

# POST-SHOW REPORT 2018



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Music City Center for three days of shopping at the **2018 Nashville Home + Remodeling Expo**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 280 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**17,032**  
*Total Attendees*

**22,140** 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.

**788** 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  
**8.9**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**89%**  
are homeowners



**86%**  
are likely to attend the  
show again



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



## Voicing YOUR OPINION

“Great show! I do more than 15 shows a year and this one is right near the top. Already booked for next year and looking forward to another tremendous weekend.”

*James Tharrett of Alpha  
Omega Construction Group*

“As a Corporate-run Design Center that doesn't typically participate in Expo's, we found this event to be well worth the time spent! Our primary goal in participating was to remind Nashville locals where we're located, and that goal was exceeded. We networked with client after client who had no idea we were still in the area after closing two other Nashville locations post-recession. My team had a lot of fun working an event that took them out of their regular routine, and feel they generated some valuable leads!”

*Molly Dragoo of  
Ethan Allen*

## EXHIBITOR SNAPSHOT

**96%**

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

**85%**

are very likely to exhibit at the show again in the future

**81%**

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

**81%**

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](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 Nashville Home + Remodeling Expo 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 17,032 visitors, we only received **1 request for a refund.**





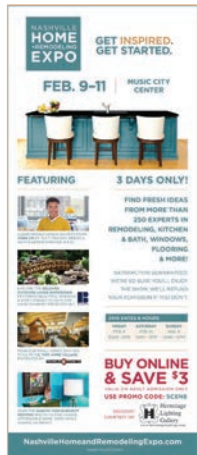
# GETTING THE WORD OUT

Advertising spend topped more than \$111,100! Plus, the show garnered more than 8.9 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 WKRN (ABC, WTVF (CBS), WSMV (NBC), WZTV (FOX), Comcast Cable and others ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as WCJK, WJXA, WQQK, WRVW, WSIX, WSM, WWTN and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the The Tennessean, Nashville Scene Magazine, House & Home Magazine and Nashville Lifestyles Magazine to promote the show with attention-grabbing ads.

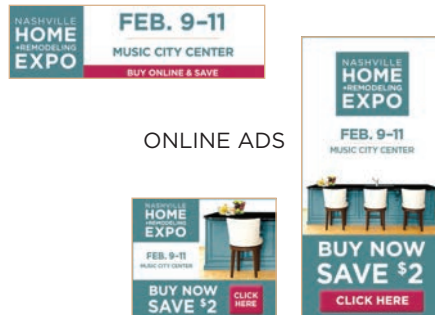
**Online** - Our digital presence on multiple websites gave us total saturation of the market.

**Direct Mail** - Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show.

### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



**Home And Garden Events | 102,681 fans**

What are you doing next weekend #Nashville? Join me for some #DESIGN inspiration at the Nashville Home + Remodeling Expo! I will be dispensing design tips, answering your design questions + signing my book... *Posted by Vern Yip to his 69,182 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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!



**@HomeShowsTN**  
17,072 impressions



**#homedesign**  
3,713 followers

## 2018 NASHVILLE HOME + REMODELING EXPO



### TINY HOMES

Visitors explored the Tiny Homes for functional and stylish small space ideas. Minuscule living spaces are all the rage and these were a huge hit at the show.



### BELGARD OUTDOOR LIVING SHOWDOWN

Attendees enjoyed walking through and then voting on their favorite gardens created by Crain Lawn Care, Kemp Outdoor Solutions, and Southern Green Landscaping.



### VERN YIP

of TLC's "Trading Spaces" was live on stage inspiring guests with his tips and tricks on design and décor.



### POOL KINGS

Kyle and Justin Peek, stars of DIY Network's hit show "Pool Kings," discussed over-the-top show-stopping pools and how to create a backyard paradise.

## THANK YOU TO OUR SPONSORS & PARTNERS

Ace Design Group

avi Windows Doors

Belgard

Cambria

Creative Countertop Solutions

Decorating Den Interiors

Habitat for Humanity

Hermitage Lighting Gallery

Home Advisor

House & Home Nashville

Nashville Billiard & Patio

OSHi Floral Design

Peyton Hoge Photographer

Sleep Number

## Call today TO BOOK!



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## SAVE THE DATE!

NASHVILLE  
**HOME**  
+REMODELING  
**EXPO**

**MARCH 15-17, 2019**

Music City Center

[NashvilleHomeAndRemodelingExpo.com](http://NashvilleHomeAndRemodelingExpo.com)

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