

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on The Park Expo and Conference Center for two weekends of shopping at the **2019 Southern Spring Home & Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 336 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

49,357
Total Attendees

27,267 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.

667 NEW
consumers signed up to
receive information from
us in the future.


Ask us how you can
communicate your marketing
message to thousands of
consumers year-round.


MORE THAN
14.5 MILLION

PAID MEDIA IMPRESSIONS
Leverage this exposure. Ask
us how you can provide prizes
and receive promotional media
inclusion and the opportunity
to grow your database.

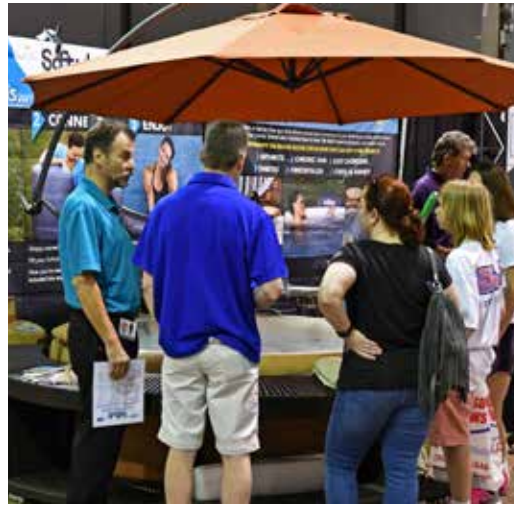
VISITOR SNAPSHOT

 **93%**
are homeowners

 **81%**
are likely or somewhat likely
to return to the show again

 **75%**
spent between \$25-\$500
while at the show (not
including the cost of admission)

 **MORE
THAN HALF**
attend with a spouse or
partner (meet both
decision makers)



EXHIBITOR SNAPSHOT

78 %
are definitely or likely
to exhibit at the show
again in the future

74 %
rated the quality of
attendees that were
present as excellent,
very good or good

**MORE
THAN HALF**
would definitely or
likely recommend
to a colleague



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 49,357 visitors, we only received **7 requests for a refund.**



Voicing YOUR OPINION

"Blooming show!
Marketplace Events working
to make it better every year."
*David Traber of
Helmuts Strudel*

"What an experience! So
many participants!"
*Christopher Frazier of
Pool Cover Solutions*

"The show attracted
homeowners who were
attending the show looking
for and ready to employ
remodeling contractors for
their projects."
*Doug Marsh of
Carolina Exterior*

"2019 was the best yet. It
allowed us to really shine
above our competition!"
*Scott Rowley of
Budget Blinds*

GETTING THE WORD OUT

Advertising spend topped more than \$127,000! Plus, the show garnered more than 14.5 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

PRINT ADS



SHOW GUIDE (16 pages)



EMAILS



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

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

Print - We teamed up with the Charlotte Observer, RSVP Magazine, Valpak and Money Mailer 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



ONLINE ADS



GET CONNECTED!



@CLTGardenShow
46,700 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 MIKEROWEWORKS 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 mikeroweWORKS 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 SOUTHERN SPRING HOME & GARDEN SHOW



1. Continuing the long-standing tradition, **Belgard** presented the showcase gardens in the 2019 show. The theme of the gardens was, "Inspired by HGTV." Guests were wowed by designs from local landscapers who brought to life designs from HGTV's most popular shows.
2. **Ty Pennington**, formally of "Extreme Makeover: Home Edition Revival" and currently of TLC's "Trading Spaces," was live on stage sharing his home improvement tips and tricks. Crowds flocked to his presentation to hear what he had to share.
3. **Laura Leboutillier** of Garden Answer has more than 2.5 million followers on Facebook and nearly half a million on YouTube. Guests travelled in from multiple surrounding states to meet Laura in person and were inspired by her advice on spring gardening.
4. **Julia Collin Davison** of America's Test Kitchen and Cook's Country wowed guests with practical tips and tricks that they could use in their own kitchens.

THANK YOU TO OUR SPONSORS & PARTNERS

Belgard
Ballard Designs
EQ Custom Builders
Harris Teeter
Infinity Massage Chairs
Oakdale Greenhouses
Old Hickory Buildings
Proven Winners

Sleep Number
Super Sod
Universal Windows
Better Built
Proper Flower
Pond Country
King's Greenhouse
Queen City Audio Video Appliances

Burleson Flower Farms
Westin
Hampton Inn & Suites
RSVP Charlotte
TheHomeMag Charlotte

SAVE THIS DATE!



**FEBRUARY 28-MARCH 1 &
MARCH 6-8, 2020**

The Park Expo and Conference Center
CharlotteSpringHomeAndGardenShow.com

Call today TO BOOK!



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