POST-SHOW REPORT 2017



BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Indiana State Fairgrounds for five days of shopping at the all-new **2017 Christmas Gift + Hobby Show.** Shoppers eagerly walked the show to buy from 340 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.

49,463
Total Attendees

54,816 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. **3,416** NEW assumers signed up

receive information from us in the future.

Ask us how you can communicate your marketing message to them year-round.

MORE THAN

11.7

MILLION
PAID MEDIA

IMPRESSIONS

VISITOR SNAPSHOT



92%
are very likely
or likely to tell
their friends and
family about
the show



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



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



spent between 3 and 8 hours at the show



"I was a first-time time exhibitor and this show totally exceeded my expectations. Ho Ho Ho!"

> Dusty Rhodes of Wood Be Memories

"Worth every penny! Awesome show!" Christie Sims Nunemaker of Origami Owl

"The Christmas Gift + Hobby Show was a great success for our small business!"

> Dawn Medvescek of Blinky Lady





EXHIBITOR SNAPSHOT



rated the show dates as excellent, very good or good (86°)

rated their overall experience working with the show team as excellent, very good or good 74°

have renewed their space for 2018 73°

rated their overall satisfaction with the 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 for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Christmas Gift + Hobby 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 49,463 visitors, we only received **4** requests for a refund.



GETTING THE WORD OUT

Advertising spend topped more than \$118,100! Plus, the show garnered more than 11.7 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



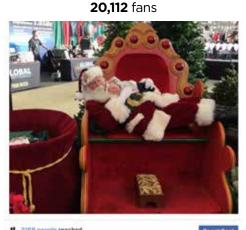


SHOW GUIDE (16 pages)



EMAIL







ADMISSION TICKETS







programs on WISH/WNDY, WRTV, WTHR, WXIN, WTTV, Comcast and others ensured attendees at the show promote the show with who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such multiple websites gave us total as WFMS, WFYI, WIBC, WJJK, WNTR, saturation of the market. WTLC- AM+FM, WYXB, WZPL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

TV - Our strategy to secure top prime Print - We teamed up with the Indianapolis Star, Reach Magazine and Neighborhood Source to attention-grabbing ads.

Online - Our digital presence on

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 CHRISTMAS GIFT + HOBBY SHOW









- Visitors enjoyed lively and festive performances from magicians, local school choirs and vocalists, dancers and more on the Holiday Entertainment Stage.
- What would a Christmas show be without a visit from Santa? The jolly old elf appeared throughout the show greeting visitors both young and old and spreading holiday cheer.
- 3. Merry Money was back—with a twist! All attendees got the chance for some extra green this holiday season. One winner was drawn every 30 minutes throughout the show—all five days of the show to receive \$25 in Merry Money to use at any one vendor of their choice!
- 4. The **Children's Bureau** organized a **Toy Drive** at the show. And volunteers from **Santa's Elves of Indiana** manned the **coat check** and **gift wrapping station**. All proceeds helped the charities offer assistance to children and families in need this holiday season!
- 5. Youngsters at the show had a Grr-ific time meeting **Daniel Tiger**, who appeared live at the show on Saturday.
- On Veterans Day, to honor and pay tribute to all veterans, all veterans and active duty military received free admission and free parking for the day.

THANK YOU TO OUR SPONSORS & PARTNERS—











Call today TO BOOK 2018!



CARRIE HANNIGAN Exhibit Sales Conultant 317-705-8719, ext. 23 carrieh@MPEshows.com



HEATHER NEWSOM Assistant Show Manager 317-705-8719, ext. 21 heathern@MPEshows.com

MARKETPLACE EVENTS

SAVE THESE DATES!

DES MOINES HOLIDAY BOUTIQUE NOVEMBER 2-4, 2018

Iowa Events Center DesMoinesHolidayBoutique.com

SOUTHERN CHRISTMAS SHOW NOVEMBER 8-18, 2018 PREVIEW NIGHT NOVEMBER 7, 2018

The Park Expo & Conference Center SouthernChristmasShow.com

KANSAS CITY HOLIDAY BOUTIQUE NOVEMBER 15-18, 2018

Overland Park Convention Center KCHolidayBoutique.com

CHRISTMAS GIFT + HOBBY SHOW NOVEMBER 7-11, 2018

Indiana State Fairgrounds, West Pavilion ChristmasGiftAndHobbyShow.com

MINNEAPOLIS HOLIDAY BOUTIQUE NOVEMBER 9-11, 2018

U.S. Bank Stadium

MinneapolisHolidayBoutique.com

NEW SHOW!

DETROIT HOLIDAY BOUTIQUE NOVEMBER 30 - DECEMBER 2, 2018

Suburban Collection Showplace DetroitHolidayBoutique.com