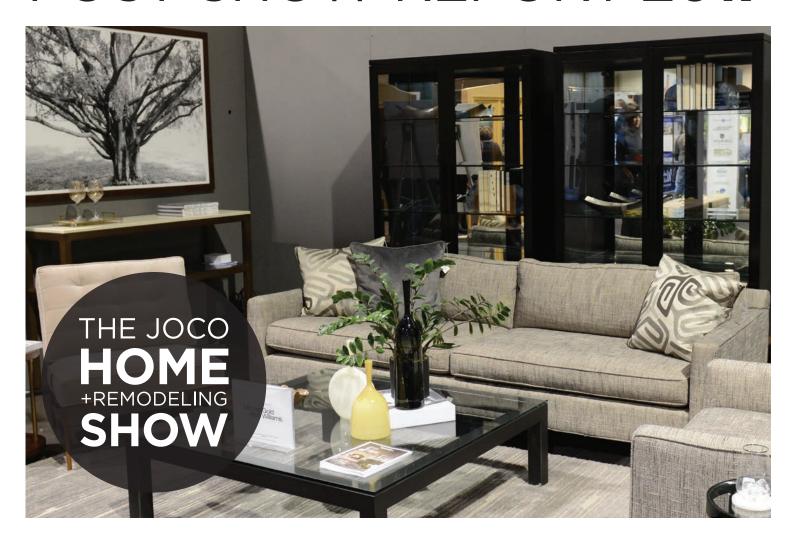
## POST-SHOW REPORT 2017



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

Thousands of homeowners converged on Overland Park Convention Center for three days of shopping at the **2017 Johnson County Home + Remodeling Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 210 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

11,002
Total Attendees

**15,478** UNIQUE visitors browsed our show website in the 30 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.

### **171** 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

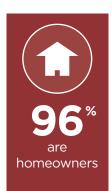
12.1

MILLION

PAID MEDIA

IMPRESSIONS

#### **VISITOR SNAPSHOT**





are in the planning or budgeting stage of their home improvement project



are likely to or are somewhat likely to attend this show in the future



MORE THAN
HALF

have a renovation budget of up to \$50,000





## **EXHIBITOR SNAPSHOT**



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



rate the quality of attendees as excellent, very good or good



are would definitely or are likely to recommend this show to another potential exhibitor or colleague

# ONE in FIVE

are likely to purchase MORE exhibit space in the future

## **Voicing** YOUR OPINION

""Marketplace Events is very well-organized. The accessibility of the show team during move-in and move-out is wonderful—they are very helpful. The show guide they produce does a great job identifying vendors and their booths very well. I can always rely on a qualified audience and good attendance. We've done very well at the shows, and definitely get our money's worth."

Jan Vobornik, Rolox Home Services

"The show team is always very professional and accessible on show site and throughout the year. If we have concerns, they are taken care of quickly. Move-in and move-out are always smooth. We definitely get our return on our investment and we know Marketplace Events does what they can to make us successful. We like to be seen, and the home shows allows us to have a branding opportunity to put our company in front of a qualified audience. We've had a great experience and look forward to these shows every year."

Danielle Jenkerson, PierMagic Foundation Systems



#### **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 Johnson County Home + Remodeling 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 11,002 visitors, we only received **2 requests for a refund.** 



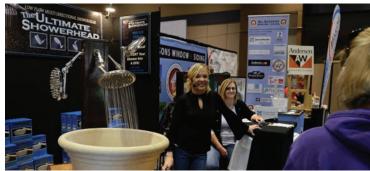
#### **PROVEN RESULTS**

We manage multiple shows in the same market and our research shows 96% of visitors are unique to EACH of our shows. If you are exhibiting in only one of our Kansas City home shows, you're missing out on entire audiences of customers!

#### **GETTING THE WORD OUT**

Advertising spend topped more than \$84,500! Plus, the show garnered more than 12.1 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 KMBC, WDAF, KSHB, Via Media, Time Warner 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 KMXV, KMBZ, KCMO, KZPT, KBEQ, KCFX and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the KC Star 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**









## y

#### @KCHomeShows

- **44,375** impressions
- Attention Flip or Flop Vegas Fans! Aubrey & @BristolMarunde will be on the Fresh Ideas Stage @ 6pm sharing #homeimprovement tips. Retweeted by Bristol Marunde to his 5,633 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!

#### 2017 JOHNSON COUNTY HOME + REMODELING SHOW







- Aubrey and Bristol Marunde of HGTV's "Flip or Flop Vegas" educated and entertained big audiences by sharing their expert renovation advice, design knowledge and savvy real estate tips with the crowd.
- Local media darling and DIVA of DIY, Leanne Lee paired up with other DIY experts for our Make It Take It Workshops presented by Capitol Federal®. Participants were provided with project supplies, tips, ideas and inspiration to make their very own DIY works of art to take home from the show. Workshops included a decorative memo board, bed spring photo holder, pallet arrows, string art and more!
- 3. Attendees were inspired at the Pumpkin Patch benefitting **Children's Mercy Hospital.** Visitors placed their bids on custom decorated bisque pumpkins, each one glowing with the personal style of 15 local and national celebrities and artist. \$1,015 was raised in the silent auction and benefitted Children's Mercy Hospital.
- Homeowners found style inspiration by touring **Designer Rooms** by Mitchell Gold + Bob Williams, one of Kansas City's best interior decorating brands. The rooms showcased the newest in home décor, accessories and furniture for a multitude of decorating styles. Plus. attendees entered for the chance to win a gorgeous velvet sofa, valued at \$2,760.
- At Ask An Expert by the Kansas City NARI Chapter, visitors connected with home construction, renovation and design experts for free consultations to have their renovation, remodeling, décor and design questions answered.

### - THANK YOU TO OUR SPONSORS & PARTNERS -

Mitchell Gold +Bob Williams













BORDNER







# **Call today**TO BOOK 2018!



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ABIGAIL GLOE Exhibit Sales Consultant 855-931-7469, ext. 308 (Alpha K-Z) abigailg@MPEshows.com



**MARC GARY** Show Manager 855-931-7469, ext. 307 marcg@MPEshows.com

MARKETPLACE EVENTS

## **SAVE THESE DATES!**



JAN. 26-28. 2018 Overland Park

Convention Center

()REMODEL **⊻**+GARDEN FEB. 9-11, 2018 American Royal Center

KCRemodelAndGarden.com

THE JOCO SHOW

OCT. 26-28, 2018 Overland Park

Convention Center

JohnsonCountyHomeAndRemodelingShow.com



Overland Park Convention Center

KCHolidayBoutique.com