

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center for three days of shopping at the **2019 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.

16,490
Total Attendees

21,683 NEW

visitors 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.

512 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

42.2 MILLION

PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask us how you can provide prized and receive promotional media inclusion and the opportunity to grow your database.

VISITOR SNAPSHOT



94%
spent up to 4 hours
at the show



93%
are homeowners



72%
traveled up to 30 miles
to attend the show



1 in 4
rate the value received for
the price of admission as
excellent, very good and good



Voicing YOUR OPINION

"The Capital Home Show has always paid off for us! Not only do we acquire new prospects every year, we also invite our past clients to stop by our booth to find out if they are doing another project in the future. We typically average 10-15 past clients visiting our booth!"

*Glen Miracle of
NVS Kitchen & Bath*

"Excellent way to boost qualified sales leads!"

*Justin Basile of
JB Home & Commercial
Services*

"Everyone from Marketplace Events was extremely helpful, personable and caring. Thank you for making our experience great!"

*Rania Hamzy of
KBF by Audi Contractors*

EXHIBITOR SNAPSHOT

96%

will likely purchase more or the same amount of exhibit space in the future

67%

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

67%

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

MORE THAN HALF

will definitely or are likely to recommend the show to another potential exhibitor



SPONSORSHIP



Looking for unique ways to gain additional exposure before, during and after the show? Contact Lisa Gardon at 716-429-6626 or lisag@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 16,490 visitors, we only received **1 request 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 an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$200,000! Plus, the show garnered more than 42.2 million paid impressions across a variety of mediums. Spreading these dollars across multiple media outlets—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



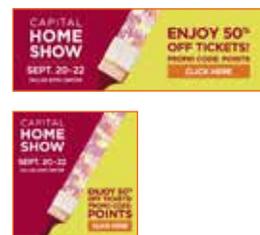
SHOW GUIDE (16 pages)



ADMISSION TICKETS



ONLINE ADS



EMAILS



TV – Our strategy to secure top prime programs on Fox5, NBC4, ABC7, CBS9, Cable and others ensured attendees at the show who were eager to buy.

Outdoor – High-impact bus wraps on key routes commanded attention from a wide audience leading up to and during the show.

Print – We teamed up with the Washington Post, NoVA Magazine, Arlington Magazine and Posh7 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.

Radio – Hundreds of thirty-second spots were heard across stations such as WASH, WBIG, WMZQ, WIAD, WMAL, WRQX, WTOP, WINC-FM, Pandora and several others. Plus, onair contests and ticket giveaways all contributed to traffic.

GET CONNECTED!



@CapitalShows
37,200 impressions



Home And Garden Events
105,995 fans



HomeShows
4,494 followers

CHANCE TO MEET MIKE ROWE!

Book your booth for a chance to meet Mike Rowe, Skilled Trades Advocate, creator and host of *Dirty Jobs* at the Minneapolis Home + Garden Show, Feb. 28-March 1, 2020!

GRAND PRIZE:

- Airfare for 2 to Minneapolis, MN
- Hotel for 2 nights
- Meet & Greet with Mike Rowe
- \$200 spending money
- VIP seats to Mike's presentation
- Admission to Paisley Park
- \$150 gift card to Oceanaire Restaurant



Photo credit:
Michael Segal



Habitat for Humanity

In January 2017, Marketplace Events announced a 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 \$203,460 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 CAPITAL HOME SHOW



1. **Brett Tutor**, the charismatic carpenter on TLC's *Trading Spaces*, appeared live at the main stage on Friday and Saturday. Local homeowners attended Tutor's appearance in **droves** to learn the dos and don'ts of DIY projects with his: "If I Can Do It, You Can Do It" Tips from a Home Inspector and Carpenter Tips series.
2. New this year! **Bathroom Wars** featured three leading bathroom remodeling and design firms: **KBF by Audi Contractors, Capitol Design Build & Enterprise Contracting to compete for the title of BEST BATHROOM.** Attendees toured the bathroom designs for themselves and voted for their favorite. This year's winner was announced over the PA system on at the show on Sunday and KBF By Audi received added exposure at the show!
3. Back by popular demand! Attendees got creative at the **Make-It, Take-it / DIY Station** in partnership with Stylish Patina. Local homeowners attended this FREE hands-on workshop, led by industry experts to create craft and DIY projects to home for display.
4. We offered a number of different ticket promotions to help drive attendance and to show our appreciation for select groups of people that make a difference in our local community by offering free admission. We hosted **Hero Day** and **Metro Day** on Friday, honoring all active military personnel, veterans, fire, police & first responders and public transit commuters. We hosted **Trade Day** and **Federal Government Employee Day** on Sunday, honoring all the hardworking people of trades industry and the federal government. These qualified audiences attended with ideas in mind and money to spend!

THANK YOU TO OUR SPONSORS & PARTNERS

Beekeepers Cottage
Herl's Bath Solutions
Infinity
Outdoor Showplace

Pella
Sleep Number
Stylish Patina
Sun Design

Value Blind & Heirloom Drapery
Veterans Next Mission

SAVE THESE DATES!

HOME
+REMODELING
SHOW

JANUARY 17-19, 2020
Dulles Expo Center
HomeAndRemodelingShow.com

CAPITAL
REMODEL
+GARDEN
SHOW

FEBRUARY 21-23, 2020
Dulles Expo Center
CapitalRemodelAndGarden.com

CAPITAL
HOME
SHOW

SEPTEMBER 25-27, 2020
Dulles Expo Center
CapitalHomeShow.com

Call today TO BOOK!



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