

# POST-SHOW REPORT **2017**

## **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on the Overland Park Convention Center for three days of shopping at the 2017 Johnson County 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 280 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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**11,385,158**  
PAID MEDIA  
IMPRESSIONS



**20,625**  
TOTAL ATTENDEES



Did you know?

- 18,977 **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.
- 1,076 **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:

- 78% rated their overall satisfaction with the show as excellent, very good or good
- 78% rated their overall experience working with the show team as excellent, very good or good
- More than half were very satisfied or somewhat satisfied that their expectations of the show were met
- 83% rated their move-in and move-out experience as excellent, very good or good

## VOICING YOUR OPINION

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

- "Such a great annual event in which to participate. We never miss a show!"  
*Pat Cavanaugh, Four Season Home Products*
- "The Johnson County Home Show was the first home show in which we've participated. We did not know what to expect, however show team was by our side every step of the way. They were extremely professional, informative and helpful. The venue was very spacious, clean, and well-organized. Exhibiting in the show was one of the best decisions we could have made—within the first day the show had already paid for itself! You won't find that kind face to face contact with thousands of consumers anywhere else. We had the opportunity to build brand awareness, gather several quality leads and even made some immediate sales. We were highly pleased with the outcome and will continue to be a part of the show in the future."  
*Derrick Hendrix and Jamie Scholdberg of Flawless Tile & Stone*

## 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](mailto: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 + 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 20,625 visitors, we only received **3 requests for a refund.**

## VISITOR SNAPSHOT

96%

are homeowners



80%

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



73%

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



MORE THAN HALF

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 \$86,000! Plus, the show garnered more than 11.3 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.

## MEDIA SAMPLES

### PRINT ADS



### SHOW GUIDE (8 pages)



### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA

### @KCHomeShows

- **32,509** impressions
- #KansasCity I'm coming your way! I will be at the Johnson County Home + Garden Show. *Tweeted by Matt Blashaw to his 32,419 followers*
- I love #KC! Before the coffee shop opened, guy in the lobby GAVE ME HIS COFFEE. So friendly here! I love it! @KCHomeShows *Tweeted by Laurie March to her 317,582 followers*

### Home + Garden

- **101,369** fans
- #KansasCity I'm coming your way! I will be at the Johnson County Home + Garden Show this weekend. Come on down and say hello! Check out the schedule here. *Posted by Matt Blashaw to his 6,242 followers*

**TV** – Our strategy to secure top prime programs on stations such as KMBC, ME-TV, WDAF, KSHB, KMCI, Spectrum-Reach, ViaMedia 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, KBEQ, KZPT, KCMO, KCFX, WDAF, KMBZ and 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.

**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.

## 2017 JOHNSON COUNTY HOME + GARDEN SHOW



1. **Matt Blashaw** of HGTV's "Yard Crashers" and "Vacation House For Free" educated the crowd with all sorts of tips and tricks for both indoor and outdoor renovation projects.
2. **Laurie March**, of DIY Network's "Blog Cabin" and HGTV's "The House Counselor," taught audiences the ins and outs of remodeling and shared her project management, design and decor advice.
3. Visitors took a break from winter snowfalls and enjoyed an early taste of spring by touring the **Butterfly House** courtesy of William H. Brown Landscaping. This unique structure gave people a chance to interact with these beautiful creatures.
4. Guests strolled through the **Landscaped Garden** designed by Monumental Outdoor, getting inspiration and practical ideas for creating their own perfect backyard spaces.
5. Presentations and live cooking demonstrations from local and national celebrities on the **Main Stage** presented by IKEA drew big crowds every day of the show.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK!



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### SAVE THESE DATES!

## THE JOCO HOME +REMODELING SHOW

**OCTOBER 27-29, 2017**

Overland Park Convention Center

[JohnsonCountyHomeAndRemodelingShow.com](http://JohnsonCountyHomeAndRemodelingShow.com)

## JOHNSON COUNTY HOME +GARDEN SHOW

**JANUARY 26-28, 2018**

Overland Park Convention Center

[JohnsonCountyHomeShow.com](http://JohnsonCountyHomeShow.com)

## REMODEL +GARDEN SHOW

**FEBRUARY 9-11, 2018**

American Royal Center

[KCRemodelAndGarden.com](http://KCRemodelAndGarden.com)