

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the American Royal Center for three days of shopping at the **2019 KC Remodel + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 280 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced

27,642
Total Attendees

18,362 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.

1,093 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
12.6
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



97%
are homeowners



83%
plan on completing a project



75%
attend with a spouse or partner (meet both decision makers)



MORE THAN HALF
have a renovation budget of up to \$50,000



Voicing YOUR OPINION

“The show was well-organized and advertised very well.”

Janice Vobornik of Rolox Home Service

“I only do three shows per year in the Kansas City area and all are produced by Marketplace Events. Their show teams are excellent. They are quality shows that the public truly wants to attend.”

Larry W. Cunning of Water Doctor

EXHIBITOR SNAPSHOT

93%

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

87%

rate their overall satisfaction as excellent, very good or good

87%

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

80%

are satisfied the show met their expectations for the factors they rate as important reasons for exhibiting



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 KC Remodel + 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 27,642 visitors, we received **0 requests for a refund.**

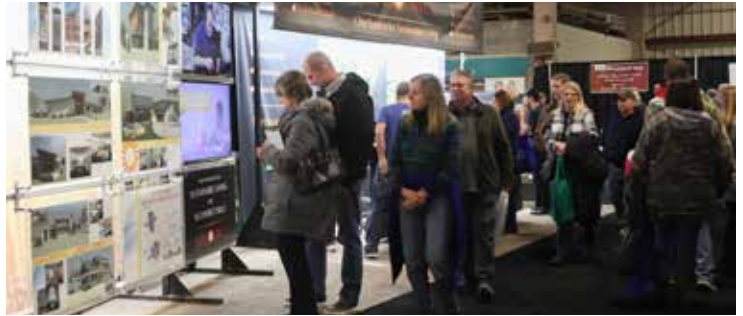


PROVEN RESULTS

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 \$97,000! Plus, the show garnered more than 12.6 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)



EMAILS



TV – Our strategy to secure top prime programs on KMBC (ABC), WDAF (FOX), KSHB (NBC) 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, KZPT, KMBZ, KCMO and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the KC 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.

BILLBOARDS



ADMISSION TICKETS



ONLINE ADS



GET CONNECTED!



@KCHomeShows
34,800 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



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!

2019 KC REMODEL + GARDEN SHOW



1. Guests strolled through beautiful **Feature Gardens** created by Hermes Landscaping, Doctor's Lawn and Landscape and William H. Brown Landscaping. They left inspired and ready to tackle their own yard projects.
2. Attendees got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops** lead by local DIY blogger Leanne Lee (aka the Diva of DIY). These free hands-on workshops allowed participants to learn directly from experts how to make their own Valentine sign, string art, fence slat sign, chunky photo frame and MORE!
3. **Vern Yip** of TLC's "Trading Spaces" shared his expertise and insider design secrets for transforming living spaces that are both beautiful and functional.
4. For the **Light It Up** feature, visitors checked out the transformations of lamps from the Habitat ReStore to get some inspiration. Donated lamps were painted with Rust-Oleum to update the outdated to high style lamps for today's homes. The finished lamps were available for purchase as part of a silent auction at the show. All proceeds, which totaled \$500 benefitted the Habitat Humanity ReStore.
5. Attendees looking for inspiration for their front entry doors found it at the **Doors of Kansas City** feature.

THANK YOU TO OUR SPONSORS & PARTNERS



Call today TO BOOK!



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SAVE THESE DATES!

THE JOCO
HOME
+REMODELING
SHOW

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

UREMODEL
+GARDEN
SHOW

JAN. 31-FEB. 2, 2020
American Royal Center
KCRemodelAndGarden.com

JOHNSON COUNTY
HOME
+GARDEN
SHOW

FEBRUARY 21-23, 2020
Overland Park Convention Center
JohnsonCountyHomeShow.com