

POST-SHOW REPORT 2017



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center for three days of shopping at the **2017 Capital Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 291 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

16,242
Total Attendees

29,823 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.

613 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

8.8

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%
are
homeowners



86%
attend with a
project in mind



80%
rated the value they
received for the
admission ticket
paid as excellent,
very good or good



65%
attend with a
spouse or partner
*(meet both
decision makers)*



Voicing YOUR OPINION

"The Capital Home Shows are consistently high-class, clean and creatively executed. The very talented and savvy show team chooses top celebrity presenters to attract big crowds and always manages to find the best vendors to exhibit. A big plus is the wonderful show team that provides great vendor support."

Barbara Moore, Reflexions

"The show was a big success; we had many past clients visit our booth that are ready to discuss another project with us. Plus, we were able to connect with potential clients that we met for the first time. Thanks to the show, our sales associates will be busy for quite a while meeting with past—and hopefully future—clients."

*Glen Miracle,
NVS Kitchen & Bath*

EXHIBITOR SNAPSHOT



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



rated their
move-in and
move-out
experience as
excellent, very
good or good

1 in 2

would definitely
recommend or are
likely to recommend
the show to
another exhibitor or
colleague

1 in 5

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 Capital 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 16,242 visitors, we only received **5 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 Capital Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

The show garnered more than 8.8 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 (16 pages)



EMAILS



TV - Our strategy to secure top prime programs on NBC-9, CBS-4 (WUSA), 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 WASH-FM, FRESH-FM WAMU, WTOP and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Washington Post 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



- **41,864** impressions
- Guess who's coming to the #DullesExpoCenter! *Tweeted by Kevin O'Connor to his **31,028 followers***
- We will be in Virginia this weekend at the @CapitalShows. Come and see us guys! *Tweeted by Kortney Wilson to her **6,099 followers***

- **102,387** fans
- Headed to Chantilly, VA area this weekend. Stop by the Capital Home Show and be the first to see and hear about the new season premiering October 5. Live presentations, meet & greet, and Q&A Fri. & Sat. *Posted by Kevin O'Connor to his **29,338 followers***
- In love with this display at the @homeshows at #dullesexpocenter. It's peel and stick wallpaper! *Posted by Kortney Wilson to her **33,059 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 CAPITAL HOME SHOW



1. **Lucketts Vintage Pop-Up Market** - The wildly popular Lucketts Market came indoors giving shoppers the opportunity to browse The Old Lucketts Store. Homeowners shopped painted furniture, vintage garden gems, architectural salvage, antiques, and all kinds of crazy-good finds.
2. **Design Home furnished by Pottery Barn** - Guests experienced at-home comfort in the custom-built Design Home, furnished by Pottery Barn. They toured the 1,400 sq. ft. home that featured the latest trends in design and décor.
3. **Make It-Take It presented by Stylish Patina** - Attendees got their hands dirty with the popular hands-on workshops. They learned from the experts and discovered new DIY project tips and ideas—then walked away with a new creation!
4. **Tablescapes presented by IKEA**- One table three ways! With a little creativity and imagination, guests were able to see how they could transform their everyday dining table from modern to French country to industrial chic with just a few items.

THANK YOU TO OUR SPONSORS



POTTERY BARN

sleep  number.



stylish patina
vintage · modern · life



SAVE THESE DATES!

**HOME
+REMODELING
SHOW**

JANUARY 19-21, 2018
Dulles Expo Center
HomeAndRemodelingShow.com

**CAPITAL
REMODEL
+GARDEN
SHOW**

FEBRUARY 23-25, 2018
Dulles Expo Center
CapitalRemodelAndGarden.com

**CAPITAL
HOME
SHOW**

SEPTEMBER 21-23, 2018
Dulles Expo Center
CapitalHomeShow.com

MARKETPLACE | EVENTS

Call today
TO BOOK 2018!



CHRISTIE ELIG
Exhibit Sales Consultant
571-814-4948 (Alpha #, A-F)
christiee@MPeshows.com



RACHEL WHITMAN-RUSH
Exhibit Sales Consultant
703-775-0073 (Alpha G-M)
rachelw@MPeshows.com



DANIELLE RANDOLPH
Exhibit Sales Consultant
571-814-4947 (Alpha N-Re)
danieller@MPeshows.com



CATHY BERTHOLD
Exhibit Sales Consultant
703-444-8712 (Alpha Rf-Z)
cathyb@MPeshows.com



JEAN SUKYS
Show Manager
919-306-9463
jeans@MPeshows.com