

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on North Carolina State Fairgrounds for three days of shopping at the **Fall 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 more than 250 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

17,636
Total Attendees

14,460 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.

822 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



95%
are homeowners



85%
are likely or somewhat likely
to attend the show again



80%
attend with a spouse or partner
(meet both decision makers)



77%
have a home value between
\$100,000 and \$500,000



Voicing YOUR OPINION

"Our company has been exhibiting at the Fairgrounds Southern Ideal Home Show for several years now. We are always impressed by the quantity of leads our team generates as well as the quality of the leads. It is a great opportunity for us to connect with members of our community and learn about their home improvement projects. Having the ability to make personal connections during face to face interactions makes all the difference. It allows our team to initiate what often turns into long term customer relationships."

*Holly Brantley of
Anderson Painting*

EXHIBITOR SNAPSHOT

84%

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

81%

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

64%

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

64%

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 Fall 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 17,636 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 Raleigh Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

The show garnered more than 9.2 million paid impressions across a variety of mediums. Spreading these impressions 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



POSTERS



SHOW GUIDE



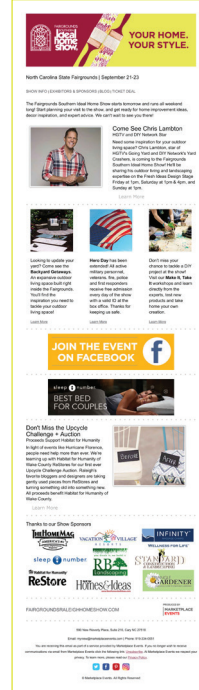
ADMISSION TICKETS



ONLINE ADS



EMAILS



TV - Our strategy to secure top prime programs on WRAL, WTVD, WNCN, WRAZ, Spectrum 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-FM, WBBB, WQDR, WUNC 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 and inserts in Sunday's circulation.

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

Direct Homeowner Mailer - Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show. Targeting mailings to homeowner hit the right audience.



Home And Garden Events
105,152 fans



HomeShows



@RALHomeShows
26,900 impressions

Have you heard the news?
@HGTV star @ChrisLambton13 is coming to the southern Ideal Home Show! Cath Chris on the Fresh Ideas Stage Friday at 4 p.m., Saturday at 1 p.m. & 4 p.m. & Sunday at 12 p.m.

Tweeted by Chris Lambton to his 36,500 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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

FALL 2018 FAIRGROUNDS SOUTHERN IDEAL HOME SHOW



1. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshop**. The free hands-on workshop allowed attendees to learn directly from experts how to create a canvas floral painting, the ins and outs of chalk couture and MORE!
2. We teamed up with **Habitat for Humanity** of Wake County ReStores for our first ever Upcycle Challenge. Raleigh's favorite furniture designers show how pre-loved furniture pieces can be upcycled to swoon-worthy décor fit for a second chance at love. The silent auction raised more than \$3,100 and all proceeds benefitted Habitat for Humanity of Wake County!
3. **Chris Lambton**, host of DIY's Yard Crashers appeared on stage offering expert advice on landscape, hardscapes, garden planning and more. The dynamic host shared his landscape planning tips for homeowners to make the most of their outdoor living spaces.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!



FEBRUARY 15-17, 2019
Raleigh Convention Center
DowntownRaleighHomeShow.com



APRIL 5-7, 2019
North Carolina State Fairgrounds
RaleighFairgroundsHomeShow.com



SEPTEMBER 20-22, 2019
North Carolina State Fairgrounds
RaleighFairgroundsHomeShow.com



OCTOBER 4-6, 2019
Raleigh Convention Center
DowntownRaleighHomeShow.com

Call today TO BOOK!



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