

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Prime Osborn Convention Center for four days of shopping at the **Fall 2018 Jacksonville Home + Patio Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 315 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

28,252
Total Attendees

13,306 UNIQUE
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.

780 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
2.4
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



91%
are homeowners



88%
are likely or somewhat
likely to attend the
show again



77%
attend with a spouse or partner
(meet both decision makers)



Voicing YOUR OPINION

“As a first-time show participant, we feel this was a great first show. We are still monitoring our results to determine the outcome of the show, but feel we had overall success by participating.”
Pam Wiselogle of Patio & Pizza Outdoor Furnishings

“Always a successful show.”
David Knowlton of Impulseclics.com

“This was our first show and a great experience. We are looking forward to and have already signed up for the spring Jacksonville Home & Patio Show.”
Tonya Plant of Assist2Build

“Truly NOBODY does it better than Marketplace Events! Always has the best quality shows. We do all of the shows in the southeast and the quality is unmatched.”
Jason of Floormax Direct

EXHIBITOR SNAPSHOT

94%

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

72%

are very satisfied or satisfied for the factors named as important

1 in 2

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

MORE THAN HALF

will definitely or are likely to exhibit at the show again 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 Fall Jacksonville Home + Patio 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 28,252 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 Jacksonville Home + Patio Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$132,000! Plus, the show garnered more than 2.4 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.



GRILL GAMES GIVE AWAY

This year's big contest was the Oven Mitt Gift Game sponsored by Preferred Outdoor Kitchens. In a wonderful turn of events, one of our honored Veterans Anthony Baker was the final winner! He won a beautiful outdoor kitchen valued at \$6,500. Congratulations!



MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (12 pages)



ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



EMAILS



TV - Our strategy to secure top prime programs on WJXT, WTLV, WJXX, WJAX, WFOX, WJCT and Comcast Cable ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as WEJZ, WGNE, WQIK, WSOL, WWJK, WJGL, WAPE, WOKV, WJCT and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Florida Times Union, Edible NE Florida and The Home Mag Jacksonville 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.



@TheJaxHomeShow | 23,600 impressions

Not at the jags game. Come downtown and enjoy the @TheJaxHomeShow #renovations #jacksonville #fixeruper

Tweeted by North Florida Roofing

We will be at the Prime Osborn Convention Center this weekend for the amazing @theJaxHomeShow! Stop out and say "hi" and discover the #kinetico difference!!!

Tweeted by Kinetico CGC Water



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!



Home And Garden Events
105,152 fans



HomeShows

FALL 2018 JACKSONVILLE HOME + PATIO SHOW



1. Hurricane Resource Center
Homeowners were able to visit the resource center and learn about generator safety, get advice regarding post hurricane insurance claims and learn hurricane preparedness tips.

2. Food Truck
Visitors walked from truck to truck at the Food Truck Rally on Friday and Sunday. Twenty-one of Jacksonville's most mouth-watering mobile food vendors kept the crowds satisfied for two days

3. Inspiration Stage
John Gidding of TLC's Trading Spaces as well as many other guests speakers adorned the stage with tips on home remodeling, flipping house and general décor advice.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!



JACKSONVILLE
**HOME
+ PATIO
SHOW**

FEBRUARY 23-MARCH 3, 2019

Prime Osborn Convention Center
JacksonvilleHomeShows.com

JACKSONVILLE
**HOME
+ PATIO
SHOW**

SEPTEMBER 26-29, 2019

Prime Osborn Convention Center
JacksonvilleHomeShows.com

Call today
TO BOOK!



TINA ROBINSON

Show Manager
904-622-9140 (Alpha #, A)
tinar@MPeshows.com



EDOARDO MORERA

Exhibit Sales Consultant
904-380-7956 (Alpha B-L)
edoardom@MPeshows.com



KAREN ADAIR

Exhibit Sales Consultant
904-380-7955 (Alpha M-Z)
karena@MPeshows.com