

# 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

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

**11.7**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



92%

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



91%

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



77%

spent between 3 and 8 hours at the show



## Voicing YOUR OPINION

"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



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



have renewed their space for 2018



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](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 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

### PRINT ADS



### SHOW GUIDE (16 pages)



### EMAIL



### ADMISSION TICKETS



### ONLINE ADS



20,112 fans



**TV** – Our strategy to secure top prime programs on WISH/WNDY, WRTV, WTHR, WXIN, WTTV, 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 WFMS, WFYI, WIBC, WJJK, WNTR, WTLC- AM+FM, WYXB, WZPL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Indianapolis Star, Reach Magazine and Neighborhood Source 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 CHRISTMAS GIFT + HOBBY SHOW



1. Visitors enjoyed lively and festive performances from magicians, local school choirs and vocalists, dancers and more on the **Holiday Entertainment Stage**.
2. 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.
6. 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 —



MidCountry  Media, Inc.



*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](http://DesMoinesHolidayBoutique.com)

**SOUTHERN CHRISTMAS SHOW**  
**NOVEMBER 8-18, 2018**  
**PREVIEW NIGHT NOVEMBER 7, 2018**  
The Park Expo & Conference Center  
[SouthernChristmasShow.com](http://SouthernChristmasShow.com)

**KANSAS CITY HOLIDAY BOUTIQUE**  
**NOVEMBER 15-18, 2018**  
Overland Park Convention Center  
[KCHolidayBoutique.com](http://KCHolidayBoutique.com)

**CHRISTMAS GIFT + HOBBY SHOW**  
**NOVEMBER 7-11, 2018**  
Indiana State Fairgrounds, West Pavilion  
[ChristmasGiftAndHobbyShow.com](http://ChristmasGiftAndHobbyShow.com)

**MINNEAPOLIS HOLIDAY BOUTIQUE**  
**NOVEMBER 9-11, 2018**  
U.S. Bank Stadium  
[MinneapolisHolidayBoutique.com](http://MinneapolisHolidayBoutique.com)

**NEW SHOW!**  
**DETROIT HOLIDAY BOUTIQUE**  
**NOVEMBER 30 - DECEMBER 2, 2018**  
Suburban Collection Showplace  
[DetroitHolidayBoutique.com](http://DetroitHolidayBoutique.com)