

POST-SHOW REPORT 2018



THE JOCO
HOME
+REMODELING
SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Overland Park Convention Center for three days of shopping at the **2018 Johnson County Home + Remodeling Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 210 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

10,255
Total Attendees

8,123 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.

355 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

15

MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



97%
are homeowners



80%
plan on completing a project



73%
attend with a spouse or partner (meet both decision makers)



Voicing YOUR OPINION

"The attendees at the show were very serious about home improvement projects. The show team and facility staff were really kind, helpful and knowledgeable."

Craig Gentry, Midtown Home Improvements



EXHIBITOR SNAPSHOT

86%

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

86%

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

77%

rate their move-in and move-out experience as excellent, very good or good



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 Johnson County Home + Remodeling 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 10,255 visitors, we only received **4 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 Kansas City Home Shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$84,500! Plus, the show garnered more than 15 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 KMBC, WDAF, KSHB, Via Media, Time Warner Cable and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KMXV, KMBZ, KCMO, KZPT, KBEQ, KCFX and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Kansas City Star 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



Home And Garden Events
105,152 fans



HomeShows



@KCHomeShows
39,100 impressions



Don't forget to check us out today through Sunday @ KCHomeShows and see what deals we have for you. #JOCOHomeShow #KCHomeShow #HomeShow
Tweeted by Springfree_KansasCity



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!

2018 JOHNSON COUNTY HOME + REMODELING SHOW



1. **Chenoa and David Rivera** of HGTV's new show "Rustic Rehab" shared helpful remodeling and restoration advice to large crowds.
2. Local media darling and DIVA of DIY, Leanne Lee paired up with other DIY experts for our **Make It Take It Workshops**. Participants were provided with project supplies, tips, ideas and inspiration to make their very own DIY works of art to take home from the show. Workshops included Farmhouse Blocks, Junk Drawer Pumpkins, a Wood Photo Holder, a Mason Jar Tissue Holder and more!
3. Attendees were inspired at the **Pumpkin Patch benefitting Children's Mercy Hospital**. Visitors placed their bids on custom decorated bisque pumpkins, each one glowing with the personal style of local and national celebrities and artists. Proceeds from the silent auction (\$895) benefitted Children's Mercy Hospital.
4. Lively presentations by local and national celebrities and experts on the **Living In KC Stage** educated and entertained big crowds every day of the show. Topics included remodeling, renovation, décor, gardening and outdoor projects.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!



FEBRUARY 8-10, 2019
American Royal Center
KCRemodelAndGarden.com



MARCH 8-10, 2019
Overland Park Convention Center
SaltLakeTribuneHomeShow.com



NOVEMBER 1-3, 2019
Overland Park Convention Center
JohnsonCountyHomeAndRemodelingShow.com

Call today TO BOOK!



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