

# POST-SHOW REPORT 2018



## **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on Dulles Expo Center for three days of shopping at the **2018 Capital Remodel + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 319 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**19,000-  
20,500**  
*Total Attendees*

**18,812** 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.

**640** 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

**22.6**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**94%**  
are planning a renovation project



**92%**  
were on the show floor for 1-4 hours



**70%**  
attend with a spouse or partner (*meet both decision makers*)



**MORE THAN HALF**  
have a home renovation budget of up to \$50,000

## Voicing YOUR OPINION

“Show management is always friendly and prompt in answering questions and solving problems. It is clear that they understand and share the interests of vendors and attendees.”

*Dave Reed, Meadows Farms*



## EXHIBITOR SNAPSHOT



would book the same amount of exhibit space or more in the future



were very satisfied or somewhat satisfied that their expectations of the show were met



rated their experience working with our show team 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 Capital 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 19,395 visitors, we only received **1 request 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 Capital Home Shows, you're missing out on entire audiences of customers!

## GETTING THE WORD OUT

Advertising spend topped more than \$192,800! Plus, the show garnered more than 22.6 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

### POSTER



### PRINT ADS



### ADMISSION TICKETS



### SHOW GUIDE (16 pages)



### EMAILS



**TV** - Our strategy to secure top prime programs on WRC, WTTG, WJLA, Comcast and others ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as WASH, WBIG, FRESH, WAMU, WETA, WTOP and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the Washington Post 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.

### ONLINE ADS



@CapitalShows

- **29,294** impressions
- Getting to talk plants with @fox5dc @stevechenevey @PeytonWLambton for the @CapitalShows. Tweeted by Chris Lambton to his **38,201 followers**



Home And Garden Events

- **102,681** fans
- Love getting to work with Peyton Wright Lambton so much fun!!! Here is northern VA for the Capital Remodel + Garden Show. Posted by Chris Lambton to his **18,647 followers**
- Just a little morning show action as we gear up for spring! Come see us this weekend in Northern VA at the @CapitalHomeShows Posted by Peyton Wright Lambton to her **4,576 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 CAPITAL REMODEL + GARDEN SHOW



1. Five **Feature Gardens** made up 4,500 square feet of haute horticulture designed by Vista Pro Landscape and Design, Meadows Farms, Blue Sky Landscaping, Premium Lawn and Landscape and Custom Stonescaping, LLC. Complete with water features, modern gardening accessories and lush greenery and flowers.
2. This was no ordinary cottage. **Beekeeper's Cottage** brought a variety of roses and live plants to dress up a live wall along with decorative urns, reclaimed wood shelves and more!
3. The **Main Stage** sponsored by TD Bank built by B&R Builders Services brought **Chris and Peyton Lambton** of HGTV's Going Yard and **Joanie Sprague** of TLC's Trading Spaces to the stage to share their advice and personal tips for remodeling, home improvement and more.
4. On Friday, Saturday and Sunday of the show we honored heroes with our **Military Appreciation** courtesy of Veterans Next Mission. All active and retired police, fire fighters and military personnel received one free admission ticket with a valid ID.
5. The smell of fresh flowers filled the air at the **Flower Market** presented by Merrifield Gardens. Plants, home décor, and various unique decorative items served as inspiration for showgoers.
6. The **MOSS 360** virtual reality tour was an augmented reality experience that allowed users to envision their new remodel before construction even begins. Talk about an immersive experience!

## — THANK YOU TO OUR SPONSORS & PARTNERS —



## SAVE THESE DATES!

**CAPITAL  
HOME  
SHOW**

**SEPTEMBER 21-23, 2018**  
Dulles Expo Center—Chantilly, VA  
CapitalHomeShow.com

**HOME  
+REMODELING  
SHOW**

**JANUARY 18-20, 2019**  
Dulles Expo Center—Chantilly, VA  
HomeAndRemodelingShow.com

**CAPITAL  
REMODEL  
+GARDEN  
SHOW**

**FEBRUARY 22-24, 2019**  
Dulles Expo Center—Chantilly, VA  
CapitalRemodelAndGarden.com

*Call today  
TO BOOK!*



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