

INDIANA FLOWER + PATIO SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

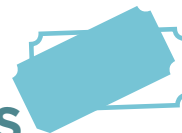
Thousands of homeowners converged on the Indiana State Fairgrounds for nine days of shopping at the 2017 Indiana Flower + Patio Show, making it a must-attend event again this year. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 325 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



.....
25,092,394
PAID MEDIA
IMPRESSIONS



77,680
TOTAL ATTENDEES



Did you know?

- 39,401 UNIQUE visitors browsed our show website in the 30 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.
- 4,747 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.





EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 81% rated their overall satisfaction with the show as excellent, very good or good
- 74% were very satisfied or somewhat satisfied that their expectations of the show were met
- More than half will definitely recommend or are likely to recommend the show to other potential exhibitors
- More than half rated the quality of attendees as excellent, very good or good

VISITOR SNAPSHOT

94%



are homeowners

91%



are very likely or somewhat likely to recommend the show to a friend or family member

63%



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

MORE THAN HALF



have a home renovation budget of up to \$50,000

VOICING YOUR OPINION

HERE'S WHAT EXHIBITORS IN THIS YEAR'S SHOW HAD TO SAY

- "It was a good show and a great crowd."

*Laurel Fulling,
Totally Nutz*

- "I was very pleased with the upgraded marketing for this event."

*Todd Guthrie,
ADT Security Services*



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 77,680 visitors, we only received **10 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 Indiana Home Shows, you're missing out on an entire audience of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$195,000! Plus, the show garnered more than 25 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 (22 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



SOCIAL MEDIA



@HomeShowIND

- **59,678** impressions
- “Great hanging out with @hankins_amber @IndyStyle her in #Indianapolis for @HomeShowIND.”
*Tweeted by Chris Lambton to his **38,100** followers*



Home And Garden Events

- **101,369** fans
- “Amazing displays at the Indiana Flower + Patio Show and fun times with Amber Hankins!”
*Posted by Chris Lambton to his **18,607** followers*



homeshows

- **3,011** fans
- “All these #flowers and #garden displays have me wishing for #spring and warmer weather at the Indiana Flower + Patio Show”
*Posted by Chris Lambton to his **15,100***
- “Pretty sure this romantic wedding garden at the Indiana Flower + Patio Show could chase away any winter blues”
*Posted by Laurie March to her **3,990** followers*

TV – Our strategy to secure top prime programs on stations such as 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 WFBQ, WFMS, WFNI, WIBC, WJJK, WLHK, WNDE, WNTR, WRWM, WTLC, WTTS, WYXB, WZPL and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Indianapolis Star and the Home Mag to promote the show with attention-grabbing ads.

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

2017 INDIANA FLOWER + PATIO SHOW



1. **Laurie March**, of DIY Network's "Blog Cabin" and HGTV's "The House Counselor," taught audiences the ins and outs of remodeling and shared her project management, design and decor advice.

2. **Chris Lambton** of Networks "Yard Crashers" and HGTV's "Going Yard" offered attendees ideas and inspiration for transforming their backyards into fantastic outdoor living spaces.



3. Guests strolled through more than 50,000 sq. ft. of **Feature Gardens** which provided the inspiration and ideas show-goers needed to whip their gardens into shape, just in time for spring.

4. Attendees found exactly what they needed for their landscaping and gardening projects at the **Plant Market**.



5. **Expo Hall In The Dark** showcased more than 12,000 sq. ft. of gardens illuminated using only landscape, theatrical and multi-purpose lighting.

6. Visitors got their hands dirty and took home their own creations this year at **Workshops**. These free hands-on workshops allowed attendees to learn directly from experts how to create gardens of all types and sizes, build their own dream bridal bouquet, design a unique signature bracelet and MORE!

THANK YOU TO OUR SPONSORS & PARTNERS

Angie's list.

AntiqueWeek
THE ANTIQUE, VINTAGE, COLLECTIBLE & COUNTRY HOME SHOW

Mitchell Fleming Printing
PROUDLY PRINTED IN INDIANA

marsh

sleep number.



CALL TODAY TO BOOK 2018!



NICOLETTE WYATT
Exhibit Sales Consultant
317-705-8719, ext. 12
nicolettew@MPeshows.com



ANNE SMITH
Exhibit Sales Consultant
317-705-8719, ext. 19
annes@MPeshows.com



LAURA GRONINGER
Group Manager
317-705-8719, ext. 10
laurag@MPeshows.com

SAVE THESE DATES!
INDIANAPOLIS
HOME SHOW
— SINCE 1922 —
JANUARY 19-28, 2018
Indiana State Fairgrounds
IndianapolisHomeShow.com

INDIANA FLOWER + PATIO SHOW
MARCH 10-18, 2018
Indiana State Fairgrounds
Expo Hall & West Pavilion
IndianaFlowerAndPatioShow.com

MARKETPLACE EVENTS
Largest Home Show Producer | In North America