

# POST-SHOW REPORT 2019

## 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 **2019 Indiana Flower + Patio Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 312 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**77,168**  
*Total Attendees*

**42,842** 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.

**4,207** 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**  
**29.2 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



**96%**  
are homeowners



**92%**  
are likely or somewhat likely to attend the show in the future



**73%**  
plan on completing a project



**MORE THAN HALF**  
plan to spend up to \$10,000 with exhibitors in the next 12 months



## Voicing YOUR OPINION

"It is wonderful to work with Marketplace Events. I am excited to exhibit with them in the future in this event and more!"

*Heidi Orth of Young Living Essential Oils*

"All the advertising that was done before the show helped with our success."

*Dianne Schrack of Wicker Works*

## EXHIBITOR SNAPSHOT

**95%**

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

**79%**

rate the quality of exhibits/exhibitors as excellent, very good or good

**68%**

rate the show's consumer advertising campaign as excellent, very good or good

**MORE THAN HALF**

rate the number of attendees 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 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 77,168 visitors, we only received **2 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 \$196,800! Plus, the show garnered more than 29.2 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 WTHR and Comcast ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as WFMS, WIBC, WJJK, WNTR, WTTS, WYRG, 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 and inserts in Sunday's circulation.

**Online** – Our digital presence on multiple websites gave us total saturation of the market.

### BILLBOARDS



### ADMISSION TICKETS



### ONLINE ADS



## GET CONNECTED!



@HomeShowIND  
82,900 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 INDIANA FLOWER + PATIO SHOW



1. **Chris Lambton**, host of **DIY Network's "Yard Crashers"** offered expert advice on landscapes, hardscapes, garden planning and more. He shared tips for making the most of outdoor living spaces.
2. The French-inspired **STEMS Flower Truck** sold premium bouquets of fresh, beautiful flowers for attendees to enjoy.
3. Visitors strolled through more than 100,000 sq. ft. of **Feature Gardens** for outdoor living inspiration.
4. Attendees shopped for fresh flowers, plants, seeds and supplies for their landscaping and gardening projects at the **Plant Market**.
5. Landscape designer **Sara Bendrick** of **DIY Network's "I Hate My Yard"** educated homeowners on how they could create the outdoor living spaces they've always dreamed of.
6. At the **Make-It Take-It** floral feature, visitors picked their very own fresh-cut bouquets and then took home the scents, colors and textures of the season. Designers from the **American Institute of Floral Designers (AIFD)** were on hand to assemble the arrangements, offer tips and answer questions.
7. The **Unilock Beer Garden** allowed guests a relaxing place to kick back and sampled a variety of craft and domestic beers.

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THESE DATES!



**JANUARY 17-26, 2020**  
Indiana State Fairgrounds  
IndianapolisHomeShow.com



**MARCH 14-22, 2020**  
Indiana State Fairgrounds  
IndianaFlowerAndPatioShow.com

## Call today TO BOOK!



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