

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Raleigh Convention Center for three days of shopping at the Spring 2016 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 306 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



29,497
TOTAL ATTENDEES



5,671,113
PAID
IMPRESSIONS



DID YOU KNOW?

- 81,552 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.
- 2,428 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 experiences in the post-show survey. Here's what was reported:

- 97% rated their overall satisfaction with the show as very satisfied or satisfied
- 97% were very satisfied or somewhat satisfied that their expectations of the show were met
- 89% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 86% rated the quality of attendees at this year's show as excellent or very good

VOICING YOUR OPINION

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

- "We had a record number of leads for the weekend!"
Tom Proctor of Central Vacuum Experts
- "Having the opportunity to have potential customers see our products in a hands-on setting was invaluable and extremely cost-effective in comparison to operating a showroom."
David Real of Concrete Artistry Surfaces
- "Customers were great! Exhibitors were great! The people that ran the building were great!"
Karen Pattillo of Family Affair
- "The Raleigh Home Show exceeded our expectations in every facet! We were able to showcase our work, engage with the Raleigh community, partner with other local businesses and increase our sales/leads. We look forward to participating in the Raleigh Home Show for years to come!"
Isabella Gillespie of LazerEdge Designs
- "The best year yet! Thank you for promoting the show so well. The Property Brothers were an awesome addition to the event and boosted our leads greatly!"
Julia Smith of Bath Fitter

SPONSORSHIP

Maximize your branding, drive traffic to your booth and generate new leads before, during and after the Show. Call Chiara Renella-Brooks at 919-306-9463 or email chiararb@MPEshows.com who will customize a promotional and sponsorship program for you.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Spring 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 29,497 visitors, we only received **6** requests for a refund.

VISITOR SNAPSHOT

85%

are homeowners



84%

have a home renovation project in mind



73%

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



72%

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



PROVEN RESULTS

We manage multiple shows in the same market and our geotracking analysis shows **96% of visitors to EACH show are a unique audience.** If you're exhibiting in only one of our Raleigh Home Shows, you're missing out on an entire audience of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$140,000! Plus, the show garnered more than 5.6 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

PRINT ADS

SHOW GUIDE (8 pages)

ADMISSION TICKETS

ONLINE ADS

BILLBOARD

SOCIAL MEDIA

@RaleighHomeShow

- **78,097** impressions
- What can I say, Raleigh you were incredible :)
Tweeted by Jonathan Scott to his 374,912 followers
- We're in North Carolina for the @RaleighHomeShow and can't wait. Come say hi this weekend!!!
Tweeted by OldHomeLove to their 2,915 followers

Home + Garden

- **94,854** fans
- Wow! Thank you Raleigh fans for coming out to the #RaleighHomeShow! You were a great crowd!
Posted by Drew Scott to his 1,040,103 followers
- We always have so much fun chatting with our fans that we can't wait to see you all tomorrow at the #RaleighHomeShow!
Posted by Jonathan Scott to his 1,039,777 followers

TV – Our strategy to secure top prime programs on Time Warner Cable, WRAL, WTVD, WNCN, WRAX and others ensured attendees at the show who were eager to buy. In addition, program integration was incorporated into the strategy to ensure maximum awareness in the target market.

RADIO – Hundreds of thirty-second spots were heard across stations such as WKIX, WRAL, WNNL, WBBB, WQDR, WDCG, WNCB and WPTF. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT – We teamed up with the News & Observer, The Print Mag, TheHomeMag 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.

2016 RALEIGH HOME SHOW



1. **Jonathan and Drew Scott** of HGTV's "Property Brothers" appeared live on stage drawing HUGE crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. **Andy and Candis Meredith** of HGTV's "Old Home Love" educated visitors on preserving the history in their home as well as improving what they have. Guests were delighted to hear what they had to share.
3. **Homegrown Marketplace** - A NEW pavilion filled with a selection of carefully curated boutique offerings from artisans and small businesses representing the Greater Triangle Region.
4. **Kids Zone** - A NEW pavilion that offered fun activities along with products and services for children of all ages
5. **Feature Gardens** by RB Landscaping showcased the latest in outdoor landscaping. Since 2007, RB Landscaping has been serving the Triangle Area with their high quality landscaping service.

THANK YOU TO OUR SPONSORS & PARTNERS

sleep  number.

Angie's list.

 State Farm®



The News & Observer

SAVE THESE DATES!

DOWNTOWN
RALEIGH
**HOME
SHOW**

SEPTEMBER 9-11, 2016
Raleigh Convention Center

DowntownRaleighHomeShow.com

DOWNTOWN
RALEIGH
**HOME
SHOW**

FEBRUARY 17-19, 2017
Raleigh Convention Center

DowntownRaleighHomeShow.com

CALL TODAY TO BOOK 2017!



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MARKETPLACE | EVENTS