

JACKSONVILLE
**HOME
+ PATIO
SHOW**

POST-SHOW REPORT **2016**

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Prime Osborn Convention Center for four days of shopping at the 2016 Jacksonville Home + Patio 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 355 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



27,973,906
PAID MEDIA
IMPRESSIONS



29,776
TOTAL ATTENDEES



Did you know?

- 16,751 **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.
- 1,215 **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:

- 94% were very satisfied or somewhat satisfied that their expectations of the show were met
- 94% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 92% rated their overall satisfaction with the show as excellent, very good or good
- 88% rated the value provided for the price they paid for exhibit space as excellent, very good or good
- 76% rated the quality of attendees at this year's show as excellent, very good or good
- 1 in 4 are likely to purchase more exhibit space in the future



VOICING YOUR OPINION

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

- "It is always a good idea to meet face to face with thousands of people in only four days who you would not have seen otherwise. We did some great business!" *Jack Melvin, Keyboard Connection*
- "Probably the best produced show in which I've ever participated!" *Michael Kosterlitz, The Metal Roof Experts*

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 to have a promotional and sponsorship program customized for you.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Jacksonville Home + Patio 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 29,776 visitors, we received **only 1 request for a refund.**

VISITOR SNAPSHOT

96%



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

90%



plan to complete a home renovation project

89%



are homeowners

84%



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

81%



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



GETTING THE WORD OUT

Advertising spend topped more than \$120,100! Plus, the show garnered more than 27.9 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 local market and drove thousands of attendees through the doors.

MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (8 pages)



EMAIL



ONLINE ADS



ADMISSION TICKETS



BILLBOARD



SOCIAL MEDIA



@TheJaxHomeShow

- **54,232** impressions
- Did you catch @TDAVIS13 from @GTJAX on our LIVE show @ TheJaxHomeShow?
*Tweeted by First Coast Living to their **2,580** followers*
- @hgtv's @mattblashaw on #TheChat NOW on NBC 12! It's a party @TheJaxHomeShow!
*Tweeted by Ladies of the Chat to their **2,031** followers*



Home + Garden

- **100,244** fans
- Live in the #Jacksonville FL area? Join me at the Jacksonville Home + Patio Show Sept. 30 - Oct. 2 to talk home improvement projects, vacation houses & more. #HGTV #DIYNetwork #YardCrashers Home and Garden Events
*Posted by Matt Blashaw to his **5,947** followers*
- Just got the best compliment from this woman after today's presentation! After the presentation, she came up to me to admit she has never felt creative but after hearing my message, she feels inspired and confident she can do projects! Success!!!
*Posted by Serena Appiah to her **30,497** followers*

TV - Our strategy to secure top prime programs on WJXT, WTLV, WJXX, WJAX, WFOX, Comcast and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as WEJZ, WGNE, WQIK, WSOL, WWJK, WJGL, WAPE, WJXL, Pandora, Radiate and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Florida Times Union 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.

FALL 2016 JACKSONVILLE HOME + PATIO SHOW



1. 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.
2. **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.
3. The **Jacksonville Magazine Cooking Stage** was a big draw for attendees. Local and regional chefs demonstrated and sampled tasty recipes each day of the show.
4. Local radio personalities Nikki Kimbleton and Vic Micolucci of WJXT battled it out in the **He Shed, She Shed** design challenge, providing homeowners of both sexes inspiration for transforming ordinary garden sheds into one-of-a-kind spaces designed with their individual preferences in mind. Attendees voted on their favorite design.
5. The décor superstore **At Home** showcased three different room designs including a living room, patio and a holiday themed ensemble which inspired guests with ideas for refreshing their home interiors.
6. Visitors explored the **Build Tiny Live Large** feature by Norsk Homes. These tiny living spaces were all the rage and were a huge hit at the show.

THANK YOU TO OUR SPONSORS & PARTNERS

AIA SOLAR
CONTRACTING INCORPORATED

at home
The Home Décor Superstore

JACKSONVILLE
MAGAZINE

Norsk
CONSTRUCTION
AND DESIGN, INC.
License# CBC1260738

LIBERTY
LANDSCAPE SUPPLY



Storage Options

ACUTABOVE
OUTDOOR SPECIALTY SERVICES, INC.

SAVE THESE DATES!

JACKSONVILLE
**HOME
+ PATIO
SHOW**

MARCH 2-5, 2017

Prime Osborn Convention Center

JacksonvilleHomeShows.com

JACKSONVILLE
**HOME
+ PATIO
SHOW**

SEPT. 28-OCT. 1, 2017

Prime Osborn Convention Center

JacksonvilleHomeShows.com