

CAPITAL REMODEL + GARDEN SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center for three days of shopping at the 2017 Capital Remodel + Garden 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 343 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

.....



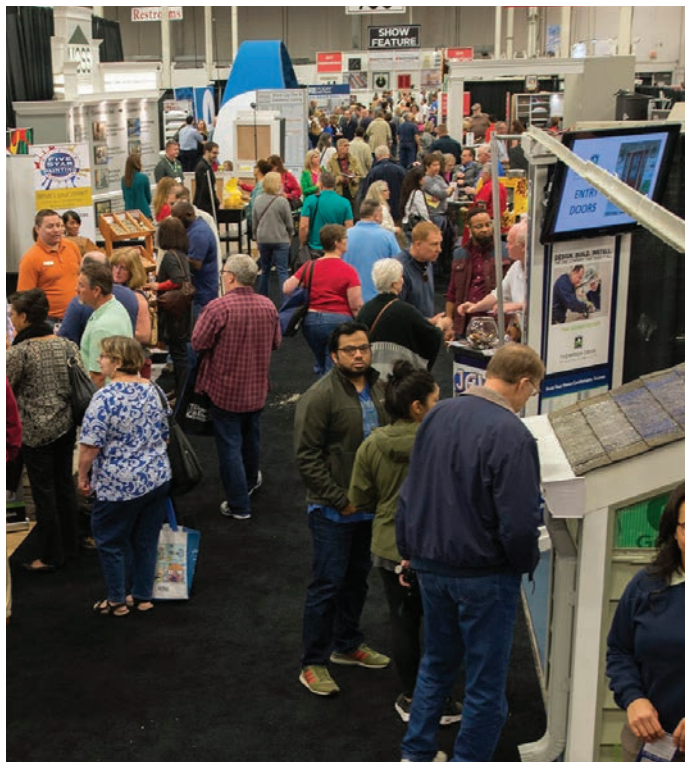
14,987,496

PAID MEDIA
IMPRESSIONS



22,074

TOTAL
ATTENDEES



Did you
know?

- 13,044 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.
- 1,154 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:

- 91% rated their overall satisfaction with the show as excellent, very good or good
- 82% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 77% were very satisfied or somewhat satisfied that their expectations of the show were met
- 70% rated the quality of attendees at this year's show as excellent, very good or good

VISITOR SNAPSHOT

95%

are homeowners



85%

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



71%

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

HERE'S WHAT EXHIBITORS IN THIS YEAR'S SHOW HAD TO SAY

- "We have spent thousands of dollars on event marketing with various different companies and Marketplace Events is hands down the best. We get the largest return-on-investment with their shows. I would highly recommend them to any business—from a small start-up to a large corporation. The show team is top-notch!"
Phil and Stephon, The Home Doctor
- "The show team is good—very good."
David Liddle, Highs Chimney Services
- "We have been very pleased with the results from our experiences at the Capital home shows. The show team is always very responsive. We highly recommend these shows to other vendors."
Deanne Kirkpatrick, Nova Spray Foam Insulation

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 22,074 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 entire audiences of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$1 million! Plus, the show garnered more than 14.9 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 (16 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



SOCIAL MEDIA



@CapitalShows

- **38,420** impressions
- “Tune in to @greatdaywash to see @mattblashaw talk #landscape @CapitalShows this weekend @DullesExpoCtr 9am!”
*Retweeted by Matt Blashaw to his **32,600** followers*
- “What a sweetheart @TommyMcFLY @BestBuddiesCR. Thanks for having me @CapitalShows”
*Tweeted by Sara Bendrick to her **5,323** followers*



Home And Garden Events

- **101,369** fans
- “Who’s in Chantilly, VA? or DC area? Come meet Matt Blashaw and myself this weekend! Looking forward to checking out this part of town and sharing some DIY tips”
*Posted by Sara Bendrick to her **10,530** followers*



TV – Our strategy to secure top prime programs on stations such as WRC, WUSA, 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 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 like Valpak kept us top-of-mind in the weeks leading up to the show.

2017 CAPITAL REMODEL + GARDEN SHOW



1. **Matt Blashaw**, HGTV star and winner of “Ellen’s Design Challenge,” educated the crowd with all sorts of tips and tricks for both indoor and outdoor projects.
2. **Sara Bendrick** of DIY Network’s “I Hate My Yard” inspired crowds with ideas for transforming outdoor spaces.
3. Attendees took a break from winter and experienced a little bit of spring as they strolled through 4,500 sq. ft. of fabulous **Feature Gardens**, getting inspiration and ideas from the area’s top landscaping companies.
4. At **Ask An Expert**, visitors connected with home improvement experts for free consultations to have their renovation, remodeling, décor and design questions answered.
5. Attendees found exactly what they needed for their landscaping and gardening projects at the **Flower Market**, provided by Merrifield Garden Center.
6. For the **Better Gnomes and Gardens** feature, local media personalities from TV and radio imaginatively decorated garden gnomes that were sold in a silent auction at the show with proceeds going to benefit Best Buddies Capital Region.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK!



CHRISTIE ELIG
Exhibit Sales Consultant
571-814-4948
(Alpha #, A-E)
christie@MPEshows.com



RACHEL WHITMAN-RUSH
Exhibit Sales Consultant
703-775-0073
(Alpha F-N)
rachelw@MPEshows.com



LAUREN O'NEILL
Exhibit Sales Consultant
703-444-8712
(Alpha O-Z)
laureno@MPEshows.com



JEAN SUKYS
Show Manager
703-444-8711
jeans@MPEshows.com

SAVE THESE DATES!

CAPITAL HOME SHOW

SEPT. 22-24, 2017
Dulles Expo Center—Chantilly, VA

CapitalHomeShow.com

HOME +REMODELING SHOW

JAN. 19-21, 2018
Dulles Expo Center—Chantilly, VA

HomeAndRemodelingShow.com

CAPITAL REMODEL +GARDEN SHOW

FEB. 23-25, 2018
Dulles Expo Center—Chantilly, VA

CapitalRemodelAndGarden.com