

POST-SHOW REPORT 2019



BUFFALO HOME SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Buffalo Niagara Convention Center for two weekends of shopping at the **2019 Buffalo Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 298 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

40,774
Total Attendees

29,633 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.



617 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.

VISITOR SNAPSHOT



99%
are homeowners



88%
plan on completing a project



81%
attend with a spouse or partner (meet both decision makers)



70%
rate their overall satisfaction as very satisfied or satisfied



Voicing YOUR OPINION

"This is one of the biggest shows that we participate in and has always delivered the most leads for us. We love the event and will continue to grow our booth space for years to come! Thank you to the entire team for delivering an exceptional event this year!"

*Christine Salamone of
Renewal by Andersen*

"Being in The Buffalo Home Show has helped our marketing budget. We received so many sales leads at the show that we are able to decrease our spend on print advertising."

*Dave Yoviene of Window
Factory Outlet Inc*

EXHIBITOR SNAPSHOT

89%

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

85%

rate their overall satisfaction as excellent, very good or good

85%

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

81%

rate the number of high-value leads received at the show 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 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 40,774 visitors, we received **0 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$110,700! Plus, the show garnered millions of 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 (4 pages)



EMAILS



BILLBOARDS



ADMISSION TICKETS



ONLINE ADS



TV - Our strategy to secure top prime programs on WGRZ, WIVB, WNLO, WKBW, Spectrum 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, The Breeze and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Buffalo News and Spree Magazine 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.

GET CONNECTED!



@ BuffaloHomeShow
36,100 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 BUFFALO HOME SHOW



1. **John Loecke and Jason Oliver Nixon of Madcap Cottage** entertained and educated the crowds with advice on how to incorporate fun and whimsy into interior designer and home décor projects.
2. Attendees entered the show through the **Farmhouse Garden** lobby display, created by F+S Design Studio. A rustic, yet functional and comfortable space featuring an outdoor cedar bar and dream potting shed, an outdoor entertainers delight!
3. **Designer Rooms by Ethan Allen** were quite a sight! Shoppers were able to tour the most important rooms of a home fully furnished with the latest interior trends. Attendees were able to work with designers one-on-one to help makes their ideas come to life.
4. Visitors needing a place to rest and recharge during their visit stopped by the **Wine Lounge** courtesy of Woodbury Winery and **Craft Beer Corner** sponsored by WEDG. Attendees were able to enjoy a variety beverages from local mirobrews to old world wines – perfect retreat before heading out to shop the aisles again!

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THIS DATE!

**BUFFALO
HOME
SHOW**

MARCH 6-8 & 13-15, 2020
Buffalo Niagara Convention Center
BuffaloHomeShow.com

*Call today
TO BOOK!*



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