

2016 JOHNSON COUNTY HOME + REMODELING SHOW



1. 2016 Home + Garden Trendsetter of the Year, **Serena Appiah** fired up her power tools and inspired audiences with new ideas for budget-friendly repurposing and DIY projects.
2. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
3. Attendees chatted with **Nicole Curtis** of HGTV and DIY Network's "Rehab Addict" and were among the first to purchase a signed copy of her new memoir "Nicole, Better Than New: How Saving Old Houses Saved Me, and Taught Me All About Life" which launched this Fall.

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sleep  number.

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SAVE THESE DATES!

REMODEL
+GARDEN
SHOW

FEBRUARY 10-12, 2017

American Royal Center

KCRemodelAndGarden.com

THE JOCO
HOME
+REMODELING
SHOW

OCTOBER 27-29, 2017

Overland Park Convention Center

JohnsonCountyHomeAndRemodelingShow.com

JOHNSON COUNTY
HOME
+GARDEN
SHOW

JANUARY 26-28, 2018

Overland Park Convention Center

JohnsonCountyHomeShow.com

MARKETPLACE | EVENTS

ALL NEW

THE JOCO HOME +REMODELING SHOW

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

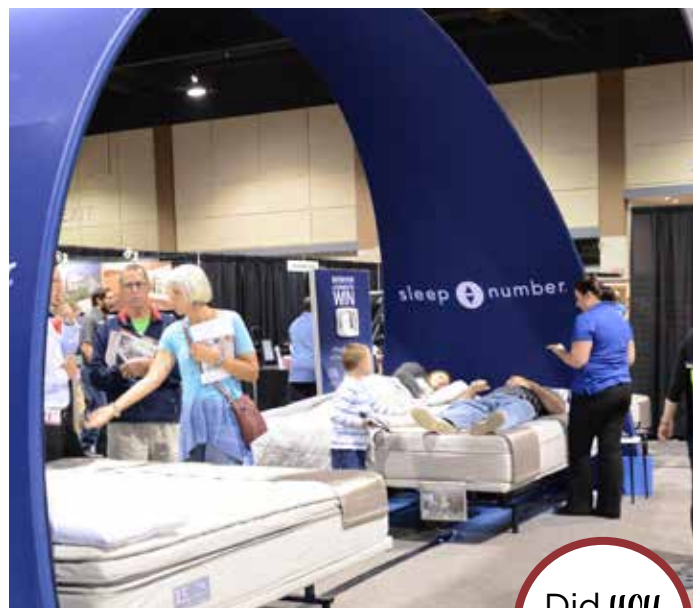
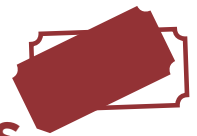
Thousands of homeowners converged on the Overland Park Convention Center for three days of shopping at the all-new 2016 Johnson County Home + Remodeling Show, making this inaugural show a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 183 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



10,686,505
PAID MEDIA
IMPRESSIONS



9,411
TOTAL ATTENDEES



Did you know?

- 7,305 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.
- 419 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:

- 83% rated the quality of attendees as excellent, very good or good
- 75% rated the move-in and move-out experience at this year's show as excellent, very good or good
- 75% rated their overall experience working with the show team as excellent, very good or good
- 71% rated their overall satisfaction with the show as excellent, very good or good
- More than half were very satisfied or somewhat satisfied that their expectations of the show were met
- 1 in 3 will definitely recommend or are likely to recommend the show to other potential exhibitors
- More than half are likely to purchase more exhibit space next year

VOICING YOUR OPINION

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

- "The Johnson County Home + Remodeling Show was our very first home show. It was a great experience. The show was an absolute success for us. We have several new clients, many future leads and new friends. Set-up and teardown were well-orchestrated and the show team was respectful, professional and friendly. We loved the whole experience and even earned the "Best Use of Small Space" booth award. We plan to continue doing more home shows in the future."
Jody and Kathy Slaughter of JnK WoodWorking
- "I was a first-time exhibitor and feel that my time spent at the show was very successful. I learned a lot and genuinely enjoyed my experience. The show team made me feel completely at ease and provided encouragement, for which I am grateful."
Melissa Randolph of B&M Remodeling

SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicky at 888-248-9751, ext. 104 or rosannah@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 9,411 visitors, we received **0 requests for a refund.**

VISITOR SNAPSHOT

96%

are homeowners



86%

plan to complete a home renovation project



81%

are very likely or somewhat likely to recommend the show to a friend or family member



78%

have a home renovation budget of up to \$50,000



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 \$90,967! Plus, the show garnered more than 10.6 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)



EMAIL



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



SOCIAL MEDIA



@KCHomeShows

- **91,512** impressions
- @HomeShows @hgtv @KCHomeShows when the red scarf photo won't die :) *Tweeted by Nicole Curtis to her 130,144 followers*
- @KCHomeShows I'm coming for you! Get ready for some tips & tricks, a few laughs & answers to your design questions! *Tweeted by Tyler Wisler to his 5,953 followers*



Home + Garden

- **100,244** fans
- A little something to do on your lunch break-get your book tour spot :) will I be there? Yes! Will I be signing? Yes! Singing! Dancing? Why not! Giving you the inside scoop? Yes, finally. *Posted by Nicole Curtis to her 1,083,846 followers*
- All in all, not a bad weekend! Got a chance to eat some amazing Kansas City BBQ, get interviewed on the morning news programs at NBC, ABC & FOX about the Johnson County Home + Remodeling Show going on, met the Rehab Addict herself, Nicole Curtis & most importantly spoke to a ton of eager homeowners & DIYers looking for some design tips & advice! I'm really a lucky guy to get these opportunities! Thank you! *Posted by Tyler Wisler to his 9,617 followers*

TV – Our strategy to secure top prime programs on stations such as KMBC, WDAF, KSHB and KCTV ensured attendees at the show who were eager to buy.
Radio – Hundreds of thirty-second spots were heard across KMXV, KBEQ, KZPT, KCMO, KMBZ and others. Plus, on-air contests and ticket giveaways all contributed to traffic.
Print – We teamed up with Kansas City Star 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 like Valpak kept us top-of-mind in the weeks leading up to the show.