

DES MOINES
**HOME
+ OUTDOOR
LIVING
SHOW**
MARCH 10-12, 2017
Iowa Events Center



15,486 CONSUMERS ARE LOOKING FOR YOU!

MEET YOUR NEXT FEW THOUSAND CUSTOMERS HERE.

More than 15,400 homeowners attend the **Des Moines Home + Outdoor Living Show** annually seeking helpful advice, solutions and new products for their next renovation, décor or landscape project. The **Des Moines Home + Outdoor Living Show** features high-interest exhibits, high-profile industry personalities and the latest trends to bring in customers who are ready to move ahead with their home improvement projects.

WE ATTRACT A MORE QUALIFIED AUDIENCE

96%

of visitors are unique to EACH of our shows

93%

are homeowners

86%

attend with a project in mind

74%

attend with a spouse – meet BOTH decision makers

74%

are ages 35-64

71%

rated the value they received for the admission price paid as excellent, very good or good

\$109,235

average annual household income across all our U.S. home shows

*Source: 2015 Marketplace
Events Attendee Survey*

EXHIBITOR PRODUCT CATEGORIES INCLUDE:

- Appliances
- Construction & Renovation
- Financial & Mortgage Agents
- Garage & Automotive
- Garden & Outdoors
- Gutters & Roofing
- Heating & Air Conditioning
- Home Décor, Art, Design & Furnishings
- Home Entertainment & Electronics
- Kitchen & Bath
- Recreation, Fitness
- Utility Companies
- Windows, Window Coverings & Doors

DID YOU KNOW?

MARKETPLACE EVENTS IS THE LARGEST PRODUCER OF HOME SHOWS IN NORTH AMERICA WITH MORE THAN 47 SHOWS IN 23 MARKETS THAT COLLECTIVELY ATTRACT 1.5 MILLION ATTENDEES.





SHOW HOURS

Fri MAR 10 10:00 a.m. - 9:00 p.m.
 Sat MAR 11 10:00 a.m. - 9:00 p.m.
 Sun MAR 12 10:00 a.m. - 6:00 p.m.

MOVE-IN HOURS

Tue MAR 9 8:00 a.m. - 6:00 p.m.
 Wed MAR 10 8:00 a.m. - 6:00 p.m.
 Thu MAR 11 8:00 a.m. - 8:00 p.m.

Red Zone hours vary.

MOVE-OUT HOURS

Sun MAR 12 6:01 p.m. - 10:00 p.m.
 Mon MAR 13 8:00 a.m. - Noon

Red Zone hours vary.

** Hours subject to change.*

MORE THAN JUST BOOTH SPACE

- Standard pipe & drape
- Exhibitor badges
- Complimentary admission passes
- Listing in the official Show Guide
- Exhibitor guest ticket program at exclusive rates
- 24-hour security
- Online Exhibitor Listing (your own Web page!)
- Sponsorship opportunities
- Tips to increase your sales at the show and booth design ideas at a FREE exhibitor workshop
- Pre-show promotional material
- Exhibitor manual for pre-show planning
- Sponsorship opportunities
- Promotional opportunities with major media partners

BOOTH PRICING

Exhibit Space Rate \$11.29/sq. ft.

Exhibitor Listing (required) \$89

ADDITIONALLY:

Direct Sell Rate \$150/booth

Main Aisle Premium \$125

Corner Fee \$125/corner

Hear what one of our exhibitors had to say.

"We had a lot of folks in our booth that wouldn't have come out to our design center."

Joni Morris Lore, ETHAN ALLEN

DES MOINES HOME + GARDEN SHOW
FEBRUARY 9-12, 2017
 Iowa Events Center
DesMoinesHomeAndGardenShow.com

DES MOINES HOME + OUTDOOR LIVING SHOW
MARCH 10-12, 2017
 Iowa Events Center
DesMoinesHomeAndOutdoorLiving.com

DON'T MISS OUT ON GROWING YOUR BUSINESS! CALL TODAY!



TASHA MART

Exhibit Sales Consultant
 515-244-1459
tasham@MPeshows.com



JUSTIN BOOTH

Exhibit Sales Consultant
 515-244-6891
justinb@MPeshows.com



SHANNON NATHE

Show Manager
 515-244-5456
shannonn@MPeshows.com