# POST-SHOW REPORT 2019



## **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.

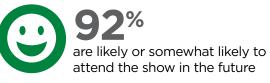
## MORE THAN 29.2 MILLION PAID MEDIA IMPRESSIONS

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

#### **VISITOR SNAPSHOT**









#### 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**<sup>\*</sup>

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

# **79**<sup>%</sup>

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

# 8<sup>%</sup> тн

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 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 <u>2</u> **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**

SHOW GUIDE (32 pages)



#### ADMISSION TICKETS



GET



@HomeShowIND

82,900 impressions

BILLBOARDS



**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.

**CONNECTED!** 

#### 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



**Home And Garden Events** 

105.171 fans

HomeShows

4.173 followers

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**



- 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.
- 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

