

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Dulles Expo Center for three days of shopping at the **2018 Capital Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 245 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

17,245
Total Attendees

16,918 NEW
users 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.

724 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
38.5
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



94%
are homeowners



85%
are likely or somewhat likely
to attend the show again



MORE THAN HALF
attend with a spouse or partner
(meet both decision makers)



Voicing YOUR OPINION

"This was the first time I have exhibited at this event and the amount of foot traffic and potential leads far-exceeded my expectations. I have already booked four new clients including one couple who booked after returning to the show with the objects that needed my help. I will definitely be here again next year!"

*Terri Blanchette
of TimeSorters*

"Marketplace Events is an amazing organization! They really care about my company's growth."

*Steve Ginsberg
of Preferred Siding*

"We get so much exposure that we can't afford not to exhibit at the Capital Home Show!"

*Glen Miracle
of NVS Kitchen and Bath*

EXHIBITOR SNAPSHOT

**MORE
THAN HALF**

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

83 %

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

75 %

rate the quality
of attendees at
this year's show
as excellent, very
good or good

75 %

will definitely
recommend
or are likely to
recommend
the show to
other potential
exhibitors



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 17,245 visitors, we only received **0 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

Advertising spend topped more than \$199,000! Plus, the show garnered more than 38.5 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 WRC, WTTG, Comcast 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, WMZQ, FRESH, WMAL, WTOP and several 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




Home And Garden Event
105,152 fans


Capitalhomeshows



@CapitalShows
38,800 impressions

Can't wait to see #TradingSpaces designer @VernYipDesigns at the Capital Home Show tomorrow + Saturday? The stylish star sat down with @metroweekly ahead of his presentations. Find out why he loves #DC and more! *Re-tweeted by Vern Yip to his 26,824 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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2018 CAPITAL HOME SHOW



1. **Vern Yip** could be seen on the main stage furnished and decorated by Pam McLoone Vinso—interior designer and retail owner of The Blended House for exciting local and national celebrities including Vern Yip who shared expert advice, tips and tricks, home improvement, design ideas and much more.
2. At the custom-built **Design Home** furnished by Val Valdez, interior designer/owner of Revitalize Design, attendees toured the 1,400 sq. ft. show home featuring 2018's latest trends in design and decor. This interactive home brought together new products and design ideas, plus experts were on hand to answer questions.
3. Attendees got their hands dirty with the popular **Make It-Take It** hands-on workshops presented by Stylish Patina. They learned from experts and discovered new DIY project tips and ideas—then walked away with a new creation!
4. The new **Fios Connected Home** is the latest in smart home technology. Attendees relaxed in the Fios Lounge located on the main aisle, charged their phones at the charging stations and experienced the latest technology live in their display located in the parking lot.

THANK YOU TO OUR SPONSORS & PARTNERS



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SAVE THESE DATES!



JANUARY 18-20, 2019
Dulles Expo Center, Chantilly, VA
HomeAndRemodelingShow.com



FEBRUARY 22-24, 2019
Dulles Expo Center, Chantilly, VA
CapitalRemodelAndGarden.com



SEPTEMBER 27-29, 2019
Dulles Expo Center, Chantilly, VA
CapitalHomeShow.com

Call today TO BOOK!



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