

# POST-SHOW REPORT 2017



## JACKSONVILLE **HOME + PATIO SHOW**

### **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on Prime Osborn Convention Center for four days of shopping at the **Fall 2017 Jacksonville Home + Patio Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 328 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**29,430**  
*Total Attendees*

**25,964** 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.

**819** 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.

MORE THAN  
**12**  
MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**90%**  
are homeowners



**MORE THAN HALF**  
have a home renovation budget of up to \$50,000



**71%**  
attend with a spouse or partner  
(meet both decision makers)



## Voicing YOUR OPINION

“We had a great time attending the show and generated many great leads for new projects. There are many great companies in attendance and we look forward to bringing our very best every show!”

*Shawn White, A Cut Above Outdoor Specialty Services*

“This show and the spring show continue to be our most effective marketing events of the year. They are vital to the success of our business!”

*Gary DiStefano, Garage Living*

“We love the show! It’s on our calendar to do twice a year.”

*Tony Ellis of A-1 Sliders*

## EXHIBITOR SNAPSHOT



rated their overall satisfaction with the show as excellent, very good or good



will definitely recommend or are likely to recommend the show to other potential exhibitors



rated the quality of attendees at this year’s show as excellent, very good or good



were very satisfied or somewhat satisfied that their expectations of the show were met



### 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](mailto: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 Fall 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 29,430 visitors, we received **1 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 Jacksonville Home Shows, you’re missing out an entire audience of customers!



## GETTING THE WORD OUT

The show garnered more than 12 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



**TV** - Our strategy to secure top prime programs on WJXT, WTLV, WJXX, WJAX, WFOX, WJCT and Comcast Cable 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, WOKV, WJCT and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the Florida Times Union, Edible NE Florida and The Home Mag Jacksonville 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.

### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



- **76,234** impressions
- Good news. Makes me feel even better about being there this weekend. In the wake of #HurricaneIrma we're donating 10% of ticket sales to @ ClaraWhiteJax to help feed & house our neighbors in need. *Tweeted by Kevin O'Connor to his 31,103 followers*



- **102,387** fans
- This weekend I'm in Jacksonville, FL for the Home and Garden Events. I'll be at the Prime Osborne Convention Center Friday and Saturday September 29-30. Come on down! *Posted by Kevin O'Connor to his 29,336 followers*



In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

# FALL 2017 JACKSONVILLE HOME + PATIO SHOW



1. **Kitchen Wars** - This year's big competition drove thousands to vote! Competing companies were responsible for creating the perfect kitchen while guests voted for their favorites. The winner was Granite Transformation! Thank you to all the companies that participated—Cabinetry Masters, The Underwood Butcher Block Co., Kitchen World—and the guests that voted.
2. **Hurricane Resource Center** - Homeowners were able to visit the resource center and learn about generator safety, get advice regarding post hurricane insurance claims and learn hurricane preparedness tips.
3. **Inspiration Stage** - Celebrities such as **Kevin O'Connor** of PBS's This Old House, **John and Whitney Spinks** of HGTV's Flipping the Block & Florida Flippers as well as many other guests speakers adorned the stage with tips on home remodeling, flipping house and general décor advice.
4. **Edible NE Florida Cooking Stage** - The cooking stage was home to several local chefs all weekend sharing some of their favorite fall recipes.
5. Visitors walked from truck to truck at the **Food Truck Rally** on Sunday. Five of Jacksonville's most mouth-watering mobile food vendors kept the crowds satisfied.

## THANK YOU TO OUR SPONSORS

sleep number.

BathPlanet

BID BUILDING CENTER

ACUTABOVE  
OUTDOOR SPECIALTY SERVICES, INC.

AFFORDABLE WATER  
CONDITIONING • SOFTENING • PURIFICATION

Quality Flooring

GRANITE TRANSFORMATIONS  
For Kitchens & Baths  
QUARTZ • GLASS • STONE

edible  
NORTHEAST FLORIDA

SpeedPro Imaging  
Great. Biz. Graphics.

GMC

VITA  
Spa of JACKSONVILLE

DAVID WESLEY'S  
PATIO ROOMS

Quality  
Over 28  
Years  
Experience

LAYZOR

SBS  
Promotional  
Solutions  
Your Promotional Products Purveyor

Call today  
TO BOOK 2018!



**MARI FRANCO**  
Show Manager  
877-871-7469, ext. 14  
(Alpha #, A)  
marif@MPeshows.com



**SANDRA PELLERIN**  
Exhibit Sales Consultant  
877-871-7469, ext. 18  
(Alpha B-L)  
sandrap@MPeshows.com



**MARYANN DIMINO**  
Exhibit Sales Consultant  
877-871-7469, ext. 22  
(Alpha M-Z)  
maryannnd@MPeshows.com

## SAVE THESE DATES!

JACKSONVILLE  
**HOME  
+ PATIO  
SHOW**

**MARCH 1-4, 2018**  
Prime Osborn Convention Center  
JacksonvilleHomeShows.com

JACKSONVILLE  
**HOME  
+ PATIO  
SHOW**

**SEPTEMBER 27-30, 2018**  
Prime Osborn Convention Center  
JacksonvilleHomeShows.com