

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Duke Energy Convention Center for six days of shopping at the **2019 Cincinnati Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 419 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

48,454
Total Attendees

44,342 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.

1,407 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
14 MILLION
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask
us how you can provide prizes
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



92%
are homeowners



87%
plan on completing
a project



82%
have not attended any
other home show in the
area in the past six months



79%
attend with a spouse
or partner (meet both
decision makers)



Voicing YOUR OPINION

"The show was good from
move-in to move-out."

*Paul Lindemann of
Cincinnati Closets*

"This show has given
our company very good
exposure for our advertising
dollar."

*Delores McRoberts of
Metalcrafters Unlimited*

"We generated several
positive leads."

*Craig Morris of
Craig Morris Pavement*

EXHIBITOR SNAPSHOT

90%

rate the show
dates as
excellent, very
good or good

87%

rate their overall
experience
working with the
show team as
excellent, very
good or good

87%

rate their overall
experience
working with
the facility as
excellent, very
good or good

84%

rate their
overall
satisfaction as
excellent, very
good or good



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? For information and pricing on local sponsorship call Toni Garbo at 513-826-3427 or tonig@mpeshows.com. For national sponsorship call Rosanna Hrabnicky at 440-248-5729, ext. 104 or rosannah@mpeshows.com.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Cincinnati Home + Garden 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 48,454 visitors, we only received **1 request for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$140,000! Plus, the show garnered more than 14 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 (36 pages)



EMAILS



TV - Our strategy to secure top prime programs on WXIX (FOX), WLWT (NBC), WKRC (CBS), WCPO (ABC), Spectrum Cable and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as Warm98, 103.5WGRR, WFTX, FOX92.5, NASH, Q102, B105.1, The Wolf, WEBN and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Cincinnati Magazine to promote the show with attention-grabbing ads. We were also featured on the cover of the new Prestigious Living Magazine.

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

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@CincyHGS
68,300 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

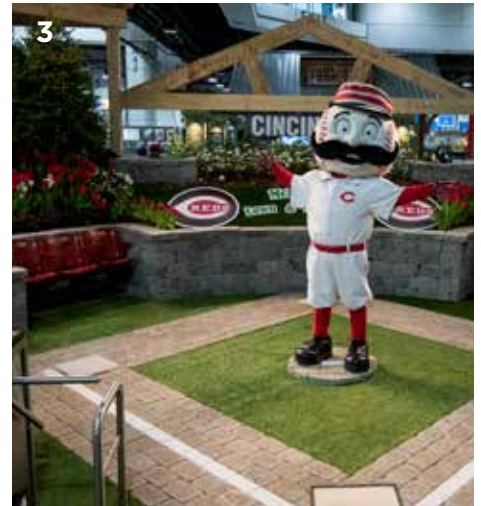
- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



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 CINCINNATI HOME + GARDEN SHOW



1. **Ty Pennington** of **TLC's "Trading Spaces"** made a rare and exclusive appearance at the show, drawing big crowds.
2. Visitors enjoyed a special appearance by **Tyler Wisler** of **HGTV's "Design Star"** who shared his expertise with large audiences.
3. Attendees strolled through spectacular gardens including the **50th Anniversary Garden** presented by Semco Outdoor which celebrated the brewing heritage of Cincinnati and the **Cincinnati Reds 150th Anniversary Garden** presented by McKenzie Landscape & Garden Center which commemorated the birthday of the hometown baseball team.
4. Customers arranged their own bouquets at the **Daisy Jane Truck**.
5. People were amazed at the handcrafted two story **Schwartz Cabin**.

THANK YOU TO OUR SPONSORS & PARTNERS

- Cincinnati Northern
- Kentucky Honda Dealers
- A Step Above Flooring
- AARP Cincinnati
- American Family Insurance
- Aquatic & Garden Décor
- The Basement Doctor
- BBB
- Cincinnati Bell
- Cincinnati Magazine
- Dwyer
- Granite Transformations
- Infinity Massage Chairs
- ITA Audio Video Solutions
- Kroger
- Madtree
- Neal's Design Remodel
- North Side Bank and Trust
- Sacksteder's Interiors
- Semco Outdoor
- Sleep Number
- Unilock
- Watson's
- Windows Plus
- Wow Windowboxes

SAVE THIS DATE!

CINCINNATI
**HOME
+GARDEN
SHOW**
SINCE 1969

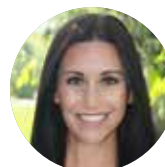
FEB. 22-23 & FEB. 27-MARCH 1, 2020
Duke Energy Convention Center
CincinnatiHomeAndGardenShow.com

SPECIAL THANK YOU TO OUR FEATURE LANDSCAPERS: Egbert's Landscaping, Kaegi Landscaping, M & M Land Designs, McKenzie Landscape and Garden Center, Midwest Stonescapes, Smithscapes, and Whitetail Acres Nursery & Landscaping for helping to make the show beautiful.

Call today TO BOOK!



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