

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Greater Philadelphia Expo Center for three days of shopping at the all-new 2016 Philly Home + Garden Show, making this inaugural show a must-attend. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 235 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



22,549
TOTAL ATTENDEES



18,912,787
PAID
IMPRESSIONS



DID YOU KNOW?

- 34,928 UNIQUE visitors browsed our show website in the 30 days prior to the show. Web banners are available at a low cost for you to be in front of this powerful and huge online audience.
- 1,574 NEW consumers signed up to receive information from us in the future. Ask us how you can communicate your marketing message to this engaged group year-round.



EXHIBITOR SNAPSHOT

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

- 95% rated their overall satisfaction with the show as excellent, very good or good
- 89% were very satisfied or somewhat satisfied that their expectations of the show were met
- 85% rated the quality of attendees at this year's show as excellent, very good or good
- 85% stated the quality of attendees present at the show were excellent, very good or good
- 82% stated the number of attendees present at the show was excellent or very good
- 79% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 76% will definitely or are likely to exhibit at the show again in the future

VOICING YOUR OPINION

Here's what exhibitors in this year's show had to say:

- "We were pleasantly surprised at how busy we were. There was a lot of traffic and we generated quality leads."
Christopher Burt of Naturally Home Consulting
- "Large crowds with our target demographics."
Melissa Hayes of Horizon Services
- "The amount of traffic the show generated was incredible."
Bryan Geesey of Geesey's Rock & Block Designs
- "We have worked this venue in the past and have not achieved the level of success we did at the Philly Home + Garden Show. From the advertising and smart house to the Property Brothers, this home show was top-notch!"
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 Alyson Caplan at 215-274-1948, ext. 101 or alysonc@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 22,549 visitors, we only received **4** requests for a refund.

VISITOR SNAPSHOT

88%

are homeowners



81%

have a home renovation project in mind



74%

rated the value they received for the admission price as excellent, very good or good



65%

attend with a spouse
(meet both decision makers)



PROVEN RESULTS

We manage multiple shows in the same market and our geotracking analysis shows **96% of visitors to EACH show are a unique audience.** If you're 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 \$450,000! Plus, the show garnered more than 18 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 market and drove thousands of attendees through the doors.

MEDIA SAMPLES

PRINT ADS

SHOW GUIDE (8 pages)

ADMISSION TICKETS

ONLINE ADS

TV - Our strategy to secure top prime programs on Fox-29 and Comcast (HGTV) ensured attendees at the show who were eager to buy. In addition, program integration was incorporated into the strategy to ensure maximum awareness in the target market.

RADIO - Hundreds of thirty-second spots were heard on More-FM, Ben-FM, Mix 106, Pandora, WOGL, WMMR and WXTU. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT - We teamed up with the Philadelphia Inquirer, Bucks County Times, Doylestown Intelligencer, Reading Eagle and Philadelphia Magazine to promote the show with attention-grabbing ads.

ONLINE - Our digital presence on multiple websites such as 6abc.com, Philly.com, CBSphilly.com, WMMR, Philadelphia Magazine and Fox 29 gave us total saturation of the market.

SOCIAL MEDIA

@PhillyHomeShow

- **94,774** impressions
- @PhillyHomeShow I heard the #PropertyBrothers are amazing! Lol
Tweeted by Drew Scott to his 348,425 followers
- Great moment. @MrSilverScott & @MrDrewScott meet a cancer survivor who watched @PropertyBrothers during recovery. *Tweeted by Jonathan Scott to his 361,148 followers*
- @BrightCovers @PhillyHomeShow I'm looking forward to it. There is so many great things to talk about in 2016!
Tweeted by Chip Wade to his 6,326 followers

Home + Garden

- **94,854** fans
- We met a lot of great fans in Philly today. It would be fun to film here someday soon!! #PropertyBrothers Philly edition! *Posted by Drew Scott to his 890,314 followers*
- Had such a great time at the Philly Home + Garden Show. Philly... have us back! #LoveFace2Face *Posted by Jonathan Scott to his 937,964 followers*
- Hi Philly! I'll be at the #PhillyHomeShow Jan. 14-16. Can't wait to show you the cool projects I have planned for 2016. *Posted by Chip Wade to his 8,269 followers*

2016 PHILLY HOME + GARDEN SHOW



1. **Jonathan and Drew Scott** of HGTV's "Property Brothers" appeared live on stage drawing HUGE crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. **Chip Wade** of "Ellen's Design Challenge" shared his expertise on design and architecture to help showgoers make educated home improvement decisions about their projects.
3. **Denise Sabia**, interior designer and author of "The Painted Home" blog, shared her tips on how to turn a flea market find into a fresh treasure that didn't break the bank.
4. The **Feature Gardens** boasted an impressive 5,000 square feet of lush and inspiring botanical gardens, complete with new techniques and must-have products.
5. Homeowners were able to purchase home décor items while visiting the show at **Crafted**, the open-market style shopping area complete with antiques, unique items and original art.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2017!



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SAVE THESE DATES!

TWO WEEKENDS ONLY

PHILLY HOME SHOW

JAN. 13-16 & 20-22, 2017
Pennsylvania Convention Center
Philadelphia, PA

PhillyHomeShow.com

PHILLY HOME + GARDEN SHOW

FEBRUARY 17-19, 2017
Greater Philadelphia Expo Center
Oaks, PA

PhillyHomeAndGarden.com

MARKETPLACE | EVENTS