

# POST-SHOW REPORT 2018



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on North Carolina State Fairground for three days of shopping at the **2018 Fairgrounds Southern Ideal Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 280 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**20,503**  
*Total Attendees*

**13,616** UNIQUE

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.

**482** 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

**5.5**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**92%**  
are homeowners



**88%**  
are likely or somewhat likely to attend the show again



**73%**  
attend with a spouse/partner or family member

## Voicing YOUR OPINION

“The entire Marketplace team goes over and above to ensure that our show experience is consistently better than the previous show.”

*Wendy Skwirsk,  
Champion Windows*

“This show is great! Looking forward to next year!”

*Lilly, WoodMill Winery*

“Exhibiting with the Market Place has been a very good experience. My Sales consultant is very courteous, helpful, friendly and great to work with. She is always ready to help and answer questions.”

*Fadia House, Flourey Apron*



## EXHIBITOR SNAPSHOT

**83%**

will definitely or are likely to exhibit at the show again in the future

**80%**

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

**79%**

rated the quality 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](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 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 20,503 visitors, we only received **2 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 Raleigh Home Shows, you're missing out on entire audiences of customers!



# GETTING THE WORD OUT

The show garnered more than 5.5 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



### ADMISSION TICKETS



### ONLINE ADS



**TV** – Our strategy to secure top prime programs on WRAL, WTVD, WNCN, WRAX and others 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 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.



@HomeShowsNC  
77,070 impressions



Home And Garden Events  
102,681 fans



homeshow  
3,691 followers

NC Home Shows @HomeShowsNC · Apr 7  
Attention all #TradingSpace fans! @AlexTutor will be on the Fresh Ideas Stage today @ 2pm & Aprn sharing his top home improvement tips. Don't miss out! #SH1818



Habitat for Humanity

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!

# 2018 FAIRGROUNDS SOUTHERN IDEAL HOME SHOW



- 1. Brett Tutor** - The newest carpenter on TLC's Trading Spaces and previously seen on Discovery Channel's hit show Treasure Quest was onsite to share his tips on new building methods and materials, energy efficiency and the future of home building.
- 2. Outdoor Living** - The experts helped homeowners design the perfect place to relax, entertain, and enjoy being at home. Local landscape architects Standard Construction & Landscaping, RB Landscaping, and aquascape designers Just Pondering inspired guests with ideas they never thought possible.
- 3. Make It, Take It Workshops** - Guests got their hands dirty this year with our free hands-on workshops. Learning directly from the experts, testing new products and taking home their own creation during the interactive DIY feature.
- 4. Sip in Style Pub Sheds** - Guests were able to sip in style at two custom built pub sheds. Sheds provided by The Shed Depot of NC, wine samples from featured local winery, Adams Vineyards, and local beer samples from local brewery, Oak & Dagger Public House. Homeowners also got new ideas for backyard spring and summer entertaining from landscaping by RB Landscaping and seating provided by Backyard Etc!

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THESE DATES!

DOWNTOWN  
RALEIGH  
**HOME  
SHOW**

**SEPTEMBER 14-16, 2018**  
**FEBRUARY 15-17, 2019**  
Raleigh Convention Center

DowntownRaleighHomeShow.com



**SEPTEMBER 21-23, 2018**  
**APRIL 5-7, 2019**  
North Carolina State Fairgrounds  
RaleighFairgroundsHomeShow.com

**Call today  
TO BOOK!**



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