

POST-SHOW REPORT 2017

VIRGINIA HOME SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on The Meadow Event Park for two days of shopping at the 2017 Virginia Home 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 125 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

6,201
TOTAL ATTENDEES

EXHIBITOR SNAPSHOT

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

90% rated their overall satisfaction with the show as excellent, very good or good

90% were very satisfied or somewhat satisfied that their expectations of the show were met

90% will definitely recommend or are likely to recommend the show to other potential exhibitors

89% rated the quality of attendees at this year's show as excellent, very good or good

VISITOR SNAPSHOT



83%

are homeowners



79%

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



70%

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



MORE THAN HALF

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

Did you know?

6,121 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.

187 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.



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 Virginia 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 6,201 visitors, we received **0 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 Virginia Home Shows, you're missing out on entire audiences of customers!

MORE THAN
5.1
MILLION
PAID MEDIA
IMPRESSIONS

GETTING THE WORD OUT

Advertising spend topped more than \$55,900! Plus, the show garnered more than 5.1 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

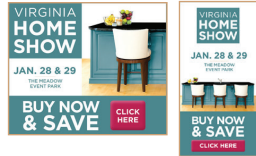
PRINT ADS



BILLBOARDS



ONLINE ADS



SHOW GUIDE (4 pages)



ADMISSION TICKETS



EMAILS



TV - Our strategy to secure top prime programs on stations such as WWBT, WTVR, WRIC and others ensured attendees at the show who were eager to buy.

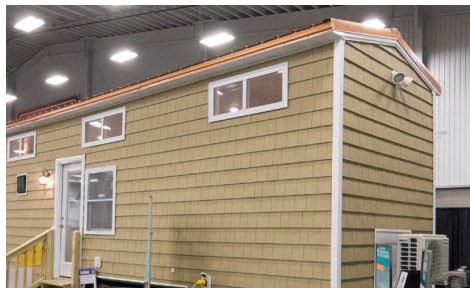
RADIO - Hundreds of thirty-second spots were heard across stations such as WKJS, WPZZ and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

PRINT - We teamed up with the Richmond Times Dispatch 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.

2017 VIRGINIA HOME SHOW FEATURES



Visitors explored the **Tiny Home** by Tiny House Building Company for functional and stylish small space ideas. Miniscule living spaces are all the rage and this was a huge hit at the show.



Attendees got outdoor entertaining ideas while enjoying a glass of wine in the **Pub-Shed** was presented by Virginia Custom Buildings and Play Centers and Outback Patios. Proceeds benefited Wine for Cures.



Guests shopped **Taste of Virginia** to discover, browse and buy products such as unique wines, sauces, cheeses and more from local businesses.



SAVE THESE DATES

OCTOBER

ALL NEW RICHMOND HOME SHOW

OCT. 13-15, 2017
Richmond Raceway Complex
RichmondHomeShow.com

JANUARY

VIRGINIA HOME SHOW

JAN. 27-28, 2018
The Meadow Event Park
VAHomeShow.com

MARCH

RICHMOND HOME + GARDEN SHOW

MARCH 2-4, 2018
Richmond Raceway Complex
RichmondHomeAndGarden.com

CALL TODAY!



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