

POST-SHOW REPORT 2018



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on Cleveland's I-X Center for ten days of shopping at the **2018 Great Big Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 617 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

112,968
Total Attendees

77,354 UNIQUE
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.

5,355 NEW consumers
signed up to receive
information from us in the
future bringing our total
database to 49,856 consumers.*

Ask us how you can
communicate your marketing
message to them year-round.

*As of March 2018.

MORE THAN
38.4
MILLION
PAID MEDIA
IMPRESSIONS

VISITOR SNAPSHOT



95%

plan on completing a project



92%

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



79%

spent between 3-6 hours at the show



73%

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



Voicing YOUR OPINION

"We had a great experience and were grateful to have the opportunity!"

Patricia Koch of Master Gardeners of Cuyahoga County

"Many doors were opened for us by exhibiting in the show. We're looking forward to next year."

Chuck of Paint Medics



EXHIBITOR SNAPSHOT



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



rated their overall satisfaction as excellent, very good or good



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

1 in 5

plan to purchase more exhibit space



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicki 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 112,968 visitors, we only received **7 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$312,860! Plus, the show garnered more than 38.4 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 (32 pages)



EMAILS



TV – Our strategy to secure top prime programs on WEWS, WJW, WKYC, WOIO, WVIZ, Spectrum Reach & Viamedia 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 WENZ, WZAK WNCX, WQAL, WDOK, WTAM, WAKS, WGAR, WHLK, MMS, WMJI, WFHM, WN WV and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Plain Dealer, Sun Newspapers, the Akron Beacon Journal, the Canton Repository, the News Herald, Cleveland Magazine, OHIO Magazine, Scene Magazine and others 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



BILLBOARDS



ONLINE ADS



@GreatBigShow

- **88,479** impressions
- Coming at you Cleveland, OH! Once this Saturday and twice on Sunday! Hold off that snow for me :) *Tweeted by Clint Harp to his 100,731 followers*



Home And Garden Events

- **102,681** fans
- So grateful 2B visiting with you @GreatBigShow in Cleveland. Here are pics of getting ready behind the scenes. See you in a few moments. Love xo *Posted by Kathy Ireland to her 1,786 followers*



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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2018 GREAT BIG HOME + GARDEN SHOW



1. The combined HBA Main Stage and Loretta Paganini Cooking Stage sponsored by the Home Builders Association of Greater Cleveland and 84 Lumber offered attendees the best of home improvement celebrity appearances and the opportunity to taste and enjoy culinary delights all in one convenient location. Highlights included visits from supermodel and entrepreneur **Kathy Ireland** and **Clint Harp**, featured carpenter on HGTV's "Fixer Upper."
2. The **Idea Home** by Weaver Barns was the perfect example of what a getaway cabin should be. Visitors toured the 2,100 sq. ft. structure which also included a garage, pavilion, outdoor kitchen, pool house and large porch and deck area—perfect for entertaining inside and out.
3. The popular **Garden Showcase** featured 12 Music-themed gardens created by some of Northeast Ohio's top landscapers who gathered inspiration from hits like "America," "Red Red Wine," "Margaritaville" and more!
4. Visitors explored **Tiny Homes** by Small Spaces CLE and sponsored by Universal Windows Direct for functional and stylish small-space ideas. These miniscule living spaces are all the rage and were a huge hit at the show.
5. Guests marveled at the **Xtend Technologies High-Tech Luxury Lower Level** built by Pepperwood Homes. The one-of-a-kind living space featured the latest advances in home automation and home theater technology and inspired visitors with ideas for their own indoor/outdoor entertainment and recreation areas.
6. At the **Home Builders Association Housing Resource Center**, guests connected with home construction, renovation and design experts for free consultations to have their renovation, remodeling, décor and design questions answered.

THANK YOU TO OUR SPONSORS & PARTNERS

Absolute Roofing & Construction
 American Family Insurance
 Belgard
 Beldon Home Solutions
 Cambria
 Crocker Park
 DIRECTV
 Discount Drug Mart Food Fair
 Dollar Bank

ETON Chagrin Boulevard
 HBA of Greater Cleveland
 Imagen Photography
 The Loretta Paganini School of Cooking
 Morton's Landscape Development
 Nature Stone Flooring
 Ohio Lottery
 Ohio State Waterproofing
 Perfect In-Ground Pool

Petitti Garden Centers
 Playground World
 Sherwin-Williams
 Sleep Number
 Timeshare Exit Team
 Universal Windows Direct
 Whole Foods Market
 Westminster AV
 Worldwide Granite & Marble

SAVE THESE DATES!



NOVEMBER 2-4, 2018
 Greater Columbus Convention Center
 ColumbusHolidayBoutique.com



JANUARY 11-13, 2019
 Greater Columbus Convention Center
 OhioHomeAndRemodelingShow.com



FEBRUARY 1-10, 2019
 Cleveland's I-X Center
 GreatBigHomeAndGarden.com

MARKETPLACE | EVENTS

Call today TO BOOK!



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