

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the American Royal Center for three days of shopping at the 2017 KC Remodel + Garden 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 341 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



11,468,020  
PAID MEDIA  
IMPRESSIONS



26,515  
TOTAL ATTENDEES



Did you  
know?

- 20,413 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.
- 1,400 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:

- 75% rated the number of attendees present at this year's show as excellent, very good or good
- 75% rated the move-in and move-out experience as excellent, very good or good
- 71% were very satisfied or somewhat satisfied that their expectations of the show were met
- More than half 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 Kansas City Home Shows have been beneficial in keeping our product in front of consumers. Consistency every year has been the key—we have existing and prospective consumers return each year and they know to look for us for the answers to their questions. We never skip a year—when the customer is ready to buy, they know we'll be there."  
*Roger Mose, C. M. Mose & Son*
- "We had a great experience at our first KC Remodel + Garden Show. The environment is fun and interactive. We enjoyed meeting other vendors and introducing homeowners to our company. We scheduled enough consultations to fill our calendar for two weeks and we continue to receive calls from folks who met us at the show. We've already reserved a booth at next year's show!"  
*Joey Ford, The Blind Broker*

## VISITOR SNAPSHOT

94%



are homeowners

91%



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

73%



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

MORE THAN HALF \$

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

## SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Marc Gary at 855-931-7469, ext. 307 or marcg@MPeshows.com for rates and info for this or any Marketplace Events show.

## SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the KC Remodel + Garden 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 26,515 visitors, we only received **2 request 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 Kansas City Home Shows, you're missing out on entire audiences of customers!





## GETTING THE WORD OUT

Advertising spend topped more than \$86,000! Plus, the show garnered more than 11.4 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 (8 pages)



### EMAILS



## SOCIAL MEDIA



@ KCHomeShows

- **56,978** impressions
- “#MainStageAlert! #IHateMyYard star @SaraBendrick will be taking over the Fresh Ideas Stage in just 5 minutes! Grab a seat if you can.”  
*Tweeted by Sara Bendrick to her **5,308** followers*



Home And Garden Events

- **101,369** fans
- “So excited to do the KC Remodel + Garden Show and visit two of my favorite uncles this weekend! #bendrickbunch AMERICAN ROYAL CENTER KANSAS CITY, MO”  
*Posted by Sara Bendrick to her **10,520** followers*



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



**TV** – Our strategy to secure top prime programs on stations such as KMBC and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as KMXV, KZPT, KMBZ, KCMO and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Kansas City Star 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 KC REMODEL + GARDEN SHOW



1. **Frank Fritz** of the History Channel's "American Pickers" shared tips and tricks for spotting treasure amongst trash.
2. **Sara Bendrick** of DIY Network's "I Hate My Yard" inspired crowds with ideas for transforming outdoor spaces.
3. Designers reimagined shipping containers into livable spaces for the **Custom Container Living** feature. Visitors were amazed at the transformations.
4. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It** Workshops led by local DIY blogger Leanne Lee. These free hands-on workshops allowed attendees to learn directly from experts how to make their own works of art.
5. Visitors explored the **Veterans Community Projects Tiny Home** for ideas and inspiration on small space living and to learn about a worthy cause. Each home the organization constructs is used as transitional housing for homeless Veterans.
6. Homeowners found style inspiration by touring two **Designer Rooms** at the show. HERLIFE Magazine and Motivo Designs showcased the newest in home décor, accessories and furniture for a multitude of decorating styles.
7. Visitors learned refreshing their décor doesn't have to cost a fortune. In the **Rebuilding Together Upcycle Challenge**, local bloggers provided inspiration by upcycling items from the Rebuilding Together store.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK!



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## SAVE THESE DATES!

# THE JOCO HOME +REMODELING SHOW

**OCTOBER 27-29, 2017**

Overland Park Convention Center

JohnsonCountyHomeAndRemodelingShow.com

# JOHNSON COUNTY HOME +GARDEN SHOW

**JANUARY 26-28, 2018**

Overland Park Convention Center

JohnsonCountyHomeShow.com

# REMODEL +GARDEN SHOW

**FEBRUARY 9-11, 2018**

American Royal Center

KCRemodelAndGarden.com

MARKETPLACE | EVENTS