

POST-SHOW REPORT 2018



INDIANA FLOWER + PATIO SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Indiana State Fairgrounds West Pavilion and Exposition Hall for nine days of shopping at the **2018 Indiana Flower + Patio Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 306 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

NEARLY
80,000
Total Attendees

41,613 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.

3,734 NEW

consumers signed up to receive information from us in the future bringing our total database to 62,156 consumers*.

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


**As of March 2018.*


MORE THAN
28.3
MILLION
PAID MEDIA
IMPRESSIONS


VISITOR SNAPSHOT

 **95%**
are homeowners

 **94%**
plan on completing
a project

 **73%**
have a renovation
budget of up to
\$50,000

 **66%**
spent between 3-6
hours at the show

 **49%**
are planning a landscaping/
nursery project



Voicing YOUR OPINION

"We are pleased with the response we had at our booth and will definitely be back next year."

Jennifer Morris, Mosquito Shield of Central Indiana

"This was our company's first big show and we were a little worried about the booth cost and the uncertainty of the outcome, however we are so glad that we took the chance and exhibited! Our results were beyond our wildest imagination! We sold products, booked events and made connections. The experience was outstanding!"

Sherry Feasel, Norwex

EXHIBITOR SNAPSHOT

96%

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

96%

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

83%

rated the show dates as excellent, very good or good

83%

rated their overall satisfaction as excellent, very good or good

"Marketplace Events did a great job marketing and advertising the show."

Tammy Austin, Thirty-One Gifts



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 Indiana Flower + Patio 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 nearly 80,000 visitors, we only received **5 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 Indianapolis Home Shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$196,700! Plus, the show garnered more than 28.3 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 (32 pages)



EMAILS



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, WFNI, WIBC, WJJK, WLHK, WTTS, 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, Neighborhood Source and TheHomeMag 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.

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



@HomeShowIND
231,660 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 followers



Anyone wanna guess where I'm going to be this weekend? Hint: I'm pointing at the sign! See you all this weekend! xo
Posted by Tyler Wisler to his 6,984 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 INDIANA FLOWER + PATIO SHOW



1. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
2. **Joanie Sprague**, a carpenter on TLC's wildly popular "Trading Spaces," shared her expertise to big crowds.
3. More than an acre of **Feature Gardens** of all sizes blended upscale and budget-friendly options and provided outdoor living inspiration.
4. Guests kicked back and sampled a variety of craft beers and domestics in the Unilock **Craft Beer Corner**.
5. Visitors got their hands dirty and took home their own creations this year at the **Hands-On Workshops** which allowed attendees to learn directly from experts how to create a bridal bouquet, design a unique signature bracelet, and much more.
6. The **Belgard Challenge** pitted three landscape designers against each other in a battle to create the most fabulous garden with a budget of \$25,000 installed. Guests chose the winner by voting at the show.
7. Kids had fun in the **Kids Play Zone** which featured a variety of safe, high-quality playground equipment.
8. The **Indiana's Own** shopping area showcased small businesses offering products and services that are uniquely Hoosier, handcrafted by Hoosiers or support the Urban Hoosier movement.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

Christmas
**GIFT
+HOBBY
SHOW**

NOVEMBER 7-11, 2018
Indiana State Fairgrounds
ChristmasGiftAndHobbyShow.com

INDIANAPOLIS
**HOME
SHOW**
— SINCE 1922 —

JANUARY 18-27, 2019
Indiana State Fairgrounds
IndianapolisHomeShow.com

INDIANA
**FLOWER
+PATIO
SHOW**

MARCH 9-17, 2019
Indiana State Fairgrounds
IndianaFlowerAndPatioShow.com

Call today
TO BOOK!



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