

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on National Western Complex for three days of shopping at the **2018 Denver Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 389 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

29,098
Total Attendees

24,131 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.

504 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

18.9

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



89%
are homeowners



73%
are likely or somewhat
likely to attend the
show again



73%
attend with a spouse/partner
or family member



Voicing YOUR OPINION

"The Denver Home Show is an excellent way to get your name out there and interact with clientele who are looking for home improvement options of one kind or another. They might not need you today, but will in the near future."

Carrie Lohr of Groundhog Heating and Air Conditioning

"Good traffic flow!"

Graham Lutz of American Gutter Protection

"Great experience with the show and show staff, great foot traffic and overall wonderful experience."

Anonymous

EXHIBITOR SNAPSHOT

1 in 2

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

**MORE
than
HALF**

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

**MORE
than
HALF**

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



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 Denver 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 29,098 visitors, we only received **1 request for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$119,700! Plus, the show garnered more than 18.9 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 (8 pages)



EMAILS



TV - Our strategy to secure top prime programs on KUSA, RMPBS and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KBCO, KOSI, KIMN, KXKL, KQMT, KALC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Denver Post and 5280 Magazine 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.

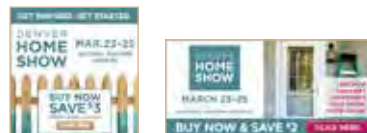
ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



@DenverHomeShow
38,998 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 followers

Hey Denver, I'm headed your way this weekend for the #DenverHomeShow at the National Western Complex.
Tweeted by Kevin O'Connor to his 34,200 followers



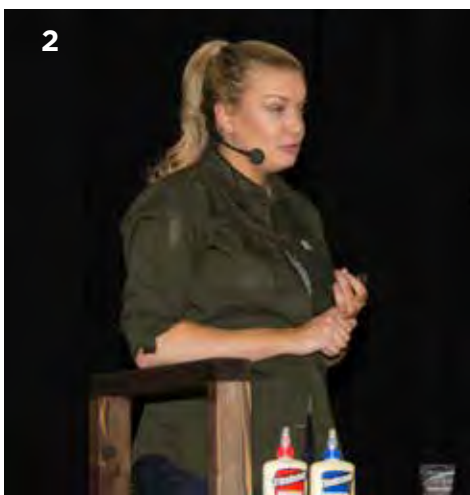
Habitat for Humanity

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 DENVER HOME SHOW



1. **Kevin O'Connor** of the PBS series "This Old House" educated the crowd with all sorts of tips and tricks for renovation projects.



2. Lively presentations by local and national celebrities and experts on the **Fresh Ideas Stage** educated and entertained big crowds every day of the show.



3. Local landscape experts put their skills to the test in **Backyard Wars**. Attendees voted for Alpine Custom Hardscapes as being the best backyard display.

THANK YOU TO OUR SPONSORS & PARTNERS

HomeSmart from Xcel Energy

Decorating Den Interiors

Champion Windows

Sky Vista Designs

MyDoorCo.com

Under the Sky Event Rental

Bradford White Water Heater

American Furniture Warehouse

Upslope Solar

Sleep Number

Timeshare Exit Team

SAVE THIS DATE!

DENVER
HOME
SHOW

MARCH 22-24, 2019
National Western Complex
HomeShowDenver.com

Call today
TO BOOK!



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