

PHILLY HOME + GARDEN SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Greater Philadelphia Expo Center for three days of shopping at the 2017 Philly 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 252 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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23,377,773
PAID MEDIA IMPRESSIONS



19,100
TOTAL ATTENDEES



Did you know?

- 29,759 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.
- 1,002 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:

- 88% rated their overall satisfaction with the show as excellent, very good or good
- 88% 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
- 78% will definitely recommend or are likely to recommend the show to other potential exhibitors

VISITOR SNAPSHOT

92%

are homeowners



87%

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:

- "This was our first show appearance and the Marketplace Events team was awesome! Overall, it was great!"
Chuck Colletti, Pine Creek Structures



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 19,100 visitors, we only received **2 requests 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 \$229,800! Plus, the show garnered more than 23.3 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.

SOCIAL MEDIA



@PhillyHomeShow

- 62,246 impressions
- “I’ll be at the @PhillyHomeShow tomorrow! See you soon! phillyhomeandgarden.com”
Tweeted by Hilary Farr to her 38,900 followers

MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (8 pages)



EMAILS



Home And Garden Events

- 101,369 fans
- “Come see me at the Philly Home + Garden Show tomorrow! *Posted by Hilary Farr to her 123,365 followers*

ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



TV – Our strategy to secure top prime programs on stations such as WPVI 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, WSIX, WBEB, WDAS, WOGL and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Inquirer, Philly Mag, Reading Eagle, Bucks County Courier and Doylestown Intelligencer 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 PHILLY HOME + GARDEN SHOW



1. **Hilary Farr** of HGTV's "Love It or List It," made an exclusive appearance, offering stylish and affordable design tips to big crowds at the show.
2. Visitors flocked to see **Jeff Lewis** of Bravo's "Flipping Out" for creative tips on transforming dated spaces with the latest styles and trends.
3. Visitors toured the **Smart Home**, powered by Xfinity and built by Rudloff Custom Builders, to experience the next generation of at-home comfort, design innovations and the latest technological trends.
4. Attendees took a break from winter and experienced a little bit of spring as they strolled through 7,500 sq. ft of fabulous **Feature Gardens**, getting inspiration and ideas from six of the region's top landscaping companies. This year the garden area included wine and beer tastings.
5. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It** Workshops. These free hands-on workshops allowed attendees to learn directly from experts how to create chalkboard art, succulent birdhouses, farmhouse clocks and MORE!
6. Visitors learned refreshing their décor doesn't have to cost a fortune. For the **Upcycle Challenge**, local designers and DIY experts decorated the center aisle with their own creations in partnership with Habitat for Humanity Montgomery County.
7. Homeowners shopped **Crafted**, an open-market style area which featured antiques, finely crafted items and original art.

THANK YOU TO OUR
SPONSORS & PARTNERS

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SAVE THESE DATES!

TWO WEEKENDS ONLY
PHILLY
HOME
SHOW

JAN. 12-15 & 19-21, 2018

Pennsylvania Convention Center
PHILADELPHIA, PA
PhillyHomeShow.com

PHILLY
HOME
+GARDEN
SHOW

FEB. 16-18, 2018

Greater Philadelphia Expo Center
OAKS, PA
PhillyHomeAndGarden.com

CALL TODAY TO BOOK 2018!



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