

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Buffalo Niagara Convention Center for two weekends of shopping at the **2018 Buffalo Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 280 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

44,930
Total Attendees

28,103 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.

1,148 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

17.1

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%
are homeowners



92%
spend between 1-4
hours at the show



79%
attend with a spouse/partner
or family member



Voicing YOUR OPINION

"As a first time exhibitor at such a large and historical event, we never once felt overwhelmed or incapable of participating with the rest of the exhibitors. Our Exhibit Sales Consultant always made us feel welcomed and accommodated. Our participation questions were handled with a helpful, positive sense of adjustment towards the exhibiting process and we were guided every step of the way in helping us prepare for a successful event!"

*Jeri Rohde
Canterwood Cabinets*

"The team for this show is amazing—there is no other word to describe them. The Show Manager and our Exhibit Sales Representative answered all of my questions. Since this was our first major home show, I had a lot of them! The team is such a fantastic, hardworking team of people. I enjoyed working with them and look forward to next year. Not only was it nice to meet new potential customers, but we actually got great feedback from our current ones. Our staff had a great time getting to know them and truly trying to give them the best solutions for their issues. We will be back next year!"

*Kayla A. Gurney, Roy's
Plumbing, Heating and Cooling*

EXHIBITOR SNAPSHOT



of exhibitors
will "likely" or
"definitely"
exhibit in the
show next
year



of exhibitors
would "likely"
or "definitely"
recommend the
show to a potential
exhibitor or
colleague



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



of exhibitors
will purchase
the same
amount of
exhibit space
next year



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 Buffalo 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 44,930 visitors, we received **0 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$100,000! Plus, the show garnered more than 17.1 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 WGRZ(NBC), WIVB(CBS), WKBW(ABC), WNLO(CW) and Spectrum Reach Cable and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WEDG, WGRF, WHTT, WBEN, WTSS, WYRK, WMSX and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the The Buffalo News, Buffalo Spree, Forever Young and Buffalo Magazine to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites such as The Buffalo News and Buffalo Spree in addition to a \$10K targeted display ad campaign, 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



@BuffaloHomeShow
38,804 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 followers

Stop by the Main Stage at 1 p.m. to see @jcamerontv share some great behind-the-scenes stories and chat about his best home renovation and landscaping tips.



Retweeted by Jason Cameron to his 16,200 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 BUFFALO HOME SHOW



1. The custom-built **Design Home presented by Channel 2** included 1,400 sq. ft. of the latest design, home renovation and décor. With inspiration at every turn, attendees got a peek at new products and spoke directly with experts who worked on the Design Home.
2. Spring was in full bloom at the show, with **Lobby Landscape presented by F&S Design Studio & A-1 Land Care** decking out the grand lobby at this year's Buffalo Home Show!
3. After shopping the show, visitors of the **Craft Beer Corner sponsored by WEDG** enjoyed happy hour for beer tasting hosted by Tom Ragan of "The Shredd & Ragan Show".
4. Local Erie 1 Boces students worked hard to build their **Backyard Bungalows** that showcased a couple of different ways to enjoy a relaxing escape in your own backyard! The structures were auctioned off to the highest bidder and all proceeds went towards funding the following year's class projects.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

**BUFFALO
HOME
SHOW**

MARCH 8-10 & 15-17, 2019
Buffalo Niagara Convention Center
BuffaloHomeShows.com

*Call today
TO BOOK!*



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