

# POST-SHOW REPORT 2016

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Iowa Events Center for four days of shopping at the 2016 Des Moines Home + Garden Show, making it a must-attend event again this year. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 420 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.

**8,387,380**  
PAID  
IMPRESSIONS



**34,816**  
TOTAL ATTENDEES



## DID YOU KNOW?

- 27,591 UNIQUE visitors browsed our show website in the 30 days prior to the show. Web banners are available at a low cost for you to be in front of this powerful and huge online audience.
- 1,333 NEW consumers signed up to receive information from us in the future. Ask us how you can communicate your marketing message to this engaged group year-round.





## EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 94% rated their overall experience working with the show team as excellent, very good or good
- 79% rated the quality of attendees at this year's show as excellent or very good or good
- 76% were very satisfied or somewhat satisfied that their expectations of the show were met
- 70% rated the number of attendees at this year's show as excellent, very good or good

## VOICING YOUR OPINION

Here's what exhibitors in this year's show had to say:

- "This event had a great draw of customers interested in getting home repairs/remodeling done. Customers had a mission to accomplish."  
*Steve Finch of Floor Coverings International*
- "Your company does a great job of advertising and promoting the show."  
*Paul Despenas of Midwest Construction*
- "The experienced Marketplace Events staff was hands-on in dealing with vendors and maintaining a safe, enjoyable shopping experience for the public. The staff cares about the success of the vendors and the integrity of the show. I plan to continue using this show as a source of annual advertising."  
*John Comer of Arbors By Design*

## VISITOR SNAPSHOT

94%



are homeowners

87%



attend with a project in mind

80%



rated their overall satisfaction as very satisfied or satisfied

79%



attend with a spouse  
(meet both decision makers)

73%



rated the value they received for the admission price paid as excellent, very good or good

## SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicky at 888-248-9751, ext. 104 or [rosannah@MPeshows.com](mailto:rosannah@MPeshows.com) for rates and info for this or any Marketplace Events show.

## SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Des Moines 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 34,816 visitors, we received only 1 request for a refund.

## PROVEN RESULTS

We manage multiple shows in the same market and our geotracking analysis shows **96% of visitors to EACH show are a unique audience.** If you're exhibiting in only one of our Des Moines Home Shows, you're missing out on an entire audience of customers!





## GETTING THE WORD OUT

Advertising spend topped more than \$87,993! Plus, the show garnered more than 8.3 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 market and drove thousands of attendees through the doors.

## MEDIA SAMPLES



SHOW GUIDE (8 pages)



BILLBOARD



## SOCIAL MEDIA

- @HomeShowDM**
- **43,717** impressions
  - I'll be at the Iowa Events Center this weekend at the Home + Garden Show. Stop by if you're nearby. @HomeShowDM  
*Tweeted by Kevin O'Connor to his 21,300 followers*
  - @KevinOConnorTOH  
*@HomeShowDM Kevin, if you are good, we'll let you be the hammer. Tweeted by Two Chicks and a Hammer to their 1,230 followers*

- f Home + Garden**
- **94,854** fans
  - Pleased to meet the good folks in Des Moines, Iowa last evening. Two more appearances today if you're in town. Drop in.  
*Posted by Kevin O'Connor to his 15,727 followers*
  - Mina Starsiak with Karen E. Laine at KIOA-Oldies 93.3  
Had so much fun this morning at KIOA! We thought we were nice in the Midwest. "Iowa nice" is a real thing... and it's awesome  
*Posted by Two Chicks and a Hammer to their 4,864 followers*

**TV** - Our strategy to secure top prime programs on Onmedia Cable, WOI-TV (ABC), WHO-TV (NBC), KDSM-TV (FOX) and others ensured attendees at the show who were eager to buy.

**RADIO** - Hundreds of thirty-second spots were heard across stations such as KMYR, KSTZ, KIOA, KHKI, KJJY, KGGO, KDRB, KKDSM and WHO-AM. Plus on-air contests and ticket giveaways all contributed to traffic.

**PRINT** - We teamed up with The Des Moines Register 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.

## 2016 DES MOINES HOME + GARDEN SHOW



1. **Kevin O'Connor** of PBS's "This Old House" presented some of his biggest and best projects as well as never-before seen video and photos from his personal collection. While on stage, he answered some challenging home improvement questions.
2. Mother and daughter duo **Karen E. Laine and Mina Starsiak** of HGTV's "Good Bones" shared stories of transforming run-down homes into stunning urban remodels.
3. The **Celebrity Feature Gardens** provided the inspiration and ideas show-goers needed to whip their gardens into shape, just in time for spring.
4. **Silo Chic Designer Shed** - Guests were able to view the latest in at-home entertainment... Entertainment Sheds! Built and designed by Greater Des Moines Habitat for Humanity|ReStore, these sheds were a huge hit drawing in thousands.
5. **Wine Village** - Attendees were able to sample and buy wines from Iowa Wineries.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK 2017!



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## SAVE THESE DATES!

### THE BIG ONE DES MOINES HOME + GARDEN SHOW

FEBRUARY 9-12, 2017  
Iowa Events Center

### DES MOINES HOME + OUTDOOR LIVING SHOW

MARCH 10-12, 2017  
Iowa Events Center

MARKETPLACE | EVENTS