

POST-SHOW REPORT 2017



BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Iowa Events Center for three days of shopping at the **2017 Des Moines Holiday Boutique**. Shoppers eagerly walked the show to buy from 193 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.

15,662
Total Attendees



748 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.

31,415 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.

MORE THAN
7.5
MILLION
PAID MEDIA
IMPRESSIONS



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 Holiday Boutique 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 15,662 visitors, we only received **3 requests for a refund**.



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 DES MOINES HOLIDAY BOUTIQUE



1. Lifetime's Project Runway designer Christopher Straub created festive and one of a kind designer dresses. Made exclusively from holiday-themed decorations, these dresses were on display all weekend.



2. Ladies night out took place Friday night and there was a fabulous turnout. Contests, drinks and late night shopping from some of the chicest boutiques took place all night!

Voicing YOUR OPINION

"The show was well-run and the exhibiting space was top notch."
Eric Ludy of Cheese Brothers

"I think the majority of the vendors were amazing fit for the show."
Shana Rainey of Winged Goddess Studio

"We were very impressed with the advertising used for the show, as well as the clear and thorough vendor logistics distributed before the event."

Elizabeth Carman of Beza Threads

CONGRATULATIONS TO OUR WINNERS



MOST FESTIVE
Amy Lea'n Me



BEST ARTISAN BOOTH
Winged Goddess Studio



BEST USE OF AN 8' x 10' SPACE
Booth Gypsy



MOST CREATIVE SPACE
Jensy Lane

SAVE THESE DATES!

DES MOINES HOLIDAY BOUTIQUE
NOVEMBER 2-4, 2018
Iowa Events Center
DesMoinesHolidayBoutique.com

NEW SHOW!
MILWAUKEE HOLIDAY BOUTIQUE
NOVEMBER 2-4, 2018
Milwaukee State Fair Park
MilwaukeeHolidayBoutique.com

CHRISTMAS GIFT + HOBBY SHOW
NOVEMBER 7-11, 2018
Indiana State Fairgrounds, West Pavilion
ChristmasGiftAndHobbyShow.com

SOUTHERN CHRISTMAS SHOW
NOVEMBER 8-18, 2018
PREVIEW NIGHT NOVEMBER 7, 2018
The Park Expo & Conference Center
SouthernChristmasShow.com

MINNEAPOLIS HOLIDAY BOUTIQUE
NOVEMBER 9-11, 2018
U.S. Bank Stadium
MinneapolisHolidayBoutique.com

KANSAS CITY HOLIDAY BOUTIQUE
NOVEMBER 15-18, 2018
Overland Park Convention Center
KCHolidayBoutique.com

NEW SHOW!
DETROIT HOLIDAY BOUTIQUE
NOVEMBER 30 - DECEMBER 2, 2018
Suburban Collection Showplace
DetroitHolidayBoutique.com

GETTING THE WORD OUT

Advertising spend topped more than \$97,000! Plus, the show garnered more than 7.5 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

SHOW GUIDE
(8 pages)



POSTER



BUS TAIL



ADMISSION TICKETS



ONLINE ADS



f 7,800
followers

t 44,276
impressions

TV - Our strategy to secure top prime programs on WHO-TV, KCCI, KDSM, WOI, OnMedia 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 KIOA, KSTZ, KMYR, WHO-AM, KKDM, KDRB, KJJY, KMQW, KGGO, KHKI and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Des Moines Register, DSM Magazine, Welcome Home 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.

Call today TO BOOK 2018!



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