

POST-SHOW REPORT 2018

JACKSONVILLE **HOME + PATIO SHOW**



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Prime Osborn Convention Center for four days of shopping at the **Spring 2018 Jacksonville Home + Patio Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 327 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

36,747
Total Attendees

18,383 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.

623 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



90%
are homeowners



90%
are likely or somewhat likely
to attend the show again



81%
are travelling between
1-30 miles to come to
the show



77%
attend with a spouse or
partner (meet both
decision makers)



Voicing YOUR OPINION

“Had a great Show! Well organized and foot traffic was as promised. Our location and the surrounding related vendors enhanced our marketing efforts at the show.”

John Parziale,
ProStar Home Services

“Your shows are the best in the US. You are professional and your shows are well attended. I would and do recommend your shows to everyone in the business. Thank you for having us for all these years.”

Alicia Terblanche,
Medco Corp.

“Well run show. Front office personnel out on the floor and available to talk to. Good crowd.”

Jack Tuckfield,
A Spice Above

EXHIBITOR SNAPSHOT

93%

rated the quality of attendees at this year's show as excellent, very good or good

92%

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

90%

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

88%

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



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 Jacksonville Home + Patio 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 36,747 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 Jacksonville Home + Patio Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$110,000! 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 (12 pages)



EMAILS



TV – Our strategy to secure top prime programs on WJXT, WTLV, WJXX, WJAX, WFOX, WJCT and Comcast Cable ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WEJZ, WGNE, WQIK, WSOL, WWJK, WJGL, WAPE, WOKV, WJCT and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Florida Times Union, Jacksonville Magazine and The Home Mag Jacksonville 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.

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



@TheJaxHomeShow
32,475 impressions



Home And Garden Events
102,681 fans



homeshow
3,691 followers

Jax Home Patio Show Retweeted

Pratt Guys @PrattGuys - Mar 5

As the dust settles on another great @TheJaxHomeShow, we wanted to thank everyone that stopped by our display to show support and tell us about your dream backyards. We enjoyed meeting all of you and hope to continue our conversation soon!

Build with us: prattguys.com/with-pratt-guys



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!

SPRING 2018 JACKSONVILLE HOME + PATIO SHOW

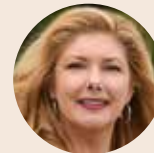


1. **Brett Tutor** – the newest carpenter on TLC’s Trading Spaces and previously seen on Discovery Channel’s hit show Treasure Quest was onsite to share his tips on new building methods and materials, energy efficiency and the future of home building.
2. **Make It, Take It**, workshop by Salty Restorations – Visitors got their hands dirty and took home their own creations this year at the Make-It, Take-It Workshops. These free hands-on workshops allowed attendees to learn directly from experts how to create chalkboard art, succulent birdhouses, farmhouse clocks and MORE!
3. Visitors walked from truck to truck at the **Food Truck Rally** on Friday and Sunday. 17 of Jacksonville’s most mouth-watering mobile food vendors kept the crowds satisfied.
4. **I Know JAX Cooking Stage** was a big draw for attendees. Local and regional chefs demonstrated and sampled tasty recipes each day of the show.

THANK YOU TO OUR SPONSORS & PARTNERS



Call today
TO BOOK!



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SAVE THESE DATES!

JACKSONVILLE
**HOME
+ PATIO
SHOW**

SEPTEMBER 27-30, 2018
FEBRUARY 28-MARCH 3, 2019
Prime Osborn Convention Center
JacksonvilleHomeShows.com

MARKETPLACE | EVENTS