

# POST-SHOW REPORT 2017



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

Thousands of homeowners converged on South Towne Expo Center for three days of shopping at the **2017 Deseret News Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 350 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**23,619**  
*Total Attendees*

**22,598** 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.

**474** 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  
**28**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**90%**  
are  
homeowners



**78%**  
rated overall  
satisfaction as  
very satisfied or  
satisfied



**73%**  
attend with a  
spouse or  
partner (*meet both  
decision makers*)



**66%**  
have a home  
renovation  
budget of up to  
\$50,000



## Voicing YOUR OPINION

"This was our first time in this show. We felt we had a great experience and look forward to the March show!"

*Trish Van Doren,  
Treasures N Creations*

"Best show we've had ever in Sandy!"

*Arthur Onweller,  
Foothills Products*

"It was such a great experience!"

*Ali Burgess,  
Stilo Stream*

## EXHIBITOR SNAPSHOT



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



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



were very satisfied  
or somewhat  
satisfied that their  
expectations of the  
show were met

**MORE  
than  
HALF**

rated the quality  
of attendees at  
this year's show  
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 Desert News 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 23,619 visitors, we 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 Salt Lake Home Shows, you're missing out on entire audiences of customers!



## GETTING THE WORD OUT

The show garnered more than 28 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 (32 pages)



### EMAIL



**TV** - Our strategy to secure top prime programs on NKUTV (CBS), KSTU (FOX), KSL (NBC), KTXV (ABC), KJZZ (Ind.) and Comcast ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as KSFI, KRSP, KSL, KUBL, KBEE, KBZN, KSQN, Pandora and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the Deseret News, Salt Lake Tribune and The Home Mag 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



- **46,490** impressions
- @SLChomeshow Hanging out with new friends in Utah, seeing my buddy @DIYDevlin, and the crystal booth!
- Hi from Salt Lake City!

*Tweeted by Laurie March to her **504,513** followers*



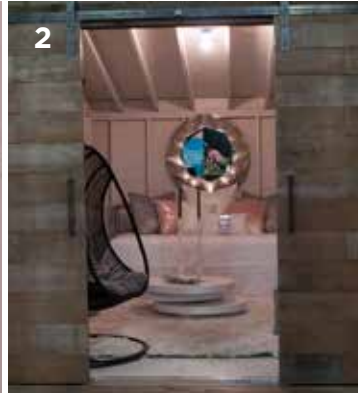
- **102,387** fans
- Raise your hand if you are going to be at the Deseret News Home Show for my final presentation today at 1. Loved my time here in Salt Lake City.
- Fun this morning!

*Posted by Jeff Devlin to his **10,289** 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 DESERET NEWS HOME SHOW



1. Remodeler and designer **Laurie March** is HGTV's "House Counselor," as well as a host for DIY Network, HGTV Gardens and the Cooking Channel. Laurie shared her project management and remodeling skills.

2. **Zen Dens** — Four local pergola companies brought spaces where guests felt inspired to relax, rejuvenate, and find their Zen!

3. **Bathroom Wars** — sponsored by **Prestige Bath Works**, the Professional Remodeler—Local bloggers Tinsel + Wheat and Rad + The Rest showed homeowners the latest trends in bathroom design as they battled to win votes. The winner was Tinsel + Wheat. Congratulations!

4. **Inspirational Holiday Doors** were on display aiding guests on how to perfectly decorate their front doors just in time for the holidays. A silent auction was held for each door and all proceeds went to local charities.



### — THANK YOU TO OUR SPONSORS & PARTNERS —

CR Hunt  
 Dominion  
 Esco  
 Finwise  
 Fluent Floors  
 Inspirations  
 Iron Door Works  
 Meiers Meats  
 Prestige Bath Works

Renewal by Andersen  
 Rocky Mountain Power  
 Sherwin Williams  
 Sleep Number  
 The Home Mag  
 Trimlight  
 Western Timberframe  
 Xfinity

**A special thank you to Amsco  
 for sponsoring our valet parking!**

### SAVE THESE DATES!

SALT LAKE  
**HOME  
 SHOW**

**JANUARY 5-7, 2018**  
 South Towne Expo Center  
 SaltLakeHomeShow.com

SALT LAKE TRIBUNE  
**HOME  
 +GARDEN  
 SHOW**

**MARCH 9-11, 2018**  
 South Towne Expo Center  
 SaltLakeTribuneHomeShow.com

DESERET NEWS  
**HOME  
 SHOW**

**OCTOBER 12-14, 2018**  
 South Towne Expo Center  
 DeseretNewsHomeShow.com

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



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