

DES MOINES  
**HOME**  
+OUTDOOR  
**LIVING**  
**SHOW**

# 14,110 CONSUMERS ARE LOOKING FOR YOU!

**MARCH 9-11, 2018**

Iowa Events Center

## MEET YOUR NEXT FEW THOUSAND CUSTOMERS HERE.

More than 14,100 homeowners attend the **Des Moines Home + Outdoor Living Show** annually seeking helpful advice, solutions and new products for their next renovation, décor or landscape project. The **Des Moines Home + Outdoor Living Show** features high-interest exhibits, high-profile industry personalities and the latest trends to bring in customers who are ready to move ahead with their home improvement projects.

### EXHIBITOR PRODUCT CATEGORIES INCLUDE:

- Appliances
- Construction & Renovation
- Financial & Mortgage Agents
- Garage & Automotive
- Garden & Outdoors
- Gutters & Roofing
- Heating & Air Conditioning
- Home Entertainment & Electronics
- Recreation & Fitness
- Utility Companies
- Kitchen & Bath
- Windows, Window Coverings & Doors
- Pools & Spas
- Home Décor, Art, Design & Furnishings



**WE ATTRACT  
A MORE  
QUALIFIED  
AUDIENCE**

**96%**

of visitors are unique to EACH of our shows

**90%**

are homeowners

**88%**

attend with a project in mind

**73%**

attend with a spouse or partner - meet BOTH decision makers

**72%**

rate the value they received for the admission price paid as excellent, very good or good

**71%**

are ages 35-64

**\$107,156**

average annual household income

Source: 2016 Marketplace  
Events Attendee Survey

Did you  
know?

MARKETPLACE EVENTS IS THE LARGEST PRODUCER OF HOME SHOWS IN NORTH AMERICA. WE PRODUCE 52 CONSUMER HOME SHOWS AND FIVE HOLIDAY SHOWS IN 25 MARKETS EACH YEAR THAT COLLECTIVELY ATTRACT 15,000 EXHIBITORS AND 1.75 MILLION ATTENDEES.

## MORE THAN JUST A BOOTH

- Standard pipe & drape
- Exhibitor badges
- Complimentary admission passes
- Listing in the Official Show Guide
- Exhibitor guest ticket program at exclusive rates
- 24-hour security
- Online Exhibitor Listing (your own Web page!)
- Sponsorship opportunities
- Tips to increase your sales at the show and booth design ideas at a FREE exhibitor workshop
- Pre-show promotional material
- Exhibitor manual for pre-show planning
- Sponsorship opportunities
- Promotional opportunities with major media partners



## HEAR WHAT ONE OF OUR EXHIBITORS HAD TO SAY.

"Thank you Marketplace Events for adding another quality home show to our market! The Des Moines Home + Outdoor Living Show delivered quality leads and sales that helped us set a monthly sales record for our company! You do a great job getting the message out to homeowners with the right mix of advertising and marketing to deliver crowds and quality contacts! See you next year!"

*Paul Despenas, MIDWEST CONSTRUCTION & SUPPLY*

**DES MOINES HOME +  
GARDEN SHOW**  
**FEBRUARY 8-11, 2018**

Iowa Events Center  
[DesMoinesHomeAndGardenShow.com](http://DesMoinesHomeAndGardenShow.com)

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OUTDOOR LIVING SHOW**  
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## SHOW HOURS

Fri	MAR 9	10:00 a.m. - 9:00 p.m.
Sat	MAR 10	10:00 a.m. - 9:00 p.m.
Sun	MAR 11	10:00 a.m. - 6:00 p.m.

## MOVE-IN HOURS

Tue	MAR 6	8:00 a.m. - 6:00 p.m.
Wed	MAR 7	8:00 a.m. - 6:00 p.m.
Thu	MAR 8	8:00 a.m. - 8:00 p.m.

*Red Zone hours vary.*

## MOVE-OUT HOURS

Sun	MAR 11	6:01 p.m. - 10:00 p.m.
Mon	MAR 12	7:00 a.m. - 11:00 a.m.

*Red Zone hours vary.*

*Hours subject to change.*

## BOOTH PRICING

Exhibit Space Rate \$11.79

Required:

Exhibitor Listing \$89

ADDITIONALLY:

Direct Sell Fee \$150/Booth

Corner Premium \$150/Corner

Main Aisle Premium \$150

**DON'T MISS OUT ON GROWING YOUR BUSINESS! CALL TODAY!**



**TASHA MART**

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