

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on The Park Expo and Conference Center for two weekends of shopping at the **2018 Southern Spring Home & Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 379 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

39,713
Total Attendees

28,108 UNIQUE

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.

918 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

15
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



93%
are homeowners



80%
are likely or somewhat
likely to attend the
show again



64%
attended with a spouse or partner
(*meet both decision makers*)



EXHIBITOR SNAPSHOT

91%

will purchase the
same or more exhibit
space in next year's
show

90%

rated the move-
in and move-out
experience as
excellent, very good
or good

78%

rated working with
the show team
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 Southern Spring Home & Garden 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 39,713 visitors, we only received **9 requests 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 Charlotte Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$115,000! Plus, the show garnered more than 15 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 (28 pages)



EMAILS



TV - Our strategy to secure top prime programs on WSOC, WBTV, WCCB, WJZY, Spectrum and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as WLNK, WKKT, WLKO, WRFX, WBT-AM, WBAV-FM and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Charlotte Observer, RSVP Mag, Valkpak and Money Mailer 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.

BILLBOARDS



ADMISSION TICKETS



ONLINE ADS



@HomeShowsNC
49,021 impressions



Home And Garden Events
102,681 fans



homeshow
3,691 followers

Hello #Charlotte #NC! Looking forward to seeing you this Friday & Saturday at the Southern Spring Home & Garden Show! Lars wishes he was coming along! *Tweeted by Vern Yip to his 30,500 followers*



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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2018 SOUTHERN SPRING HOME & GARDEN SHOW



1. **Belgard Gardens**—One of kind gardens themed “The New South” inspired crowds. Homeowners were able to stroll through beautiful outdoor spaces designed and installed by local landscapers.



2. **Vern Yip** of TLC’s “Trading Spaces” was live on stage inspiring guests with his tips and tricks on design and décor.

3. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops**. These hands-on workshops allowed attendees to learn directly from experts how to create chalkboard art, succulent birdhouses, farmhouse clocks and MORE!

4. **Farmers Market**—Springtime means Farmer’s Market time! The show was excited to partner up with Cotswold Farmer’s Market to sell fresh produce, baked goods and much more. Crowds were thrilled to leave with delicious local goods.

THANK YOU TO OUR SPONSORS & PARTNERS

Azek
Beanstalk Builders
Belgard

Blue Ridge Yurts
Carolina Landscape Supplies
Good Wood by Topher
Habitat for Humanity

Home Advisor
Jenn-Air
NARI
Oakdale Greenhouse
Plaza Appliance Mart
Restore- Habitat for Humanity
RSVP Charlotte

SiteOne
Sleep Number
Super Sod
The Charlotte Observer
The Home Mag
TimberTech
Universal Windows Direct

SAVE THIS DATE!



FEBRUARY 22-24 & MARCH 1-3, 2019
The Park Expo and Conference Center
CharlotteSpringHomeAndGardenShow.com

Call today
TO BOOK!



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