

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Music City Center for three days of shopping at the **2019 Nashville Home + Remodeling Expo**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 310 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

17,320 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.

263 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
16.5 MILLION**
PAID MEDIA IMPRESSIONS
Leverage this exposure. Ask
us how you can provide prizes
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



96%
are homeowners



85%
are likely or somewhat likely to return to the show again



81%
rated their overall satisfaction as very satisfied or satisfied



75%
attend with a spouse or partner (meet both decision makers)

Voicing YOUR OPINION

"Loved seeing the vendors! The best part of the show was the presentations. So informative!"
Daniel A. of South Nashville

"We had a very enjoyable experience."

Zachary R. of Northern Inglewood

"Love the show and ideas I can get. So many of the exhibitors are helpful."
Roger C. of Foxwood

"Show was good and valuable for us. We purchased a show deal and have contacts for some other needs."

Mario L. of Lebanon



EXHIBITOR SNAPSHOT

88% rated the quality of fellow exhibitors are excellent, very good or good

70% of exhibitors will purchase the same amount or more space in next year's show

2 out of 3 rated their overall experience working with the show team as excellent, very good or good



Voicing YOUR OPINION

"Marketplace Events got a decent crowd despite battling the SEC Championship across the street. Kudos to MPE for that."

Tilina Key of TKME

"The 2019 Nashville Home + Remodeling Expo was a huge success for Overhead Door of Nashville! I would highly recommend any company wanting to showcase their product to set up a booth at the Nashville Home + Remodeling Expo."

Hunter White of Overhead Door

"Thank you all for your amazing work putting together the show. We not only met our goals, but far exceeded them and have already booked jobs due to the high quality consumers who came out. We will definitely be back next year and for many more years to come!"

Sande Rock of Squeak Stoppers

"All weekend we were slammed with good quality leads all the way to 5:45 p.m. when the last customer made an appointment. We feel we will more than get a return on investment."

Sarah Bassett of Bassett Improvement Specialist



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 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 we received **0 requests for a refund.**



Now offering parking at Nissan Stadium as well as round-the-clock shuttle service for attendees and exhibitors.

GETTING THE WORD OUT

Advertising spend topped more than \$111,100! Plus, the show garnered more than 16.5 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

PRINT ADS



SHOW GUIDE (24 pages)



EMAILS



TV – Our strategy to secure top prime programs on WKRN, WSMV, WTVF, WZTV, Comcast 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 Lifestyles and House & Home to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

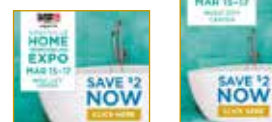
BILLBOARDS



ADMISSION TICKETS



ONLINE ADS



GET CONNECTED!



@HomeShowsTN
16,900 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



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!

2019 NASHVILLE HOME + REMODELING EXPO



1. Guests were wowed by the **Amish-made log cabins** by Hilltop Structures. Two fully furnished log cabins were open for viewing all weekend.
2. **Veterans Community Project (VCP)** is a 501(c)(3) nonprofit corporation founded by Kansas City Veterans who were frustrated by rampant homelessness throughout the Veteran community. VCP provides transitional-housing of tiny homes as well as onsite services providing housing stability to veterans. Volunteers were onsite sharing advice and discussing plans for Nashville.
3. Visitors explored the **Belgard Outdoor Living Showdown** featuring beautiful gardens. Once they viewed the gardens, they voted. The winner was Kemp Outdoor Solutions. Congratulations!
4. **Military personal, Veterans, Fire, Police and First Responders** enjoyed free admission to the show as our way of showing appreciation for this service.

THANK YOU TO OUR SPONSORS & PARTNERS

Floor & Décor
Sleep Number
House & Home
Hermitage Lighting

Countrywood Accents
Home Advisor
Restore Habitat for Humanity
Infinity

Creative Countertop Solutions
OSHi Floral Design
Decorating den
Belgard

Voicing YOUR OPINION

“Being a part of the Belgard Outdoor Living Showdown, I cannot express how professional and accommodating the team has been putting together this amazing feature. From Arrival to tear down, all aspects of the show are seamless and organized thanks to the team. The team does a great job of answering any questions and meeting all needs we have. We look forward to many more years showcasing our outdoor living areas!”

Drew Manning of Southern Green Landscaping

Call today TO BOOK!



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SAVE THIS DATE!

NASHVILLE
HOME
+REMODELING
EXPO

MARCH 13-15, 2020

Music City Center

NashvilleHomeAndRemodelingExpo.com

MARKETPLACE | **EVENTS**