

THE BIG ONE
 DES MOINES
HOME
 +GARDEN
SHOW

36,902 CONSUMERS ARE LOOKING FOR YOU!

FEBRUARY 8-11, 2018
 Iowa Events Center

**MEET YOUR NEXT FEW THOUSAND
 CUSTOMERS HERE.**

More than 36,900 homeowners attend the **Des Moines Home + Garden Show** annually seeking helpful advice, solutions and new products for their next renovation, décor or landscape project. The **Des Moines Home + Garden Show** features high-interest exhibits, high-profile industry personalities and the latest trends to bring in customers who are ready to move ahead with their home improvement projects.

EXHIBITOR PRODUCT CATEGORIES INCLUDE:

- Appliances
- Construction & Renovation
- Financial & Mortgage Agents
- Garage & Automotive
- Garden & Outdoors
- Gutters & Roofing
- Heating & Air Conditioning
- Home Entertainment & Electronics
- Recreation, Fitness
- Utility Companies
- Kitchen & Bath
- Windows, Window Coverings & Doors
- Pools & Spas
- Home Décor, Art, Design & Furnishings



**WE ATTRACT
 A MORE
 QUALIFIED
 AUDIENCE**



96%
 of visitors are unique to EACH of
 our shows

94%
 are homeowners

88%
 attend with a project in mind

80%
 rate their overall satisfaction
 with the show as very satisfied
 or satisfied

79%
 attend with a spouse or partner –
 meet BOTH decision makers

78%
 have a home renovation project
 budget of up to \$50,000

\$106,046
 average annual household income

Source: 2016 Marketplace
 Events Attendee Survey



MARKETPLACE EVENTS IS THE LARGEST PRODUCER OF HOME SHOWS IN NORTH AMERICA. WE PRODUCE 52 CONSUMER HOME SHOWS AND SIX HOLIDAY SHOWS IN 26 MARKETS EACH YEAR THAT COLLECTIVELY ATTRACT 17,250 EXHIBITORS AND 1.9 MILLION ATTENDEES.

MORE THAN JUST A BOOTH

- Standard pipe & drape
- Exhibitor badges
- Complimentary admission passes
- Listing in the Official Show Guide
- Exhibitor guest ticket program at exclusive rates
- 24-hour security
- Online Exhibitor Listing (your own Web page!)
- Sponsorship opportunities
- Tips to increase your sales at the show and booth design ideas at a FREE exhibitor workshop
- Pre-show promotional material
- Exhibitor manual for pre-show planning
- Sponsorship opportunities
- Promotional opportunities with major media partners



SHOW HOURS

| | | |
|-----|--------|------------------------|
| Thu | FEB 8 | Noon - 9:00 p.m. |
| Fri | FEB 9 | 10:00 a.m. - 9:00 p.m. |
| Sat | FEB 10 | 9:00 a.m. - 9:00 p.m. |
| Sun | FEB 11 | 10:00 a.m. - 6:00 p.m. |

MOVE-IN HOURS

| | | |
|-----|-------|-----------------------|
| Mon | FEB 5 | Noon - 6:00 p.m. |
| Tue | FEB 6 | 8:00 a.m. - 6:00 p.m. |
| Wed | FEB 7 | 8:00 a.m. - 8:00 p.m. |

Red Zone hours vary.

MOVE-OUT HOURS

| | | |
|-----|--------|------------------------|
| Sun | FEB 11 | 6:01 p.m. - 10:00 p.m. |
| Mon | FEB 12 | 8:00 a.m. - Noon |

Red Zone hours vary.

Hours subject to change.

HEAR WHAT ONE OF OUR EXHIBITORS HAD TO SAY.

"The majority of people who attended the show were a fairly high caliber of potential clients looking to make purchases. I really enjoyed the attendees at the show!"

Joni Stark, THE MEMORY BUILDERS

BOOTH PRICING

| | |
|--------------------|---------|
| Exhibit Space Rate | |
| 8'x10' | \$1,399 |
| 10'x10' | \$1,699 |

REQUIRED:

| | |
|---------------------------------|-------|
| Exhibitor Listing | \$89 |
| New Exhibitor Marketing Package | \$100 |

ADDITIONALLY:

| | |
|--------------------|--------------|
| Direct Sell Fee | \$200/Booth |
| Corner Premium | \$200/Corner |
| Main Aisle Premium | \$200 |

DES MOINES HOME + GARDEN SHOW
FEBRUARY 8-11, 2018
 Iowa Events Center
DesMoinesHomeAndGardenShow.com

DES MOINES HOME + OUTDOOR LIVING SHOW
MARCH 9-11, 2018
 Iowa Events Center
DesMoinesHomeAndOutdoorLiving.com



DON'T MISS OUT ON GROWING YOUR BUSINESS! CALL TODAY!



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