

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Dulles Expo Center for three days of shopping at the **2019 Capital Remodel + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 260 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

23,135
Total Attendees

18,964 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.

314 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
26.3
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%
are homeowners



94%
spend up to 4 hours at
the show



91%
travel up to 45 miles to
attend the show



80%
plan on completing a
project



Voicing YOUR OPINION

“Initially, we were hesitant to participate in home shows because of the large upfront cost for our small company, but we found is that the Capital Remodel + Garden Show actually produces more qualified leads than many of our other marketing campaigns.”

*Cherie A Hudson of
NICE Home Services*

“We’ve been exhibiting with Marketplace Events for more than 15 years and there is no other type of show that competes in terms of quality and size.”

*Kevin Chaikin of
Renewal by Anderson*

EXHIBITOR SNAPSHOT

93%

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

85%

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

79%

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

**MORE
THAN HALF**

will definitely or are likely to exhibit at the show 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 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 23,135 visitors, we only received **2 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 Capital home shows, you're missing out on an entire audience of customers!

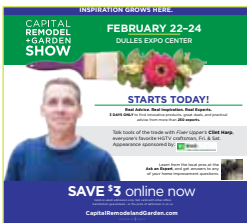
GETTING THE WORD OUT

Advertising spend topped more than \$213,000! Plus, the show garnered more than 26.3 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 (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, 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 and inserts in Sunday's circulation.

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

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@CapitalShows
25,800 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 CAPITAL REMODEL + GARDEN SHOW



- Attendees received a crash course in creating the ultimate space inside and out at the main stage from HGTV's talented carpenter **Clint Harp** from "**Fixer Upper**" by sharing his knowledge in carpentry and home improvement.
- Attendees strolled down lush and lavish plots designed by local landscapers. It's interactive exhibits like our **feature gardens** that get consumers excited to create an oasis of their own.
- The **Succulent Bar** explored the latest in greenery. From planted centerpieces to custom planter designs, attendees were inspired to step up their indoor plant game.
- The **Garden Market** had the latest in flowers, plants and garden décor to take attendees' yards from dull and drab to bright and beautiful.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

CAPITAL HOME SHOW

SEPTEMBER 20-22, 2019
Dulles Expo Center—Chantilly, VA
CapitalHomeShow.com

HOME +REMODELING SHOW

JANUARY 17-19, 2020
Dulles Expo Center—Chantilly, VA
HomeAndRemodelingShow.com

CAPITAL REMODEL +GARDEN SHOW

FEBRUARY 21-23, 2020
Dulles Expo Center—Chantilly, VA
CapitalRemodelAndGarden.com

Call today TO BOOK!



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