

# POST-SHOW REPORT 2019



## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Mountain America Expo Center for three days of shopping at the **2019 Salt Lake Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 321 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**30,597**  
*Total Attendees*

**32,025** NEW  
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.

**852** 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  
**9.2**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**90%**  
are homeowners



**85%**  
are likely or somewhat  
likely to return to the  
show again



**78%**  
attend with a spouse or  
partner (meet both decision  
makers)



**1 in 2**  
spent between \$25-\$500  
while at the show (*not  
including the cost of admission*)



## Voicing YOUR OPINION

"Another excellent show! On average, the sales we receive from the shows range from \$500,000 to more than a million dollars, which is why all three Salt Lake home shows are an integral part of our marketing since 2011. I would highly recommend these annual shows to anyone wanting to grow their business."

*Kelly Anderson of  
Ironwood Custom Builders*

"Our company had a great experience at the January show. The chance to meet customers face to face is worth every penny."

*David Spacran of A Plus Tree*

"We enjoy the partnership the home show creates with us as a vendor. The marketing for the event is phenomenal. They bring in a lot of prospects for us to meet."

*Anthony Clark of  
Floor & Décor*

## EXHIBITOR SNAPSHOT

**93%**

would  
definitely  
or likely  
recommend to  
a colleague

**92%**

rated working  
with the  
show team as  
excellent, very  
good or good

**72%**

are very  
satisfied that  
the show  
has met the  
expectations  
good or good

**71%**

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



### 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 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 30,597 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 9.2 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

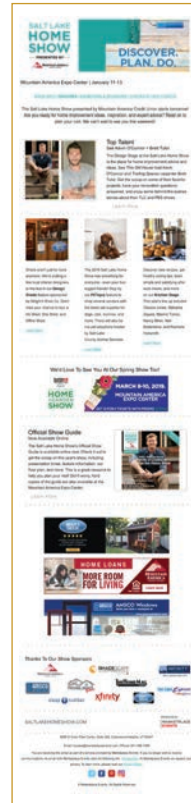
### PRINT ADS



### SHOW GUIDE (24 pages)



### EMAILS



### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



**TV** - Our strategy to secure top prime programs on KUTV, KSTU, KSL, KJZZ, KUED, 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, KZHT, KSOP, KSFI, KSL-AM, 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, Sunday Select, Hometown Values and Hometown Plus to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

**Online** - Our digital presence on multiple websites gave us total saturation of the market.



Home And  
Garden Events  
105,171 fans



HomeShows



@SLCHomeShow | 33,900 impressions



What a fun morning going toe to toe  
with one of the greats.

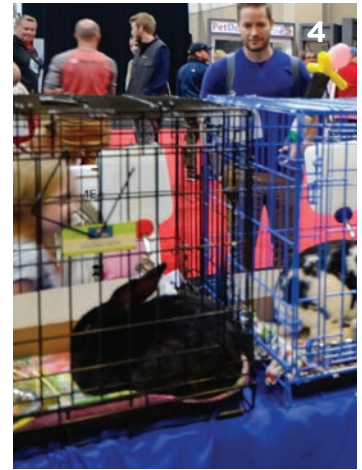
Tweeted by Brett Tutor to his 962 twitter fans



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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

## 2019 SALT LAKE 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. **Kevin O’Connor** of the PBS series “This Old House” educated the crowd with all sorts of tips and tricks for renovation projects.
3. **Designer Sheds by Wright’s Shed Co** – Four local interior designers: Jessica Rivera Interiors, Salt Washed Co., Eastmoor Designs and Reclaim Yourself, used décor and design skills to create ideal spaces that inspired homeowners.
4. **Petopia** – Salt Lake County Animal Services was at the show hosting adoptions for pets looking for their furever homes.

## THANK YOU TO OUR SPONSORS & PARTNERS

- Amsco Windows
- Cobble Creek Countertops
- Floor & Décor
- Infinity Massage Chairs
- Inspirations Kitchen & Bath
- Lost Creek Cabinetry
- Mountain America Credit Union
- Osmond Designs
- RSVP
- St. George and Salt Lake Express
- Shadescapes
- Sherwin Williams
- Sleep Number
- The Home Mag
- Wright’s Shed Co.
- Xfinity

## SAVE THESE DATES!

SALT LAKE TRIBUNE  
**HOME  
+GARDEN  
SHOW**

**MARCH 8-10, 2019**  
Mountain America Expo Center  
[SaltLakeTribuneHomeShow.com](http://SaltLakeTribuneHomeShow.com)

DESERET NEWS  
**HOME  
SHOW**

**OCTOBER 11-13, 2019**  
Mountain America Expo Center  
[DeseretNewsHomeShow.com](http://DeseretNewsHomeShow.com)

SALT LAKE  
**HOME  
SHOW**

**JANUARY 10-12, 2020**  
Mountain America Expo Center  
[SaltLakeHomeShow.com](http://SaltLakeHomeShow.com)

## Call today TO BOOK!



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