

POST-SHOW REPORT 2018



cincinnati **HOME & GARDEN** show®
Presented by the
Cincinnati-Northern Kentucky
Honda Dealers
HONDA

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Duke Energy Convention Center for **two weekends of shopping at the 2018 Cincinnati Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 403 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

48,161
Total Attendees

41,951 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.



MORE THAN
11.3
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



98%
plan on
completing
a project



95%
are
homeowners



92%
traveled up to
45 miles to
attend



88%
have not
attended another
home show in the
area in the past
six months



Voicing YOUR OPINION

"This was my 30th year exhibiting in the show and I will be back next year. My phone is ringing more than in previous years. Thanks Marketplace Events!"

*Paul Lindemann,
Cincinnati Closets*

"We thought we did better with our larger space this year. We had more interaction with attendees than we did with a smaller booth. Communication with the show team was great throughout the process—the notifications and reminders we received were helpful."

*Liza Rothe, Maddox Garden
Center & Landscaping*

"The show was great for us, as always. Every year is a positive experience. Marketplace Events truly cares about exhibitors and their experience at the show."

*Mark Jennings, Quality
Construction Management*

"The show was well-attended. People were curious about the appliances that we sell and a number of them have already contacted us to make appointments to come in to the shop."

*Michael Martin, Custom
Distributors*

EXHIBITOR SNAPSHOT



rated the
show dates as
excellent, very
good or good



rated the number
of attendees as
excellent, very
good or good



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 Toni Garbo at 513-826-3427 or tonig@MPeshows.com for rates and info for this or any Marketplace Events show.



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 48,161 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 11.3 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 (40 pages)
Plus an 8-page show preview in Cincinnati Magazine.



EMAILS



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

Radio - Hundreds of thirty-second spots were heard across WRRM, WKRQ, WUBE, WYGY, WFTK, WKRC, WLW and WDBZ. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - As an added benefit, new this year, the show preview was increased to eight pages and inserted into the March 2018 'Best Restaurants' issue of Cincinnati Magazine which included a full exhibitor listing giving exhibitors exposure to 165,000 more customers for no extra cost!

Billboards - We blanketed the Cincinnati area with a four week campaign of 40 outdoor boards, with placements both north and south of the river.

Online - Our digital presence on multiple websites and apps such as Cincinnati Connect, 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



BILLBOARDS



ONLINE ADS



@CincyHGS
76,607 impressions



Home And Garden Events
102,681 fans



homeshows
3,691 followers

Thanks Cincinnati Home & Garden Show for having me out! Love Cincinnati. *Posted by Matt Blashaw to his 10,649 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 CINCINNATI HOME & GARDEN SHOW



- Attendees strolled through more than 10,000 sq.ft. of **Feature Gardens**, created by Cincinnati's top landscapers, which offered outdoor inspiration, new ideas, solutions, tips and design inspiration.
- Attendees looking for a quick break from the action stopped at the **Madtree Beer Gardens** presented by Cincinnati Magazine, where they sampled the latest craft beers and recharged.
- Matt Blashaw** of HGTV's "Yard Crashers" and "Vacation House for Free" educated crowds with all sorts of tips and tricks for both indoor and outdoor projects.
- Cincinnati's biggest celebrity, Fiona the hippo inspired an outdoor garden water feature. **Fiona's Cove**, presented by Oberfields in connection with the Cincinnati Zoo and the Cincinnati-Northern Kentucky Honda Dealers, allowed visitors to make a wish by tossing a coin into the fountain. All proceeds were donated to the Cincinnati Zoo to contribute to Fiona's care.
- Lively presentations by local and national celebrities and experts on the **Main Stage** educated and entertained big crowds every day of the show.
- Joanie Sprague**, a carpenter on TLC's wildly popular "Trading Spaces," shared her expertise to big crowds.
- Visitors learned refreshing their décor doesn't have to cost a fortune. In the **Upcycle Challenge**, four of Cincinnati's most popular DJ's (and stylish tastemakers) from WKRQ 101.9 provided inspiration by taking an old piece of furniture from their local Restore and turning it into something. The upcycled pieces were displayed at the Habitat for Humanity booth where attendees voted for their favorite and a chance to take home one of these unique pieces.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THIS DATE!
FEBRUARY 23-24 &
FEBRUARY 28-MARCH 3, 2019
 Duke Energy Convention Center
 CincinnatiHomeAndGardenShow.com

Call today TO BOOK!

TONI GARBO
 Show Manager
 513-826-3427
tonig@MPEshows.com

DANIELLE BOROWICZ
 Exhibit Sales Consultant &
 Show Administrator
 513-826-3594
danielleb@MPEshows.com

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