

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 FIVE HOLIDAY SHOWS IN 25 MARKETS EACH YEAR THAT COLLECTIVELY ATTRACT 15,000 EXHIBITORS AND 1.75 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

Exhibitor Listing - Required \$89

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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