

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

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Iowa Events Center for four days of shopping at the 2017 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 401 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**8,344,459**  
PAID MEDIA  
IMPRESSIONS



**36,902**  
TOTAL  
ATTENDEES



Did you  
know?

- 30,521 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.
- 2,018 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.



## EXHIBITOR SNAPSHOT

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

- 85% rated their overall satisfaction with the show as excellent, very good or good
- 81% were very satisfied or somewhat satisfied that their expectations of the show were met
- 81% rated the quality of attendees at this year's show as excellent, very good or good
- 70% will definitely recommend or are likely to recommend the show to other potential exhibitors

## VISITOR SNAPSHOT

94%



are homeowners

92%



are very likely or somewhat likely to recommend the show to a friend or family member

79%



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

MORE THAN HALF \$

have a home renovation budget of up to \$50,000

### VOICING YOUR OPINION

HERE'S WHAT ONE EXHIBITOR IN THIS YEAR'S SHOW HAD TO SAY

- "We had great foot traffic and lots of interest in our organization. We were pleased with the conversations we had with attendees and the interest it generated."

*Dylan Lyons,  
GDM Habitat for Humanity*

- "This show was amazing! We increased our sales 125% over last year's show. The show team was great and constantly stopped by to check on us throughout the show. I highly recommend this show to everyone!"

*Traeger Grills*

## 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](mailto: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 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 36,902 visitors, we only received **1 request 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 Des Moines Home Shows, you're missing out on an entire audience of customers!



## GETTING THE WORD OUT

Advertising spend topped more than \$85,000! 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 local market and drove thousands of attendees through the doors.

## MEDIA SAMPLES

### PRINT ADS



### SHOW GUIDE (16 pages)



### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



@ HomeShowDM

- **44,863** impressions
- “If you missed me tonight at the #DesMoines Home + Garden Show I’ll be back tomorrow at noon & 5pm @HomeShowDM”  
*Tweeted by Jason Cameron to his 1,358 followers*
- “The stars of @DIYNetwork’s @OldHomeLove are on the Inspiration Stage @ 6pm. Join them for restoration tips & advice!”  
*Tweeted by Andy and Candis to their 15,500 followers*



Home And Garden Events

- **101,369** fans
- “Do you think my small contribution to the Ronald McDonald House auction at the #DesMoines Home + Garden Show this weekend looks like the drawing from one of the young beneficiaries?”  
*Posted by Jason Cameron to his 11,188 followers*
- “We are at the airport headed to the Des Moines Home + Garden Show! Candis had a binky in her pocket at security and she nearly burst into tears, haha. Being away is hard, but we love sharing what we do with all of you and we are glad we have the opportunity!!! We will be talking all about renovations and restorations and we’d LOVE to meet you IRL! Come say hi Feb. 9 & 10! P.S. remember when kit was a baby?! #oldhomelove #DMHomeShow #homeshow”  
*Posted by Andy and Candis to their 4,550 followers*

**TV** – Our strategy to secure top prime programs on stations such as WHO and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across KSTZ, KDRB and others. 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.

## 2017 DES MOINES HOME + GARDEN SHOW



1. **Jason Cameron** of DIY's "Desperate Landscapes," "Man Caves" and "Sledgehammer" inspired audiences with DIY tricks and amazing design tips.
2. Restoration enthusiasts **Andy and Candis Meredith** of "Old Home Love" talked about how to preserve the history in your home as well as how to improve what you have. Guests were delighted to hear what they had to share.
3. Attendees took a break from winter and experienced a little bit of spring as they strolled through the fabulous **Feature Gardens**, getting inspiration and ideas from the latest gardening trends.
4. Young beneficiaries of the Des Moines Ronald McDonald House were invited to draw their dream house which then came to life as a birdhouse in the **Home Tweet Home** feature, thanks to the talents of Central Iowa's top media personalities, designers and tastemakers. Guests voted on their favorite in a silent auction. All proceeds benefited the Des Moines Ronald McDonald House.
5. Visitors explored **Small Space Living** by touring the 'Studio in a Box' designed by the Greater Des Moines Habitat for Humanity Restore. The miniscule structure showed guests how to live with less space and fewer possessions.
6. After a fun day of shopping the show, guests stopped by the **Wine Village** to enjoy samples from Iowa wineries.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK 2018!



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## SAVE THESE DATES!

THE BIG ONE

DES MOINES  
**HOME**  
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**SHOW**

**FEBRUARY 8-11, 2018**

Iowa Events Center

[DesMoinesHomeAndGardenShow.com](http://DesMoinesHomeAndGardenShow.com)

DES MOINES  
**HOME**  
+OUTDOOR  
**LIVING**  
**SHOW**

**MARCH 9-11, 2018**

Iowa Events Center

[DesMoinesHomeAndOutdoorLiving.com](http://DesMoinesHomeAndOutdoorLiving.com)

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