POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Raleigh Convention Center for three days of shopping at the **2018 Downtown Raleigh Home Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 325 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

23,795
Total Attendees

20,615 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. **653** NEW

receive information from us in the future.

Ask us how you can communicate your marketing message to them year-round.

MORE THAN

18.1

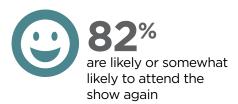
MILLION

PAID MEDIA

IMPRESSIONS

VISITOR SNAPSHOT







71% attend with a spouse or partner (meet both decision makers)





EXHIBITOR SNAPSHOT

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

85% will definitely recommend or are likely to recommend the show to other potential exhibitors

84% are very likely to exhibit at the show again

in the future

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

VoicingYOUR OPINION

"I liked the new move-in schedule a lot better and a lot smoother. Thanks for improving the move-in process!"

> Gina Gaurisas-Wilson, Furniture Restyler

"This was the best show we've ever been a part of." *Charity, Farrell Farms*

"The Raleigh Spring
Downtown Home Show is a
great venue for us to show our
latest offerings and designs
and to discuss our services
with potential clients. This
show has provided us with
positive results every year."

Steve Legard,
Affordable Closets

"Marketplace never ceases to exceed my expectations! Most importantly the level of service, experience and attention to detail they deliver is unsurpassed in any other major event in our market. With each event we are happy to report a consistent positive ROI and looking forward next event."

Wendy Skwirsk, Champion Window



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 Downtown Raleigh 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 23,795 visitors, we only received **4** 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

Advertising spend topped more than \$143,700! Plus, the show garnered more than 18.1 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



ADMISSION TICKETS

GET START

SHOW GUIDE (8 pages)



BILLBOARDS







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, WBBB, WQDR, WDCG, WPTF, WUNC and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

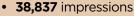
Print - We teamed up with the News & Observer and the Triangle to promote the show with attention-grabbing ads.

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.



@HomeShowsNC



 Have you heard? Interior design expert and @ hgtv star @TaniyaNayak is coming to Downtown #Raleigh Home Show! Retweeted by Taniya Nayak to her 395,000 followers



Home And Garden Events



• Who's in #Raleigh this weekend? I'm looking forward to talking at the Downtown Raleigh Home Show this Friday and Saturday with HGTV's Taniya Nayak. Come visit us! Posted by Sara Bendrick to her 10,633 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 DOWNTOWN RALEIGH HOME SHOW













- Inspiration Home The 1,400 square foot home was designed specifically to be toured and offer inspiration to homeowners. Guests toured the beautifully decorated bedroom, bathroom, kitchen, dining space and more!
- HGTV'S Taniya Nayak, has been regularly featured as host and interior designer on HGTV. She has also appeared on Food Network's "Restaurant Impossible" and is currently on ABC's "The Great Christmas Light Fight."
- 3. Sara Bendrick of DIY Networks "I Hate My Yard" was the perfect fit to educate and motivate homeowners looking for a way to tackle tough backyards. Sara shared her techniques for fun, creative and aesthetically pleasing projects to help guests take back their yard once and for all.
- 4. **Outdoor Living Feature** A tropical paradise created by RB Landscaping and Luxury Living Scapes. Water features, pools, pergolas and so much more inspired and wow'd homeowners as they strolled through the beautiful gardens.
- 5. **The Marketplace** More than 30 local businesses were available to sell everything homegrown to eager crowds. Pictures, lawn décor and more were available for cash and carry purchase.
- 6. **Timberblock**—a NEW feature this year, showcasing the latest in panelized residential construction. Homeowners were amazed by the possibilities!

THANK YOU TO OUR SPONSORS & PARTNERS

Affordable Closets
Carolina Cabinetry
Help Me Rhonda
Kitchen Recreations
Living Stone
Luxury Living Scapes
Open Door Furniture
RB Landscaping

Sleep Number
The 220 Agents
Timber Block
Triangle Today
Two Seas Flooring
Up On The Rock Granite
Vacation Village
Yellow Dot

SAVE THESE DATES!



SEPTEMBER 14-16, 2018 FEBRUARY 15-17, 2019Raleigh Convention Center

DowntownRaleighHomeShow.com





SEPTEMBER 21-23, 2018 APRIL 5-7, 2019

North Carolina State Fairgrounds RaleighFairgroundsHomeShow.com

Call today TO BOOK!



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MARKETPLACE EVENTS