

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Greater Philadelphia Expo Center for three days of shopping at the **2019 Philly Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 289 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

21,048
Total Attendees

44,760 NEW
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.

491 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.

MORE THAN
32.7 MILLION
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask us
how you can provide prized
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



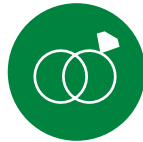
90%
are homeowners



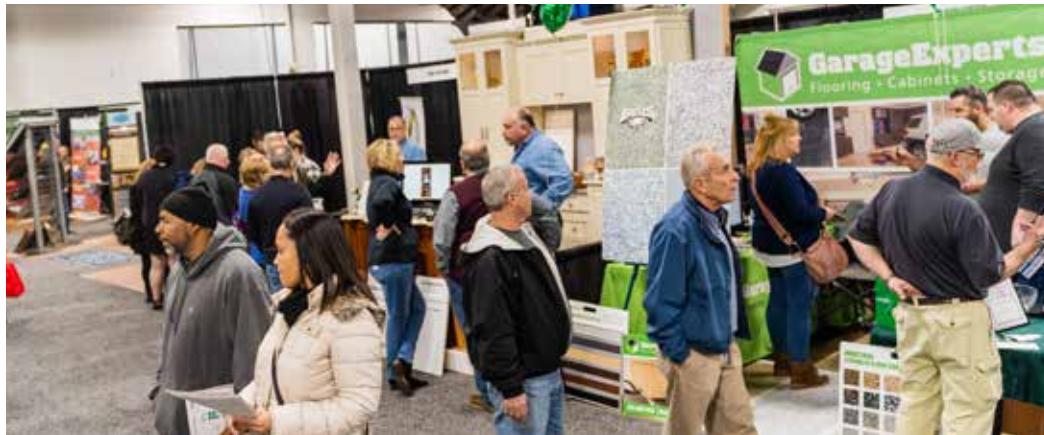
92%
spent up to 4 hours at the show



84%
traveled up to 45 miles to attend



75%
attend with a spouse or partner (meet both decision makers)



EXHIBITOR SNAPSHOT

95%

rate their overall experience working with the show team as excellent, very good or good

90%

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

86%

will definitely or is likely to exhibit at the show in the future

85%

will definitely or is likely to recommend the show to a potential exhibitor or colleague

Voicing YOUR OPINION

“Excellent show! Well-run and very well attended.”

*Tina Brogan
of Mosquito Shield*

“Great show! Gardens were beautiful and well designed. The show team is always available to answer questions.”

*Therese Dooner
of AJR Environmental*

“The Philly Home + Garden Show is one of the few events that is worth the money we invest. Marketplace Events does a great job promoting the show and provides teaching opportunities to help exhibitors get the most from their events.”

*Lynne Davis Lee
of Gutter Helmet by Harry Helmet*



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 Philly 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 21,048 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 Philly home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$207,000! Plus, the show garnered more than 32.7 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 (8 pages)



EMAILS



TV – Our strategy to secure top prime programs on WPVI (ABC, Comcast and others) ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WMMR, WMGK, WTDY, WBEB, WOGL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Philly Mag, Bucks County Courier and Doylestown Intelligencer to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

Online – Our digital presence on multiple websites gave us total saturation of the market.

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@PhillyHomeShow
22,800 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



Habitat for Humanity

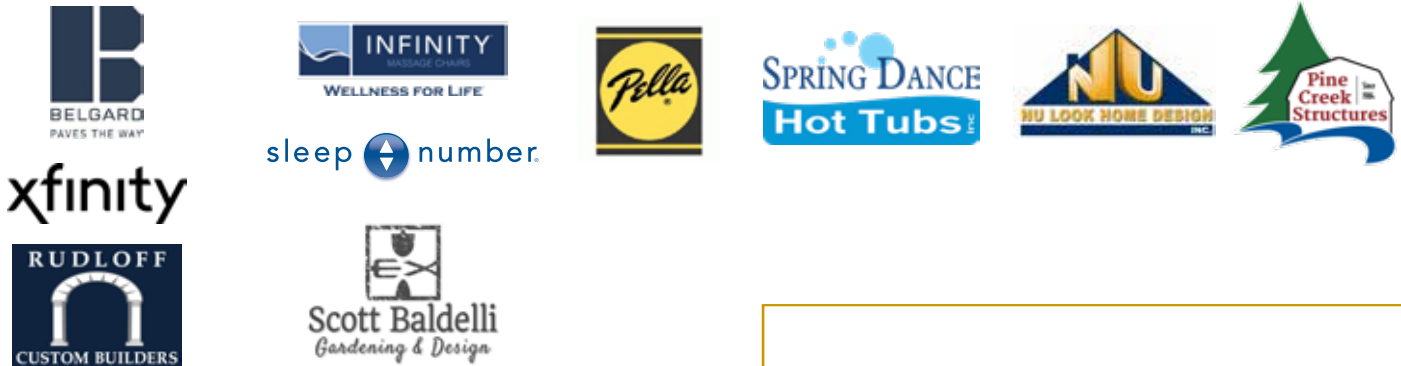
In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 PHILLY HOME + GARDEN SHOW



- 2019 home and décor trends were hard at work at the Main Stage, attendees learned insider secrets and expert advice. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out from presenters **Ty Pennington of "Extreme Makeover: Home Edition"** and **John Loecke and Jason Oliver Nixon from Madcap Cottage**.
- The region's top landscaping companies came together to create the **Feature Gardens: Doorway to Spring**, where visitors escaped winter and started planning for spring. More than 5,000 sq. ft. of inspirational gardens were showcased with the latest new gardening techniques, ideas and must-have products for 2019.
- Homeowners got their home décor down to a fine art at the **Philly's Favorite Market**. This open-market style area featured vendors with antiques, home-made, finely crafted items and original art from local makers.
- New in 2019, we showcased the **Ultimate Backyard and Farmhouse**. Farmhouse design met the latest in in-home technology. The custom-built smart home was powered by Xfinity and built by Rudloff Custom Builders. New, this year Belgard created an outdoor space that would have all of the neighbors talking with an outdoor kitchen, edible gardens and so much more.
- The Party Barn by The Painted Home** brought the outside in by showcasing how easy it is to create the ultimate party space in your backyard. Who doesn't want a separate space to host parties, or find a spot for a new game room and an outdoor wet bar? It's a barn on the outside and party on the inside and the best news is you keep the party OUT of the house.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

TWO WEEKENDS ONLY
PHILLY HOME SHOW

JANUARY 10-12 & 17-19, 2020
Pennsylvania Convention Center
PhillyHomeShow.com

PHILLY HOME + GARDEN SHOW

FEBRUARY 14-16, 2020
Greater Philadelphia Expo Center
PhillyHomeAndGarden.com

Call today TO BOOK!

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