

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Tens of thousands of visitors converged on The Park Expo and Conference Center for 12 days of shopping at the **2018 Southern Christmas Show**. Shoppers eagerly walked the show to buy from 440 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.

113,642
Total Attendees

221,016 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.

8,977 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

9.9
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



96 %

spent between
\$25 and \$500
at the show



91 %

are very likely or
likely to tell their
friends and family
about the show



89 %

are likely or somewhat
likely to attend the show
in the future based on
their satisfaction



73 %

rated the value they
received for the
admission price paid
as excellent, very
good or good



EXHIBITOR SNAPSHOT

92 %

rated the
show dates as
excellent, very
good or good

84 %

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

74 %

rated working
with the
show team 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 Southern Christmas Show was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising and onsite in the lobby. We're pleased to report that out of 113,642 visitors, we only received **5 requests for a refund.**



DRIVING QUALIFIED TRAFFIC

Advertising and PR spend topped nearly \$170,000! The show garnered more than 9.9 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 market and drove qualified and new attendees through the doors.



MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (12 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



TV – Our strategy to secure top prime programs on WBTV, WCCB, WSOC, Spectrum Reach and others ensured attendees at the show who were eager to buy.

Online – Our digital presence on multiple websites helped reach guests searching for holiday gift giving ideas.

Print – We teamed up with the Charlotte Observer to promote the show with attention-grabbing ads.

Radio – Hundreds of thirty-second spots were heard across stations such as WBAV, WFAE, WKQC, WNKS, WSOC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

FACEBOOK



51,661 followers

TWITTER



63,100 impressions

“All year long we look forward to the Southern Christmas Show. We do upwards of 30 shows a year and deal with a lot of different companies, people and ways of doing things. In general, we just love everything about this show. Your team creates a show that we really enjoy. It is an exciting twelve days and a good value, as it is one of our highest grossing shows of the year.”

Becky & Dan True of Personalized Memories Craft Shop

“This show was my most successful year ever. The management team at Marketplace Events worked to make my vendor experience enjoyable and profitable. The whole team was so very helpful. Attendance was excellent and the show was well-organized.”

Mark Morgan of A Home For Christmas



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!

THANKS TO YOU AND OUR ATTENDEES, WE RAISED \$12,941.72 FOR HABITAT FOR HUMANITY, CHARLOTTE AND \$24,744 FOR SHRINERS! THANK YOU!

2018 SOUTHERN CHRISTMAS SHOW



1. Guests were able to enjoy **Santa's** company and share with him their lists! Jolly old St. Nick was available for photos as well.
2. The **Southern Christmas Show Gift Shop** was open this year! Guests were able to take a piece of shopping tradition home with them.
3. Shoppers were delighted and inspired by our very own, **Christmas Tree Lane**. These amazing trees were decorated by exhibitors and provided plenty of holiday cheer!
4. **Olde Towne**—An enchanted village of shops for guests to browse. Shelves were filled with gifts, décor and ornaments for giving and collecting.

2018 AWARD WINNERS

OLDE TOWNE SHOPPES

Shea's Wildflower Company

Maison de Papier

704 Shop

TENTED BOOTHS

Blue Ridge Mitten Co.

Beachglass Jewelry

SCP Collectibles

ARTS & CRAFT

Compass Woodworks

Smokn' Hot Brass

Kate Laine Jewelry

COMMERCIAL

The U-Nique Boutique

Franci B Mobile Boutique

Let's Talk Towels

THANK YOU TO OUR SPONSORS & PARTNERS



**Call today
TO BOOK 2019!**

SouthernChristmasShow.com

MARKETPLACE | **EVENTS**



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RESERVE NOW FOR 2019!

DES MOINES HOLIDAY BOUTIQUE	NOV. 1-3	Iowa Events Center	DesMoinesHolidayBoutique.com
CHRISTMAS GIFT + HOBBY SHOW	NOV. 6-10	Indiana State Fairgrounds West Pavilion	ChristmasGiftAndHobbyShow.com
MINNEAPOLIS HOLIDAY BOUTIQUE	NOV. 8-10	U.S. Bank Stadium	MinneapolisHolidayBoutique.com
SOUTHERN CHRISTMAS SHOW	NOV. 14-24	The Park Expo & Conference Center	SouthernChristmasShow.com

DATES CONFLICT WITH SOUTHERN CHRISTMAS SHOW

KANSAS CITY HOLIDAY BOUTIQUE	NOV. 14-17	Overland Park Convention Center	KCHolidayBoutique.com
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