

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of consumers converged on Cleveland's I-X Center for 10 days of shopping at the **2019 Great Big Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 600 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

116,220
Total Attendees

75,045 NEW
visitors browsed our
show website in the 90 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.

4,826 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
40.6 MILLION
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask
us how you can provide prizes
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



94%
are homeowners



91%
have not attended another
home show in the area in
the past six months



78%
spend between 3-6 hours
at the show



72%
plan on completing a
project



EXHIBITOR SNAPSHOT

90%

rate their overall
experience
working with the
show team as
excellent, very
good or good

87%

are satisfied the
show met their
expectations for
the factors they
rate as important
reasons for
exhibiting

85%

rate the
number of
attendees
as excellent,
very good or
good

72%

rate the
quality of
attendees as
excellent, very
good or good



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicky at 440-248-5729, ext. 104 or rosannah@MPESHows.com for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Great Big Home + 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 116,220 visitors, we only received **1 request for a refund.**



Voicing YOUR OPINION

"The show team is very helpful."

*Morris Hinton of
Honey Bee Mine Apiaries*

"Marketplace Events is a great company with which to work. They have gone to great lengths to assist me and I appreciate all of them! The show team is friendly and prompt."

*Chris Ursetti of
Budget Lightscapes*

"Attendees come to this show to take a break from the winter and see what goods and services are available in the area. They enjoy the houses and gardens."

*Jim Anderson of
Farmhouse Stoneware*



GETTING THE WORD OUT

Advertising spend topped more than \$314,600! Plus, the show garnered more than 40.6 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 local market and drove thousands of attendees through the doors.

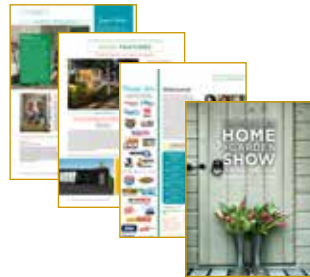


MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (32 pages)



EMAILS



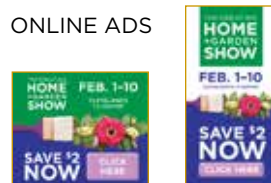
ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



TV – Our strategy to secure top prime programs on WEWS, WJW, WKYC, WOIO, WUAB, WVIZ, Cable and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WQAL, WDOK, WGAR, WHLK, WMJI, WAKS, WNCX, WQMX, WONE and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the The Plain Dealer, Sun Newspapers, the Akron Beacon Journal, The News-Herald, Cleveland Magazine, Ohio Magazine and SCENE Magazine to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites gave us total saturation of the market.

GET CONNECTED!



@GreatBigShow
77,400 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

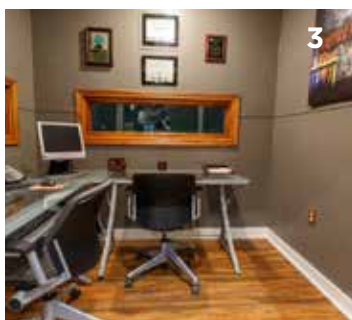
- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



Habitat for Humanity

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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 GREAT BIG HOME + GARDEN SHOW



1. Visitors explored the **Modernized Millennial Idea Home by Blossom Homes**, an energy efficient and sustainable colonial style home which featured a relaxed design, clean lines, energy efficient products, modernized conveniences, the latest smart home technology and a maintenance free exterior facade.
2. The popular **Garden Showcase** featured 12 Fairy Tale-themed gardens created by some of Northeast Ohio's top landscapers who gathered inspiration from stories such as "The Frog Prince," "Alice in Wonderland," "The Little Mermaid" and more!
3. **Backyard Living by Props Consulting** showcased six outdoor structures including a new approach on in-law suites, a perfect place for kids to hang out with friends, a home office, a private getaway to inspire creativity, a hunting hut and a complete gym.
4. The combined **Main Stage and Cooking Stage** sponsored by the Home Builders Association Remodelers Council offered attendees the opportunity to taste and enjoy culinary delights and included presentations from popular home improvement celebrities including Eric and Lindsey Bennett of HGTV's "Desert Flippers," John Loecke and Jason Oliver of Madcap Cottage and others.
5. Attendees toured the **Cedar Brooke Home by Weaver Barns**, the perfect example of what a getaway cabin should be.
6. The **Vault by Architectural Justice** featured a collection of stylish interiors focusing on natural materials, lifestyle trends and skilled artisans.

THANK YOU TO OUR SPONSORS & PARTNERS

Absolute Roofing	Kurtz Brothers
American Family Insurance	The Loretta Paganini
BBB	School of Cooking
Belgard	Nature Stone Flooring
Cambria	OH! Lottery
Dollar Bank	Ohio State Waterproofing
Drug Mart	Petitti Garden Centers
Ace Hardware	Playground World
GS Marble & Granite	Sherwin Williams
Home Builders Assoc. of Greater Cleveland	Sleep Number
Infinity Massage Chairs	Universal Windows Direct
	Westminster AC

SAVE THESE DATES!

THE OHIO
HOME
+REMODELING
SHOW

JANUARY 10-12, 2020
Greater Columbus Convention Center
OhioHomeAndRemodelingShow.com

THE GREAT BIG
HOME
+GARDEN
SHOW

JANUARY 31-FEBRUARY 9, 2020
Cleveland's I-X Center
GreatBigHomeAndGarden.com

CLEVELAND
HOME
+REMODELING
EXPO

MARCH 20-22, 2020
Cleveland's I-X Center
HomeAndRemodelingExpo.com

Call today TO BOOK!



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