

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



96%
are
homeowners



89%
are in the planning
or budgeting stage
of their home
improvement
project



77%
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



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*

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



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



ONLINE ADS



@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



1. **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.
2. 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 benefiting 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.
4. 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.
5. 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



Call today
TO BOOK 2018!



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MARKETPLACE | EVENTS

SAVE THESE DATES!

JOHNSON COUNTY
**HOME
+ GARDEN
SHOW**

JAN. 26-28, 2018
Overland Park
Convention Center

JohnsonCountyHomeShow.com

**REMODEL
+ GARDEN
SHOW**

FEB. 9-11, 2018
American
Royal Center

KCRemodelAndGarden.com

THE JOCO
**HOME
+ REMODELING
SHOW**

OCT. 26-28, 2018
Overland Park
Convention Center

JohnsonCountyHomeAndRemodelingShow.com

— KANSAS CITY —
Holiday
BOUTIQUE

NOV. 15-18, 2018
Overland Park
Convention Center

KCHolidayBoutique.com