

# POST-SHOW REPORT 2019



## DENVER HOME SHOW

### **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on National Western Complex for three days of shopping at the **2019 Denver Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 363 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**27,352**  
*Total Attendees*

**22,996** 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.

**363** 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**  
**15.2 MILLION**  
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask  
us how you can provide prizes  
and receive promotional media  
inclusion and the opportunity  
to grow your database.

## VISITOR SNAPSHOT



**92%**  
are homeowners



**68%**  
are likely or somewhat  
likely to return to the  
show again



**62%**  
attend with a spouse  
or partner (meet both  
decision makers)



**MORE  
THAN HALF**  
spent between \$25-\$500  
while at the show (*not  
including the cost of admission*)



## Voicing YOUR OPINION

"A very organized show. I noticed a LOT of advertising for this show, which is always helpful."

*Jennifer Lukich  
of Bathfitter*

"Good attendance. Wide aisles leaving room for people to stop without blocking the pathway making it easier for us to make contact with prospects walking by without interruption."

*Graham Lutz of  
American Gutter Protection*

## EXHIBITOR SNAPSHOT

**71%**

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

**67%**

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

**65%**

rated the quality  
of attendees  
that were  
present as  
excellent, very  
good or good

**MORE  
THAN HALF**

would definitely  
or likely  
recommend to a  
colleague



### 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](mailto: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 27,352 visitors, we received **0 requests for a refund.**



## GETTING THE WORD OUT

Advertising spend topped more than \$124,700! Plus, the show garnered more than 15.2 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



### EMAILS



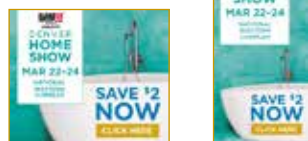
### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



**TV** - Our strategy to secure top prime programs on KDVR, KUSA, KTVD (Independent), KCNC, KWGN (CW), KMGH and others ensured attendees at the show who were eager to buy.

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

**Print** - We teamed up with the 5280 Magazine, Colorado Community Media and ValPak 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!



@DenverHomeShow  
32,800 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 DENVER HOME SHOW



1. Visitors explored the **Tiny Homes** for functional and stylish small space ideas. Miniscule living spaces are all the rage and these were a huge hit at the show.
2. Local landscape experts put their skills to the test in **Backyard Wars**. Attendees voted for TLC Land Care as being the best backyard display.
3. **Jason Cameron** of DIY Network's "Desperate Landscapes" & "Man Caves," was on stage all weekend sharing his tips and tricks in the sustainable living hall.
4. Teachers, military personal, veterans, fire, police and first responders enjoyed **free admission to the show** as our way of showing appreciation for their service.
5. With small space living on the rise, guests were able to view the latest tips and trends. The show's **Small Space Solutions** provided shoppers with the inspiration needed to take it up a notch with grace and style in their small space. Guests were blown away by this new trend!

## THANK YOU TO OUR SPONSORS & PARTNERS



*Call today* TO BOOK!



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**SAVE THIS DATE!**

DENVER  
**HOME  
SHOW**

**MARCH 20-22, 2020**  
National Western Complex  
[HomeShowDenver.com](http://HomeShowDenver.com)

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