

# POST-SHOW REPORT **2017**

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

Thousands of homeowners converged on the Iowa Events Center for three days of shopping at the 2017 Des Moines Home + Outdoor Living 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 181 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**6,723,000**  
PAID MEDIA  
IMPRESSIONS



**14,110**  
TOTAL ATTENDEES



- 9,248 **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.
- 861 **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:

- 82% rated their overall satisfaction with the show as excellent, very good or good
- 82% were very satisfied or somewhat satisfied that their expectations of the show were met
- 77% rated the show's consumer advertising campaign as excellent, very good or good
- More than half will definitely recommend or are likely to recommend the show to other potential exhibitors

## VISITOR SNAPSHOT

92%

are homeowners



83%

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



75%

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



MORE THAN HALF

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



### VOICING YOUR OPINION

HERE'S WHAT ONE EXHIBITOR IN THIS YEAR'S SHOW HAD TO SAY:

- "Thank you Marketplace Events for adding another quality home show to our market! The Des Moines Home + Outdoor Living Show delivered quality leads and sales that helped us set a monthly sales record for our company! You do a great job getting the message out to homeowners with the right mix of advertising and marketing to deliver crowds and quality contacts! See you next year!"

*Paul Despenas,  
Midwest Construction & Supply*

## 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 Des Moines Home + Outdoor Living 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 14,110 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 Des Moines Home Shows, you're missing out on an entire audience of customers!





## GETTING THE WORD OUT

Advertising spend topped more than \$86,000! Plus, the show garnered more than 6.7 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 (16 pages)



### EMAILS



## SOCIAL MEDIA



@HomeShowDM

- **45,282** impressions
- “Hey Des Moines fans I’ll be sharing tips to create the ultimate indoor and outdoor kitchen experience at the Des Moines Home + Outdoor Living Show this weekend!”  
*Tweeted by James Young to his 6,460 followers*
- “Oh Snowy #DesMoines #Iowa... I am headed your way! Please join me at the Des Moines Home + Outdoor Living Show this Friday 5 p.m., Saturday noon & 3 p.m. I will be talking #design & signing copies of #DesignWise!”  
*Tweeted by Vern Yip to his 65,991 followers*

### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



**TV** – Our strategy to secure top prime programs on stations such as WHO (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 KSTZ, KDRB and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Des Moines Register 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 kept us top-of-mind in the weeks leading up to the show.

## 2017 DES MOINES HOME + OUTDOOR LIVING SHOW



1. **Vern Yip** of TLC's "Trading Spaces" shared his expertise and insider design secrets for transforming living spaces that are both beautiful and functional.
2. **James Young** of DIY Network's "I Hate My Kitchen" inspired crowds with innovative ways to remodel their kitchens using the latest designs and products without breaking the bank.
3. **Custom Container Living** showcased shipping containers reimaged into beautifully decorated, unique spaces. Visitors were amazed at the transformations.
4. Local celebrities and experts created one-of-a-kind dog houses for the **Pampered Pooch Palaces** feature. Raffle winners went home with their favorite design and proceeds benefited the Animal Rescue League of Iowa.
5. **Let's Go Glamping** fused glamour and camping and showed visitors how to satisfy their craving for the outdoors without sacrificing creature comforts.
6. At **Ethan Allen Ask A Designer**, visitors connected with interior design experts for free consultations and answers to their décor and design questions.

## THANK YOU TO OUR SPONSORS & PARTNERS

sleep  number.



## CALL TODAY TO BOOK 2018!



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### SAVE THESE DATES!

THE BIG ONE

DES MOINES  
**HOME**  
+GARDEN  
**SHOW**

**FEBRUARY 8-11, 2018**

Iowa Events Center

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

DES MOINES  
**HOME**  
+OUTDOOR  
**LIVING**  
**SHOW**

**MARCH 9-11, 2018**

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