

POST-SHOW REPORT 2017



BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Overland Park Convention Center for four days of shopping at the **2017 Kansas City Holiday Boutique**. Shoppers eagerly walked the show to buy from 325 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.

43,635
Total Attendees

65,000 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.

3,627 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
11.5
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



94%

are very likely or likely to tell their friends and family about the show



92%

are likely or somewhat likely to attend the show in the future based on their satisfaction



87%

spent between \$25 and \$500 at the show



79%

rated the value they received for the admission price paid as excellent, very good or good



Voicing YOUR OPINION

"This is an excellent show. There were lines of people at my checkout counter each day. We love to do this show. This was our best show ever—and we participate in approximately 15 shows a year."

Vicki Stobbe of Main Street Company

"Great sales and lots of attendees. This show is worth doing!"

Jane Jones of Sweet & Saucy

EXHIBITOR SNAPSHOT



rated the number of attendees as excellent, very good or good



rated the show dates as excellent, very good or good



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



rated their move-in and move-out experience 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 for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Kansas City Holiday Boutique 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 43,635 visitors, we received **0 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$85,700! Plus, the show garnered more than 11.5 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

POSTER



SHOW GUIDE (8 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



7,800 followers



24,427 impressions



TV - Our strategy to secure top prime programs on KMBC, WDAF, KMCI, KSHB, Spectrum Reach, Viamedia and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KMXV, KBEQ, KZPT, KCFX, KCMO, KMBZ and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Kansas City Star 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.



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 KANSAS CITY HOLIDAY BOUTIQUE



- Boutique Bucks** were back this year! As a gift to shoppers from Thermal King Windows, we gave away \$50 in Boutique Bucks every hour, plus a grand prize of \$250 each day! Lucky winners used the money at the vendor of their choice.
- New this year—a **Bonus Boutique** on the lower level with 50 new booths and chances for visitors to win a \$100 shopping spree every day.
- Shoppers delighted in discovering and exploring the **Artisan Products** booths at the show. Floor decals identified these vendors who offered unique, hand-crafted products and gifts.
- The **Festival of Trees** benefiting the Johnson County Christmas Bureau, consisted of 100+ decorated trees and wreaths donated by area businesses, families and individuals. Proceeds from the sale of these items went directly to the Bureau. In addition, the show served as an official drop-off location for the Johnson County Christmas Bureau.
- The show kicked off the weekend with a **Ladies' Night Out** on Friday evening. Shoppers were treated to live music, drinks and door prize drawings every 15 minutes.
- Guests enjoyed **Mother Daughter Night**—a fun evening of shopping and door prizes on Saturday.

THANK YOU TO OUR SPONSORS & PARTNERS



Call today
TO BOOK
2018!



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MARKETPLACE | EVENTS

SAVE THESE DATES!

DES MOINES HOLIDAY BOUTIQUE	NOVEMBER 2-4, 2018	Iowa Events Center	DesMoinesHolidayBoutique.com
NEW SHOW! MILWAUKEE HOLIDAY BOUTIQUE	NOVEMBER 2-4, 2018	Wisconsin State Fair Park	MilwaukeeHolidayBoutique.com
CHRISTMAS GIFT + HOBBY SHOW	NOVEMBER 7-11, 2018	Indiana State Fairgrounds West Pavilion	ChristmasGiftAndHobbyShow.com
SOUTHERN CHRISTMAS SHOW	NOVEMBER 8-18, 2018	The Park Expo & Conference Center	SouthernChristmasShow.com
PREVIEW NIGHT	NOVEMBER 7, 2018		
MINNEAPOLIS HOLIDAY BOUTIQUE	NOVEMBER 9-11, 2018	U.S. Bank Stadium	MinneapolisHolidayBoutique.com
KANSAS CITY HOLIDAY BOUTIQUE	NOVEMBER 15-18, 2018	Overland Park Convention Center	KCHolidayBoutique.com
NEW SHOW! DETROIT HOLIDAY BOUTIQUE	NOV. 30 - DEC. 2, 2018	Suburban Collection Showplace	DetroitHolidayBoutique.com