

# RICHMOND HOME + GARDEN SHOW

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Richmond Raceway Complex for three days of shopping at the all-new 2017 Richmond Home + Garden Show, making this inaugural show a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 248 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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# 8,849,844

PAID MEDIA  
IMPRESSIONS



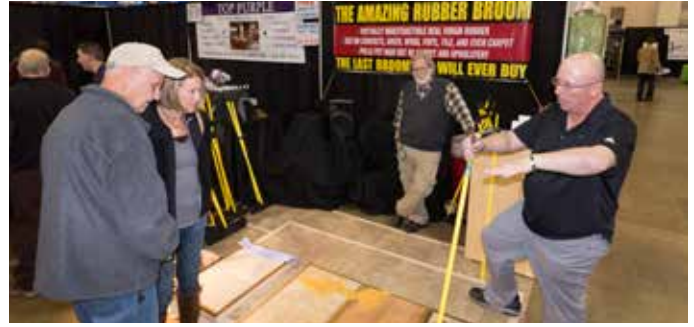
# 21,129

TOTAL ATTENDEES



Did you know?

- 17,377 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.
- 1,042 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:

- 91% rated their overall satisfaction with the show as excellent, very good or good
- 90% were very satisfied or somewhat satisfied that their expectations of the show were met
- 85% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 84% rated the quality of attendees at this year's show as excellent, very good or good

## VOICING YOUR OPINION

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

- "My sales consultant was incredible—very customer service oriented and friendly. I would highly recommend this show solely based on her efforts to make me happy. The show had a nice crowd and the other vendors were very interesting. They really brought it! Everyone went all out to make their booths interesting and attractive."

*Karen Berry, Mick's Gourmet Soups*

- "The Richmond Home + Garden Show is worth every penny of your investment. It is a fantastic opportunity to book leads and create brand awareness for your products throughout the Greater Richmond area."

*Erin Steuber, Tidewater Roofing*

- "The show team was excellent to work with. They were very accommodating to every one of our needs and always had a smile."

*David Rickard, Luxury Bath of Richmond*

- "We generated more leads and set more appointments from this show than ever before! Great job!"

*Gina Clark, Closets of Virginia*

## 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 Richmond 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 21,129 visitors, we received **0 requests for a refund.**

## VISITOR SNAPSHOT

93%

are homeowners



91%

are very likely or somewhat likely to recommend the show to a friend or family member



72%

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



MORE THAN HALF \$

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 Virginia Home Shows, you're missing out on entire audiences of customers!



## GETTING THE WORD OUT

Advertising spend topped more than \$76,000! Plus, the show garnered more than 8.8 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)



### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



@HomeShowVA

- **14,765** impressions
- “So many good people in Richmond. Great to meet everyone. Thnx for coming out to @HomeShowVA. Next stop - HOME!”  
*Tweeted by Kevin O'Connor to his **28,700 followers***
- “The duo will share stories from their city-meets-country adventures at the Richmond Home + Garden Show.”  
*Tweeted by The Fabulous Beekman Boys to their **22,400 followers***
- “Looking forward to seeing you, Richmond.”  
*Tweeted by Serena Appiah to her **1,818 followers***



Home And Garden Events

- **101,369** fans
- “I don’t enjoy being away from home and family. Flying and hotels are a drag. But when I get to where I’m going, and people like the good folks from Richmond, VA come by and say “thank you” for just doing my job it makes it soooo much more enjoyable. It’s a privilege to do what I do. Thanks to all of you who remind me of that. Thanks to the good people of Richmond, you’re awesome.”  
*Posted by Kevin O'Connor to his **27,258 followers***

**TV** – Our strategy to secure top prime programs on stations such as WWBT, WTVR, WRIC, PBS and others ensured attendees at the show who were eager to buy.

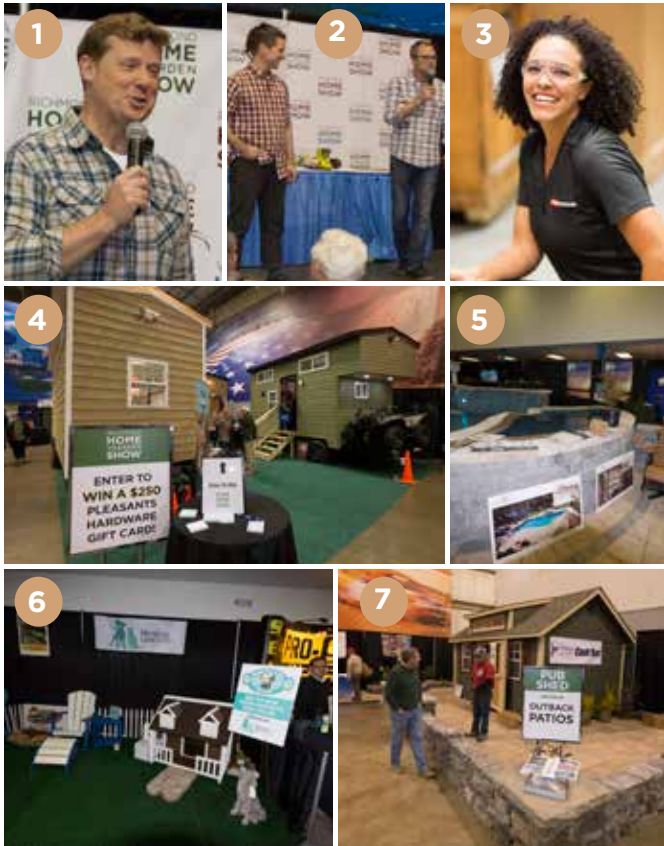
**Radio** – Hundreds of thirty-second spots were heard across stations such as WKJS, WPZZ, WTVR, WBTJ, WRVA, Star 100.9, 103.7 Play, WCVE and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Richmond Times Dispatch 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.

## 2017 RICHMOND HOME + GARDEN SHOW



1. **Kevin O'Connor** of the PBS series "This Old House" educated the crowd with all sorts of tips and tricks for renovation projects.
2. **Brent Ridge** and **Josh Kilmer-Purcell** of Cooking Channel's "The Fabulous Beekman Boys" entertained crowds with behind-the-scenes secrets of their show and inspired guests with trendy and stylish decorating and remodeling solutions.
3. 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.
4. Visitors explored the **Tiny Home Village** by Tiny House Building Company for functional and stylish small space ideas. Miniscule living spaces are all the rage and it was a huge hit at the show.
5. The **Outdoor Oasis** by Pla-Mor Construction and Rowsey Brothers showed attendees how to create more usable living space for entertaining and relaxing. The area featured an in-ground pool, rain sheers, outdoor fireplace and pergola.
6. **Barkitecture Village** showcased eight Doggie Dream Houses. Attendees purchased raffle tickets and winners went home with their favorite design. Raffle sales benefitted the Henrico Humane Society.
7. Thirsty guests stopped by the **Pub-Shed** by Outdoor Patios to enjoy a refreshing beverage and get inspiration for their outdoor spaces.

## THANK YOU TO OUR SPONSORS & PARTNERS



sleep  number.

**OUTBACK PATIOS**

## CALL TODAY TO BOOK!



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## SAVE THESE DATES!

ALL NEW  
**RICHMOND HOME SHOW**

PRESENTED BY  
**Bradley Mechanical**  
We'll Get You Outta The Fix You're In

**OCTOBER 13-15, 2017**

Richmond Raceway Complex

[RichmondHomeShow.com](http://RichmondHomeShow.com)

VIRGINIA  
**HOME SHOW**

**JANUARY 27-28, 2018**

The Meadow Event Park

[VAHomeShow.com](http://VAHomeShow.com)

RICHMOND  
**HOME + GARDEN SHOW**

**MARCH 2-4, 2018**

Richmond Raceway Complex

[RichmondHomeAndGarden.com](http://RichmondHomeAndGarden.com)

**MARKETPLACE | EVENTS**