

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Indiana State Fairgrounds for 10 days of shopping at the 2016 Indianapolis Home 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 more than 600 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



115,993
TOTAL ATTENDEES



DID YOU KNOW?

- 62,686 **UNIQUE** visitors browsed our show website in the 30 days prior to the show. Web banners are available at a low cost for you to be in front of this powerful and huge online audience.
- 4,928 **NEW** consumers signed up to receive information from us in the future. Ask us how you can communicate your marketing message to this engaged group year-round.





EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experience in the post-show survey. Here's what was reported:

- 82% rated the overall satisfaction with the show as excellent, very good or good
- 80% stated the quality of attendees was excellent, very good or good
- 79% rated their overall experience working with the show team as excellent, very good or good
- 76% were very satisfied or satisfied that their expectations of the show were met
- 72% will definitely or are likely to exhibit at the show again in the future

VOICING YOUR OPINION

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

- "All of the advertising that was done before the show helped with the success."
Dianne Schrack of Wicker Works Inc.
- "This show is a good way to get our services and products in front of consumers that are specifically looking for home improvement."
Dede Panarisi of Miracle Method of Indianapolis
- "Great show, great people, great customers."
Marcus Dobouni of Concrete by Design
- "The staff for the home show are very professional. We were glad we attended to the Free Exhibitor Training Seminar."
Beth Rovazzini of B.W. Plumbing and Heating.
- "Weekend exposure was fantastic!"
Jeff Grummer of Coach House Garages

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 Indianapolis Home 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 115,993 visitors, we only received **5** requests for a refund.

VISITOR SNAPSHOT

94%



spent up to \$500 at the show

93%



are homeowners

82%



rated their overall satisfaction with the show as very satisfied or satisfied

77%



attend with a spouse
(meet both decision makers)

77%



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





GETTING THE WORD OUT

Advertising spend topped more than \$250,000! Plus, the show garnered more than 54.9 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 market and drove thousands of attendees through the doors.

MEDIA SAMPLES



TV - Our strategy to secure top prime programs on WISH, WRTV, WTHR, WXIN, WTTV and COMCAST ensured attendees at the show who were eager to buy.

RADIO - Hundreds of thirty-second spots were heard across stations such as WFMS, WIBC, WJJX, WLHK, WNTR, WRWM, WTTT, WYXB and WZPL. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT - We teamed up with the Indianapolis Star, Reach Magazine and TheHomeMag 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 Neighborhood Source kept us top-of-mind in the weeks leading up to the show.

SOCIAL MEDIA



- **74,464** impressions
- Anyone at the @HomeShowIND today? If so, come on by the presentation stage at 2pm and say hello. Let's talk about your dream yard!
Tweeted by Matt Blashaw to his 35,059 followers
- @IndyMonthly @HomeShowIND @kroach Very cool! Thanks for this guys!
Tweeted by John Gidding to his 16,933 followers



- **94,854** fans
- From the Indianapolis Home Show. Click the image for details. Happy Saturday folks!
Posted by Matt Blashaw to his 4,457 followers
- Join us on Saturday & Sunday, Jan. 30th & 31st at the Indianapolis Home Show! Buy your tickets now and get \$4 off with our code: CHICKS
Posted by Two Chicks and A Hammer to their 4,778 followers

2016 INDIANAPOLIS HOME SHOW



1. **Matt Blashaw** of HGTV & DIY Network's hit series "Yard Crashers" and "Vacation House for Free" shared his handyman tips and tricks for do-it-yourselfers on how to spruce up their yards.
2. **Centerpiece Home by Fischer Homes** - a majestic 4,010 square-foot home was front and center at the show. Decorated by Touch of Class and landscaped by Calvin, the home brought tens of thousands of attendees through the doors.
3. **John Gidding** of HGTV's "Curb Appeal" shared his unique and budget-friendly design ideas for home exteriors and interiors.
4. **Landscaping by Calvin Landscape** - Landscape designer for the centerpiece home.
5. **Pub Shed by William H. Brown Landscape Design** - 25,000 sq. ft. of lush gardens by fifteen of Indianapolis' best and most talented landscapers graced the show. Attendees were able to stroll through the lavish greens and gather inspiration and ideas.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2017!



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SAVE THIS DATE!

INDIANAPOLIS
**HOME
SHOW**

— SINCE 1922 —

JANUARY 20-29, 2017
Indiana State Fairgrounds

MARKETPLACE | EVENTS