

# POST-SHOW REPORT 2017



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

Thousands of homeowners converged on the Raleigh Convention Center for three days of shopping at the Fall **2017 Downtown Raleigh Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 289 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**21,012**  
*Total Attendees*

**15,154** 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.

**586** 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

**9.2**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**87%**

are likely or somewhat likely to attend the show again



**82%**

are homeowners



**79%**

rated overall satisfaction as very satisfied or satisfied



**67%**

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



## Voicing YOUR OPINION

"The Downtown Raleigh Home Show is an excellent venue for our product and service. We get to meet potential customers and they can touch our product without scheduling an appointment to visit our showroom. We also get to visit with our existing customers and discuss any upcoming projects that may have."

*Steve Legard of Affordable Closets*

"The Marketplace Events team continues to not only meet expectations but always exceeds them! I wish all promoters could follow the professional yet personal examples they deliver."

*Wendy Skwirsk of Champion Window*

"Good Show with a satisfactory number of leads."

*Steve Bowman of Bowman Mechanical Services*



## EXHIBITOR SNAPSHOT

**1 in 3**

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

**MORE than HALF**

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

**74%**

rated their overall experience working with the show team as excellent, very good or good



### 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 Fall 2017 Downtown Raleigh 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 21,012 visitors, we 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 Raleigh Home Shows, you're missing out on entire audiences of customers!



## GETTING THE WORD OUT

The show garnered more than 9.2 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 (8 pages)



### EMAILS



**TV** - Our strategy to secure top prime programs on WRAL, WTVD, WNCN, WRAX and Spectrum TV ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as WKIX, WRAL, WBBB, WQDR, WDCG, WUNC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the News & Observer 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



### BILLBOARDS



- **57,310** impressions
- @newsobserver @ RachaelRayShow @HomeShowsNC We cannot wait to come out and meet everyone on Saturday! *Tweeted by CousinsTV to their 28,433 followers*



- **102,387** fans
- If you are in the Raleigh, North Carolina area come and meet us Saturday 1&4 at the Raleigh Convention Center. We will be talking about how you plan for your next renovation and of course taking a lot of pics! Home and Garden Events *Posted by The Cousins to their 195,267 followers*



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 DOWNTOWN RALEIGH HOME SHOW



1. **Anthony Carrino** and **John Colineri** of HGTV's "Kitchen Cousins" appeared live on stage drawing big crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. Visitors explored the **Tiny Home Village** provided by the Tiny House Building Company with landscape design provided by RA Lawncare. These tiny living spaces were all the rage and were a huge hit at the show.
3. Homeowners found style inspiration by touring five **Designer Showrooms**. Help Me Rhonda, Open Door Furniture & Accents, Kamiya Furniture Gallery, CORT Furniture Clearance Center and Awesome Abode showcased the newest in home décor, accessories and furniture for a multitude of decorating styles.
4. **The Marketplace**, a special retail area of boutique items, allowed guests to shop for home design, décor and accessories while supporting artisans from the local area.
5. **Designer Tablescapes** served up inspiration to guests looking for ideas to elevate their dinner parties and create lasting impressions.
6. **The Recipe Cooking Stage** presented by The Recipe and the News & Observer and built by Kitchen Recreations was a big draw for attendees. Local and regional chefs demonstrated tasty recipes and served up samples each day of the show.

## THANK YOU TO OUR SPONSORS

sleep  number.



## SAVE THESE DATES!

DOWNTOWN  
RALEIGH  
**HOME  
SHOW**

**FEBRUARY 23-25, 2018**  
**SEPTEMBER 14-16, 2018**  
Raleigh Convention Center

DowntownRaleighHomeShow.com



FAIRGROUNDS  
SOUTHERN  
**Ideal  
home  
show**

**APRIL 6-8, 2018**  
**SEPTEMBER 21-23, 2018**  
North Carolina State Fairgrounds

RaleighFairgroundsHomeShow.com

*Call today*  
**TO BOOK 2018!**



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