

POST-SHOW REPORT **2017**

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Indiana State Fairgrounds for 10 days of shopping at the 2017 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 nearly 600 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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24,703,996
PAID MEDIA
IMPRESSIONS



118,311
TOTAL ATTENDEES



Did you know?

- 89,202 **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.
- 5,969 **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
- 83% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 79% rated the quality of attendees as excellent, very good or good

VISITOR SNAPSHOT

95%



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

94%



are homeowners

78%



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

2 IN 3 \$

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:

- "The Indianapolis Home Show is the best place in January to interact with real customers that are interested in purchasing in the same year. It helps jumpstart our year and we love it!"

Tammy Goff, Mainstyle Flooring

- "This show is a MUST! Meeting hundreds of customers face to face is the best way to educate the customer about options and then sell them on quality!"

Ken Yoder, Closet Connection

- "This is the most important show of the year!"

Mark Barmes, Leafguard of Indiana

- "It is a great way to market to local people whom you would not otherwise meet."

Karen Wisneski, Priority 1 Medical

SPONSORSHIP

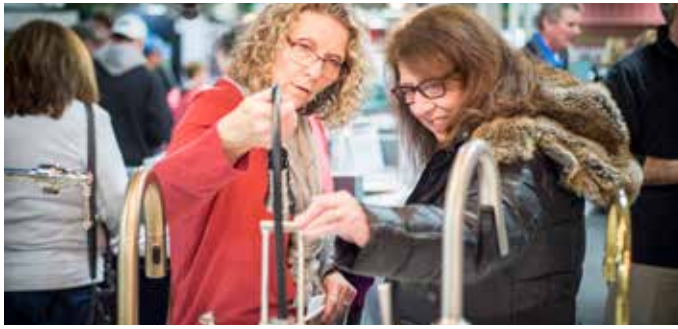
Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 604-639-2288 or jillk@MPEshows.com for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the 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 118,311 visitors, we received only **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 Indianapolis Home Shows, you're missing out on entire audiences of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$250,000! Plus, the show garnered more than 15.1 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 (40 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



TV – Our strategy to secure top prime programs on stations such as WISH/WNDY, WRTV, WTHR, WXIN, WTTV and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WIBC, WTTS, WYXB, WZPL, WFMS, WJJK, WNTR, WRWM, WFNI and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

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

SOCIAL MEDIA



@HomeShowIND

- **73,293** impressions
- “@HomeShowIND @IndyStateFair Thank you. I had a great time. So glad to meet you all. And now, I know how to pronounce Hoosiers!
Tweeted by Hilary Farr to her 38,300 followers
- “WFYI’s Taylor Bennett talks with @KevinOConnorTOH ahead of his appearance at the Indianapolis Home Show.”
Tweeted by Kevin O’Connor to his 27,900 followers
- “This was fun! Both hosts were so sweet and professional. Thank you!”
Tweeted by Sara Bendrick to her 5,279 followers



Home and Garden Events

- **101,369** fans
- “Looking forward to the Indianapolis Home Show! See you soon, Indiana!”
Posted by Hilary Farr to her 122,984 followers
- “Very happy to see a great crowd kicking off the Indianapolis Home Show this weekend. Good folks all around! The show goes all week and I’ll be back today (Friday) and Saturday so if you’re in the area come on by. Get tickets and use promo code “OConnor” to save!”
Posted by Kevin O’Connor to his 26,556 followers
- “In Indianapolis for the Home Show! If your around stop by :) I’m chatting at 1 p.m. & 3 p.m. Scott Swan was so nice.”
Posted by Sara Bendrick to her 10,517 followers

2017 INDIANAPOLIS HOME SHOW



1. **Hilary Farr** of HGTV's "Love It or List It," made an exclusive appearance, offering stylish and affordable design tips to big crowds at the show.
2. **Kevin O'Connor** of the PBS series "This Old House" educated the crowd with all sorts of tips and tricks for renovation projects.
3. **Sara Bendrick** of DIY Network's "I Hate My Yard" inspired crowds with ideas for transforming outdoor spaces.
4. The **Centerpiece Home** by Fischer Homes, a majestic 6,000 square-foot home, was front and center at the show. Decorated by TOB Design and landscaped by Calvin Landscape, the home brought thousands of attendees through the doors.
5. Visitors explored the **Tiny Home** by Unplugged Houses for functional and stylish small space ideas. Miniscule living spaces are all the rage and this home was a huge hit at the show.
6. Homeowners found style inspiration by touring the **Designer Room Showcase**. Four local designers showcased the newest in home décor, accessories and furniture for a multitude of decorating styles.
7. Guests kicked back and sampled a variety of craft beers and domestics in the **Unilock Craft Beer Corner**.
8. Attendees relaxed, dined and sipped in style at the **Wine Garden**, designed to look like a Tuscan hillside.
9. **Brighton Village** showcased uniquely styled garden sheds, pergolas, landscaping and water features in a camp scene that brought the outdoors to life offered attendees an opportunity to experience a fun-filled and relaxing connection to nature.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK!



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SAVE THESE DATES!

INDIANAPOLIS
HOME SHOW
— SINCE 1922 —

JANUARY 19-28, 2018

Indiana State Fairgrounds
IndianapolisHomeShow.com

INDIANA
FLOWER + PATIO SHOW

MARCH 10-18, 2018

Expo Hall & West Pavilion
IndianaFlowerAndPatioShow.com

MARKETPLACE | EVENTS