forward to talking at the Downtown Raleigh Home Show this Friday and Saturday with HGTV's Taniya Nayak. Come visit us! Posted by Sara Bendrick to her **10,633 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 DOWNTOWN RALEIGH HOME SHOW



1. **Inspiration Home** — The 1,400 square foot home was designed specifically to be toured and offer inspiration to homeowners. Guests toured the beautifully decorated bedroom, bathroom, kitchen, dining space and more!
2. HGTV'S **Taniya Nayak**, has been regularly featured as host and interior designer on HGTV. She has also appeared on Food Network's "Restaurant Impossible" and is currently on ABC's "The Great Christmas Light Fight."
3. **Sara Bendrick** of DIY Networks "I Hate My Yard" was the perfect fit to educate and motivate homeowners looking for a way to tackle tough backyards. Sara shared her techniques for fun, creative and aesthetically pleasing projects to help guests take back their yard once and for all.
4. **Outdoor Living Feature** — A tropical paradise created by RB Landscaping and Luxury Living Scapes. Water features, pools, pergolas and so much more inspired and wow'd homeowners as they strolled through the beautiful gardens.
5. **The Marketplace** — More than 30 local businesses were available to sell everything homegrown to eager crowds. Pictures, lawn décor and more were available for cash and carry purchase.
6. **Timberblock**—a NEW feature this year, showcasing the latest in panelized residential construction. Homeowners were amazed by the possibilities!

## THANK YOU TO OUR SPONSORS & PARTNERS

Affordable Closets  
 Carolina Cabinetry  
 Help Me Rhonda  
 Kitchen Recreations  
 Living Stone  
 Luxury Living Scapes  
 Open Door Furniture  
 RB Landscaping

Sleep Number  
 The 220 Agents  
 Timber Block  
 Triangle Today  
 Two Seas Flooring  
 Up On The Rock Granite  
 Vacation Village  
 Yellow Dot

## SAVE THESE DATES!

DOWNTOWN  
 RALEIGH  
**HOME  
 SHOW**

**SEPTEMBER 14-16, 2018**  
**FEBRUARY 15-17, 2019**  
 Raleigh Convention Center  
 DowntownRaleighHomeShow.com



**SEPTEMBER 21-23, 2018**  
**APRIL 5-7, 2019**  
 North Carolina State Fairgrounds  
 RaleighFairgroundsHomeShow.com

*Call today*  
**TO BOOK!**



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