

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Mountain America Expo Center for three days of shopping at the **2018 Salt Lake Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 293 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

33,622
Total Attendees

31,321 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.

1,336 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

25.3

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



82%
are
homeowners



**MORE
THAN
HALF**
are likely to
attend the
show again



75%
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

“The Home Show turned out great for our company. We were excited to see lots of different potential customers interact with us in our booth. The atmosphere and lighting were a nice addition to our both and efforts. The Home Show staff were helpful and informative to many of our employees.”

Myrna Anderson of Image Home Decor

“Great job. We beat last years numbers!” *Chris Cornilles of Preferred Vacation Club*

“Great show! Several years of success. Great Staff. Clean and professional.”
Trevor Gough of Aspire Pools and Design

EXHIBITOR SNAPSHOT



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



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



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



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



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 Salt Lake 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 33,622 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 Salt Lake Home Shows, you're missing out on entire audiences of customers!

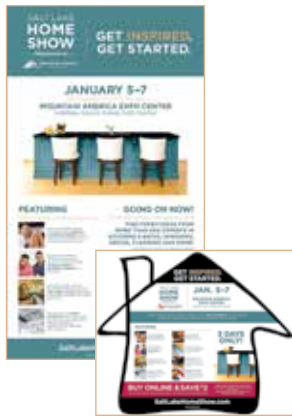
GETTING THE WORD OUT

Advertising spend topped more than \$109,000! Plus, the show garnered more than 25.3 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 (24 pages)



EMAIL



TV - Our strategy to secure top prime programs on KUTV, KSTU, KSL, KTVX, KJXX, 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 KJMY, KODJ, KAAZ, KNRS, KSFI, KSL, KRSP and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Salt Lake Tribune, Deseret News and Shop Now 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



@SLCHomeShow

- **38,601** impressions
- If you are in the #SaltLakeCity area during 1/5/18-1/7/18 then come and see John and Anthony at the Mountain America Expo Center! They will be giving away some great Estate talks and of course taking a lot of pics! *Tweeted by The Cousins to their 28,393 followers*



Home And Garden Events

- **102,681** fans
- If you are in the #SaltLakeCity area during 1/5/18-1/7/18 then come and see John and Anthony at the Mountain America Expo Center! All the details are below!
- That's a wrap on the #SaltLakeCity Home Show! When in Utah... Hang with cousins, ski, hike, and shoot! Till next time... *Posted by The Cousins to their 194,492 followers*



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 SALT LAKE HOME SHOW



1. **Bristol and Aubrey Marunde** of HGTV's "Flip or Flop Vegas" were live on stage all weekend. They offered tips and tricks on design and house flipping.
2. **John Colaneri and Anthony Carrino** of HGTV's "Kitchen Cousins" were live on stage talking about kitchen renovations and the latest trends in kitchen design. They shared before and after photos to inspire the crowds!
3. Guests were inspired to make the most out of every square inch of living space. They toured the **Tiny Home Village** to see how small spaces can have BIG style. They also checked out the latest trends in small space living.
4. Guests strolled through the **Made In Utah Market** shop to see homegrown and local artisans and small business owners. Homeowners were wow'd by what Utah had to offer!

— THANK YOU TO OUR SPONSORS & PARTNERS —

Mountain America Credit Union

Sherwin Williams

Sleep Number

Xfinity

The Home Mag

Fluent Floors

Prestige Bath Works

GDP

Utah Low Rate

Inspirations

Meiers Meats

Home Advisors

Maximum Extreme Tiny Homes

A special thank you to **Fluent Floors** for sponsoring our valet parking and **St. George Express** for sponsoring the shuttle!

SAVE THESE DATES!

SALT LAKE TRIBUNE

**HOME
+GARDEN
SHOW**

MARCH 9-11, 2018

Mountain America Expo Center
SaltLakeTribuneHomeShow.com

DESERET NEWS

**HOME
SHOW**

OCTOBER 12-14, 2018

Mountain America Expo Center
DeseretNewsHomeShow.com

SALT LAKE
**HOME
SHOW**

JANUARY 11-13, 2019

Mountain America Expo Center
SaltLakeHomeShow.com

Call today
TO BOOK!



MARTY LIND

Exhibit Sales Consultant
801-456-7488
(Alpha As-F)
martyl@MPEshows.com



IAN RICHMOND

Exhibit Sales Consultant
801-456-7484
(Alpha G-R)
ianr@MPEshows.com



NATE MCCULLOCH

Exhibit Sales Consultant
801-456-7482
(Alpha A-Ar, S-Z & #)
natem@MPEshows.com



DAVE MAUGHAN

Show Manager
801-456-7483
davem@MPEshows.com

MARKETPLACE | EVENTS