

# POST-SHOW REPORT 2017



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the North Carolina State Fairgrounds for three days of shopping at the **2017 Fairgrounds Southern Ideal Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 270 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**16,796**  
*Total Attendees*

**17,616** 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.

**324** 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

**4.8**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**87%**  
are  
homeowners



**82%**  
are likely or  
somewhat likely to  
attend the show  
again



**62%**  
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

"My experience with the Marketplace Events has been excellent. At the Raleigh Convention Center, setting up at the beginning and dismantling at the end of the show went well and was very well organized. I am very happy with both shows, the staff, and the organizers."

*Fadia House of Floury Apron*

"Show leads and interest were good."

*Angela Lassiter of  
Rainbow Home Interiors*

## EXHIBITOR SNAPSHOT

**MORE  
than  
HALF**

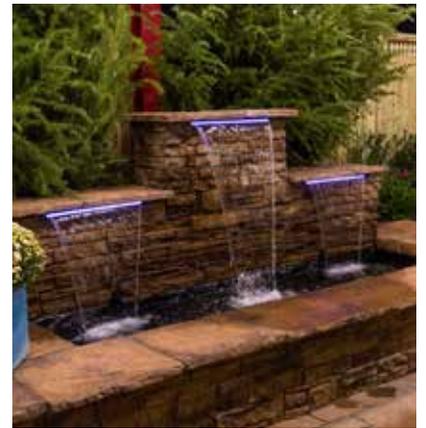
rated their overall  
satisfaction with the  
show as excellent, very  
good or good

**1  
in  
4**

were very satisfied or  
somewhat satisfied that  
their expectations of the  
show were met

**MORE  
than  
HALF**

rated the quality of  
attendees at this year's  
show 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 Fall 2017 Fairgrounds Southern Ideal Home 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 16,796 visitors, we received **1 request 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 Raleigh Home Shows, you're missing out on entire audiences of customers!

## GETTING THE WORD OUT

The show garnered more than 4.8 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 (8 pages)



### EMAILS



**TV** - Our strategy to secure top prime programs on SWRAL, WTVD, WNCN, WRAZ and Spectrum TV ensured attendees at the show who were eager to buy.

**Radio** - Hundreds of thirty-second spots were heard across stations such as WKIX, WRAL, WBBB, WQDR, WPTF and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the News & Observer 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



### ONLINE ADS



- **70,330** impressions
- I know it's gorgeous outside Raleigh, but you really should spend some time out of the midday sun. Just looking out for your health, NC. *Tweeted by Matt Muenster to his **24,753** followers*



- **102,387** fans
- Hey Raleigh! Clear your weekend plans & come hang with me! State Fairgrounds. Fri/Sat/Sun. Who's coming? Also-stay tuned. Working on discount tickets for you guys too. *Tweeted by Matt Muenster to his **24,753** 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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

# 2017 FAIRGROUNDS SOUTHERN IDEAL HOME SHOW



1. **Matt Muenster** of HGTV and DIY Network's "Bath Crashers" educated audiences with clever ideas for transforming boring bathrooms into fantastic ones by integrating great design with earth-friendly materials.
2. Visitors explored the **Tiny Home** feature by Free Spirit Tiny Homes. This tiny living space was all the rage and was a huge hit at the show.
3. Lively presentations by local and national celebrities and experts on the **Fresh Ideas Design Stage** educated and entertained big crowds every day of the show.
4. Guests kicked back, relaxed and enjoyed a variety of beverages at the **Beer and Wine Sampling**.
5. On **Hero Day**, all active and retired military, police and fire personnel received complimentary admission to the show.
6. Educators and staff received complimentary admission to the show on **Teacher Day**.



## THANK YOU TO OUR SPONSORS



## SAVE THESE DATES!

DOWNTOWN  
RALEIGH  
**HOME  
SHOW**

**FEBRUARY 23-25, 2018**  
**SEPTEMBER 14-16, 2018**  
Raleigh Convention Center

DowntownRaleighHomeShow.com



FAIRGROUNDS  
SOUTHERN  
**Ideal  
home  
show**

**APRIL 6-8, 2018**  
**SEPTEMBER 21-23, 2018**  
North Carolina State Fairgrounds

RaleighFairgroundsHomeShow.com

*Call today*  
**TO BOOK 2018!**



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