

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the U.S. Bank Stadium for three days of shopping at the **2019 Minneapolis Home + Remodeling Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 298 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

39,575 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.

765 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
26.6
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



93%
are homeowners



80%
plan on completing a project



79%
attend with a spouse or partner (meet both decision makers)



EXHIBITOR SNAPSHOT

97%

rated their overall experience working with our show team as excellent, very good, or good.

87%

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

74%

will definitely or is likely to recommend this show to another potential exhibitor or colleague

71%

will definitely or is likely to exhibit at the show again in the future

Voicing YOUR OPINION

"We had a very successful outcome in lead generation and we had a lot of fun along the way. The show team and the venue staff all were very helpful, professional and made the entire experience positive for us."

*Robin Hetchler of
JH Hause Construction*

"I rate shows by the attitude of the attendees. Tire kickers, explorers, and those that are highly intentional. They have a purpose, a plan and a goal. They are not looking to be sold, they are looking to buy. This show has the highest percentage of "intentional" attendees, which makes it the best show we exhibit in annually."

*Tom Myrick of
Murphy Bros. Design
Build Remodel*

"The Minneapolis Home + Remodeling Show team is by far my favorite group to work with when it comes to anything trade-show related. I always look forward to their events!"

*Angie Robbins of
Home Pro America*



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 Minneapolis Home + Remodeling 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 we only received **1 request 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 Twin Cities home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than **\$197,500!** Plus, the show garnered more than 26.6 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 (12 pages)



EMAILS



TV – Our strategy to secure top prime programs on Kare11, WCCO, Fox9, KSTP and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as KDWB, KS95, Cities97, 92KQRS, KFAN, Kool108, MyTalk, WCCO-AM, K102 and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Star Tribune, Pioneer Press and MSP Magazine 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.

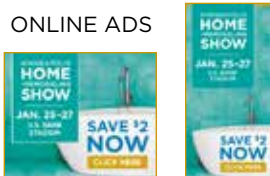
ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@HomeShowMPLS
69,800 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 MIKEROVEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

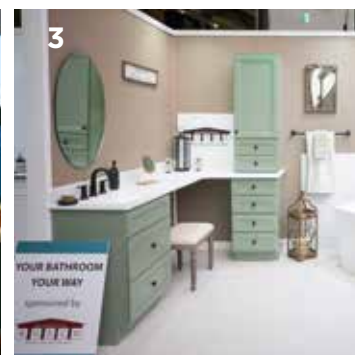
- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroveWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online 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 MINNEAPOLIS HOME + REMODELING SHOW



1. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out at the main stage sponsored by Slumberland Furniture from presenters **Kevin O'Connor** of PBS's **"This Old House"** and **Jeff Devlin** of DIY Network's **"Stone House Revival"**.
2. Attendees got their hands dirty, asked questions, tested new products and took home something beautiful at our **Make-It, Take-It Workshop Series**. Sponsored by Carver Junk Company.
3. Attendees explored the creative conservation corner and learned how to make their homes more eco-friendly. From solar panels to backyard farming, attendees learned how **sustainable living** can be fun and affordable.
4. Attendees explored and gathered inspiration at the **Your Bathroom, Your Way** feature. Minnesota Rusco designed and created three different bathroom displays located near the main entrance.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

MINNEAPOLIS
**HOME
+REMODELING
SHOW**

JANUARY 24-26, 2020
U.S. Bank Stadium
MinneapolisHomeAndRemodelingShow.com

MINNEAPOLIS
**HOME
+GARDEN
SHOW**

FEB. 21-23 & FEB. 28-MARCH 1, 2020
Minneapolis Convention Center
HomeAndGardenShow.com

Call today TO BOOK!



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