

TWO WEEKENDS ONLY
MINNEAPOLIS
**HOME
+ GARDEN
SHOW**

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Minneapolis Convention Center for two weekends of shopping at the 2016 Minneapolis Home + Garden 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 646 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



95,821
TOTAL ATTENDEES



30,127,110
PAID
IMPRESSIONS



DID YOU KNOW?

- 93,158 UNIQUE visitors browsed our show website in the 30 days prior to the show. Web banners are available at a low cost for you to be in front of this powerful and huge online audience.
- 5,247 NEW consumers signed up to receive information from us in the future for a total of 37,211 subscribers. Ask us how you can communicate your marketing message to this engaged group year-round.



EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 89% rated the quality of exhibits and exhibitors at this year's show as excellent, very good or good
- 89% rated their overall experience working with the show team as excellent, very good or good
- 78% rated the show dates as excellent, very good or good

VOICING YOUR OPINION

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

- "The show never fails to deliver. It brings in high-quality clients and people that have disposable incomes. The crowd is always good and the staff is always very helpful and amazing to work with."
Chad Krueger of Sandals Resort
- "Every Marketplace Events show our company participates in continues to be a phenomenal ROI and a great experience. We look forward to each and every event with this company."
Chelsea Nichols of Enovative Technologies
- "The Minneapolis Home + Garden Show is a great resource for generating quality leads that keep us busy during the spring and throughout the year!"
Julie York of Great Lakes Window & Siding
- "We see the Minneapolis Home + Garden Show as a vital tool in our marketing and sales planning."
Ron Hopkins of Kolbe Gallery Twin Cities
- "The Minneapolis Home + Garden Show consistently produces results. No other show in the area even comes close to the amount of quality leads we generate at this event."
Brandon Williamson of Sunspace Minnesota

SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicky at 888-248-9751, 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 Minneapolis 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 95,821 visitors, we only received **9** requests for a refund.

VISITOR SNAPSHOT

90%



are homeowners

84%



have a project in mind

79%



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

77%



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

71%



rated the value they received for the admission price paid as excellent, very good or good





GETTING THE WORD OUT

Advertising spend topped more than \$360,000! Plus, the show garnered more than 30.1 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 market and drove thousands of attendees through the doors.

MEDIA SAMPLES

PRINT ADS

SHOW GUIDE (40 pages)

ADMISSION TICKETS

ONLINE ADS

BILLBOARDS

TV - Our strategy to secure top prime programs on KARE-TV, KMSP-TV, KSTC-TV, WCCO-TV and WFTC-TV ensured attendees at the show who were eager to buy.

RADIO - Hundreds of thirty-second spots were heard across stations such as KEEY-FM, KFXN-FM, KQQL-FM, KQRS-FM, KTCZ-FM and more. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT - We teamed up with Star Tribune, Pioneer Press, Lavender Magazine and Northern Gardener Magazine to promote the show with attention-grabbing ads.

ONLINE - Our digital presence on multiple websites such as StarTribune.com and others 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.

SOCIAL MEDIA



- **80,674** impressions
- Huge crowd at @HomeShowMPLS! Over 4,000 friends including these two #ProBros in training. Thanks for coming to see us.
*Tweeted by Drew Scott to his **374,750** followers*
- Apparently the Twin Cities brought out the Twins in full force. Amazing crowd!
*Tweeted by Jonathan Scott to his **377,598** followers*
- Yesterday it was 60 and sunny. Today it's snowing in #Minneapolis which means head inside to the @HomeShowMPLS & catch me & @MattJMuenster
*Tweeted by Chris Lambton to his **36,856** followers*
- If you're coming to the @HomeShowMPLS - stop by the #DECOLAV booth near the stage & see my vanity collection!
*Tweeted by Matt Muenster to his **22,806** followers*



- **94,854** fans
- @lucyinteriors what more could you ask for. @HomeShowMPLS
*Posted by Drew Scott to his **1,050,014** followers*
- We always have a great time with our fans at the different home shows! Excited to see you all at the Minneapolis Home + Garden Show!
*Posted by Jonathan Scott to his **1,050,054** followers*
- Having fun at the Minneapolis Home + Garden Show with fellow Crasher Matt Muenster and the Property Brothers Drew Scott and Jonathan Scott
*Posted by Chris Lambton to his **17,195** followers*

2016 MINNEAPOLIS HOME + GARDEN SHOW



1. **Jonathan and Drew Scott** of HGTV's "Property Brothers" appeared live on stage drawing HUGE crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. **Chris Lambton** of DIY Network's "Yard Crashers" and HGTV's "Going Yard" educated attendees with landscaping and gardening tips and advice on transforming a boring backyard into a fabulous outdoor living space.
3. **Matt Muenster** of DIY's "Bath Crashers" and "BATHtastic" inspired audiences with the latest cutting-edge materials and amazing design tips to revitalize any bathroom.
4. Guests were able to stroll through this **Tiny Home Village**. Filled with ideas and inspiration, these tiny living spaces make a huge impact.
5. The **Optimized Living Idea Home**, by Energy Panel Structures (EPS), HOM Furniture, Alchemy Architects and The Garden By the Woods, included two buildings which pushed design boundaries while remaining practical. The barnHouse showcased familiar materials used in efficient, new ways. The lightHouse incorporated smart design to provide both comfort and character. Guests were inspired by the buildings' energy-efficient products and materials.
6. The **Feature Gardens**, presented by Star Tribune, featured a Gardens of Legends theme and showcased nine of the most talented landscapers from Minnesota. Visitors strolled through the gardens gaining the inspiration and ideas they needed to whip their yards into shape, just in time for spring.

CALL TODAY TO BOOK 2017!



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Fresh Thyme	Sleep Number
Garlock French	Southern Lights
HOM Furniture	Star Tribune
IKEA	The Garden By The Woods
James Hardie	Upsie
Kohler	Village Lawn Service
	Warners' Stellan
	Wings Financial Credit Union

SAVE THESE DATES!

ALL NEW

MINNEAPOLIS

HOME

+REMODELING

SHOW

JANUARY 27-29, 2017

U.S. Bank Stadium

MinneapolisHomeAndRemodelingShow.com

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FEB. 24-26 & MARCH 3-5, 2017

Minneapolis Convention Center

HomeAndGardenShow.com