

DOWNTOWN RALEIGH HOME SHOW

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Raleigh Convention Center for three days of shopping at the Fall 2016 Downtown Raleigh 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 289 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



12,471,213
PAID MEDIA
IMPRESSIONS



20,806
TOTAL ATTENDEES



Did you
know?

- 19,039 **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.
- 1,477 **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:

- 87% rated their overall satisfaction with the show as excellent, very good or good
- 87% were very satisfied or somewhat satisfied that their expectations of the show were met
- 85% rated the quality of attendees at this year's show as excellent, very good or good
- 80% will definitely recommend or are likely to recommend the show to other potential exhibitors

VOICING YOUR OPINION

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

- "The Downtown Raleigh Home Show was a great event. As a local small business owner, the show gave me immense exposure."
Lindsay Astor, Ink & Inspiration
- "The staff is responsive, knowledgeable and courteous, which makes being part of the experience easy and enjoyable. Thank you!"
Richard Kaplan, Canine Angels Service Dogs
- "I really appreciate the engagement with the show team before, during and after the event."
Don Mandelkorn, Green Mountain Maple
- "This was the first major show in which I've participated. Everyone involved was positive and upbeat. The show team was very helpful, patient and professional. We received some great leads and got our name out there!"
Lucille Perretta, Sur Furniture

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 Fall Downtown Raleigh 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 20,806 visitors, we received **only 2 requests for a refund.**

VISITOR SNAPSHOT

93%



are very likely or somewhat likely to recommend the show to friends and family

88%



are homeowners

87%



plan to complete a home renovation project

77%



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

76%



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 Downtown Raleigh Home Shows, you're missing out on an entire audience of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$141,000! Plus, the show garnered more than 12.4 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 (12 pages)



EMAIL



ONLINE ADS



ADMISSION TICKETS



BILLBOARD



SOCIAL MEDIA



@RaleighHomeShow

- **71,819** impressions
- Hey #Raleigh I'm coming your way! Catch me at the @RaleighHomeShow & bring your biggest home improvement questions! *Tweeted by Matt Blashaw to his 32,544 followers*
- We've got a winner! This guy in the audience at the @RaleighHomeShow was so excited to win a RYOBI POWER TOOL. *Tweeted by Serena Appiah to her 1,688 followers*



Home + Garden

- **100,244** fans
- Who's coming to the #Raleigh Home Show this weekend? Join me on the Fresh Ideas Home Stage to hear about my time on Yard Crashers, Vacation Home for Free and Ellen's Design Challenge! *Posted by Matt Blashaw to his 5,901 followers*
- Let the home show begin! I'm here in beautiful Raleigh, NC to present on stage this weekend! Woo hoo! I'm talking paint, power tools and upcycling! If you live in the area, come on out to the convention center! I'm also giving away some RYOBI POWER TOOLS and some pretty knobs from Rustic Brands! #RYOBINationRocks #RusticBrands *Posted by Serena Appiah to her 32,419 followers*

TV - Our strategy to secure top prime programs on WRAL-TV, WTVD, WNCN, WRAZ and Time Warner Cable ensured attendees at the show who were eager to buy.

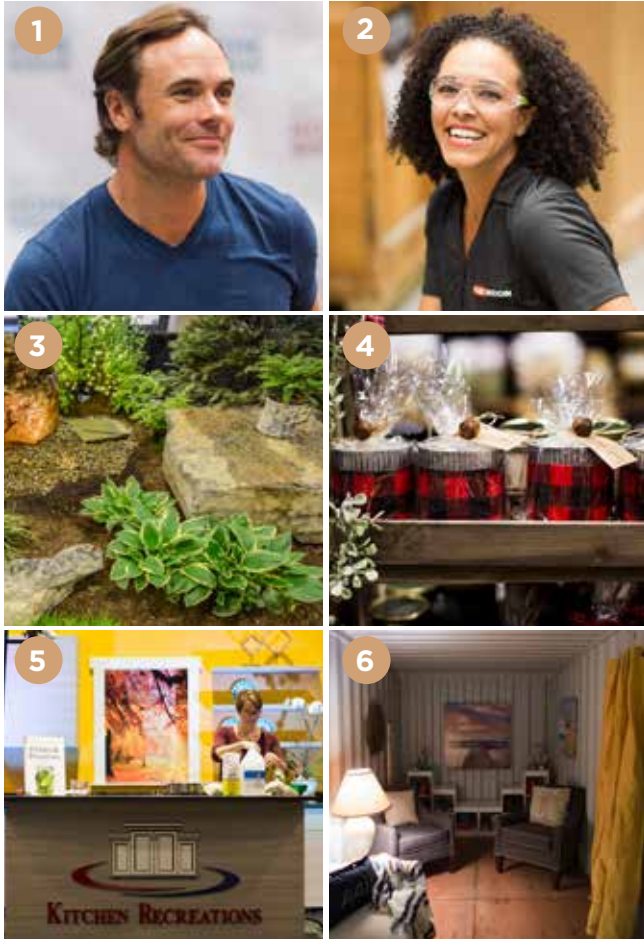
Radio - Hundreds of thirty-second spots were heard across Kix 102.9, Mix 101.5, WBBB 96.1, WQDR-94.7, G105 and WPTF. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with The News & Observer and Cary Magazine 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 DOWNTOWN RALEIGH HOME SHOW



1. **Matt Blashaw**, HGTV star and winner of “Ellen’s Design Challenge,” educated the crowd with all sorts of tips and tricks for both indoor and outdoor projects.
2. 2016 Home + Garden Trendsetter of the Year, **Serena Appiah** fired up her power tools and inspired audiences with new ideas for budget-friendly repurposing and DIY projects.
3. The **Outdoor Living Feature** by RB Landscaping and Luxury Living Scapes showed attendees how to create more usable living space for cooking, entertaining and relaxing. The area included a kitchen, fire pit and even a tree house!
4. **Home Grown Marketplace**, a special retail area of boutique items, allowed guests to get a head start on holiday shopping and support artisans from the Greater Triangle Region.
5. The **Cooking Stage** presented by The Recipe and The News & Observer and built by Kitchen Recreations was a big draw for attendees. Local and regional chefs demonstrated and sampled tasty recipes each day of the show.
6. Students from the American Society of Interior Designers reimagined shipping containers provided by Carolina Containers & Transport into livable spaces for the **Designer Showroom Containers** feature. Visitors were amazed at the transformations which included a man cave, an office workspace, dining room and a loft.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2017!



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DowntownRaleighHomeShow.com

SAVE THESE DATES!

DOWNTOWN RALEIGH HOME SHOW

FEBRUARY 17-19, 2017
Raleigh Convention Center
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DOWNTOWN RALEIGH HOME SHOW

SEPTEMBER 15-17, 2017
Raleigh Convention Center
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MARKETPLACE | EVENTS