

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

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Minneapolis Convention Center for two weekends of shopping at the 2017 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 652 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**48,038,230**  
PAID MEDIA  
IMPRESSIONS



**89,290**  
TOTAL ATTENDEES



Did you know?

- 86,374 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.
- 4,426 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:

- 88% rated their overall experience working with the show team as excellent, very good or good
- 77% rated their move-in and move-out experience as excellent, very good or good
- More than half rated their overall satisfaction with the show as excellent, very good or good

## VISITOR SNAPSHOT

93%



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

93%



are homeowners

74%



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

**MORE THAN HALF**



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

## VOICING YOUR OPINION

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

- "I have been displaying my landscape company for 30 years at the show. I put my yearly advertising budget into my display and have reaped the benefits every year! The show is the only form of advertising I do and I receive an entire year of business each year - fantastic show!"  
*Bill Swanson, OFLORA GARDENS*
- "We exhibit at this show every year and it only gets better! We receive the best traffic and we definitely make our investment back with customers from the show doing business with us."  
*Larry Hickman, Furniture & Things*
- "This show is a key piece to my sales and success. To have a bigger presence at the show, I doubled my booth space. I am glad I did. I am a true believer of shows for my business."  
*Greg Stier of Concrete & Coatings, AKA "The Coating Crew"*

## 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 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.

## 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 Minneapolis Home Shows, you're missing out an entire audience of customers!



## GETTING THE WORD OUT

Advertising spend topped more than \$356,500 ! Plus, the show garnered more than 48 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 (38 pages)



### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



@HomeShowMPLS

- **100,439** impressions
- “Looking forward to meeting you at the Minneapolis Home + Garden Show this Saturday!  
*Tweeted by Hilary Farr to her **39,100** followers*
- “Big weekend ahead: @HomeShowMPLS Friday and Sunday, on @twincities\_live tomorrow afternoon and turning the big 40 somewhere in between.  
*Tweeted by Matt Muenster to his **24,600** followers*
- “I’m sad, today is my last day in #Minneapolis! Swing by @HomeShowMPLS at noon or 3:00 to the main stage for my last presentation! xo  
*Tweeted by Tyler Wisler to his **6,869** followers*



Home and Garden Events

- **101,369** fans
- “See you tomorrow Minneapolis”  
*Posted by Hilary Farr to her **123,601** followers*
- “Check out and tune in to the Facebook LIVE I just did with Cambria—take a look—comment and stay tuned ‘til the end for a surprise announcement about my next project!”  
*Posted by Matt Muenster to his **51,174** followers*
- “What’s your #SleepNumber?!... Minneapolis Home + Garden Show Shenanigans!”  
*Posted by Tyler Wisler to his **1,125** followers*

**TV** – Our strategy to secure top prime programs on stations such as KARE 11, WCCO, FOX9, KSTP, 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 KDWB, KOOL108, KQRS, KS95, Cities97 and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Star Tribune, Pioneer Press and Mpls St. Paul Magazine 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 MINNEAPOLIS HOME + GARDEN SHOW



1. **Hilary Farr** of HGTV's "Love It or List It," made an exclusive appearance, offering stylish and affordable design tips to big crowds at the show.
2. Visitors flocked to see **Jeff Lewis** of Bravo's "Flipping Out" for creative tips on transforming dated spaces with the latest styles and trends.
3. **Matt Muenster** of HGTV and DIY Network's "Bath Crashers" educated audiences with clever ideas for transforming boring bathrooms into fantastic ones by integrating great design with earth-friendly materials.
4. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
5. Attendees took a break from winter and experienced a little bit of spring as they strolled through fabulous **Feature Gardens**, getting inspiration and ideas from the area's top landscaping companies.
6. Visitors explored the **Tiny Home Village** for functional and stylish small space ideas. These miniscule living spaces are all the rage and were a huge hit at the show.
7. Visitors toured **Idea Home**, built by EPS Homes, landscaped by The Garden By The Woods, furnished by HOM Furniture and windows by Andersen Windows & Doors. The home featured the latest trends and inspirations to homeowners looking for a contemporary and coastal design style.

## THANK YOU TO OUR SPONSORS & PARTNERS



<b>SAVE THESE DATES!</b>	<b>MINNEAPOLIS</b> <b>HOME + REMODELING SHOW</b> <b>FEB. 16-18, 2018</b> U.S. Bank Stadium <a href="http://MinneapolisHomeAndRemodelingShow.com">MinneapolisHomeAndRemodelingShow.com</a>	<b>TWO WEEKENDS ONLY</b> <b>MINNEAPOLIS</b> <b>HOME + GARDEN SHOW</b> <b>MARCH 30-APRIL 1 &amp; APRIL 6-8, 2018</b> Minneapolis Convention Center <a href="http://HomeAndGardenShow.com">HomeAndGardenShow.com</a>
--------------------------	---	---

## CALL TODAY TO BOOK 2018!

**JILL KOTTKE**  
 Exhibit Sales Consultant  
 952-933-3850, ext. 112  
 (Alpha #, A-C, J-K)  
[jillko@MPeshows.com](mailto:jillko@MPeshows.com)

**JENNIFER SORENSON**  
 Exhibit Sales Consultant  
 952-933-3850, ext. 115  
 (Alpha D-G, M)  
[jennifers@MPeshows.com](mailto:jennifers@MPeshows.com)

**MARK LEVINE**  
 Exhibit Sales Consultant  
 800-395-1350, ext. 14  
 (Alpha L, N-R)  
[markl@MPeshows.com](mailto:markl@MPeshows.com)

**KRISTY NERNEY**  
 Exhibit Sales Consultant  
 952-933-3850, ext. 134  
 (Alpha H-I, S-Z)  
[kristyn@MPeshows.com](mailto:kristyn@MPeshows.com)

**LAUREN WALLERIUS**  
 Show Manager  
 952-933-3850, ext. 125  
[laurenw@MPeshows.com](mailto:laurenw@MPeshows.com)

**ERIKA KNUTH**  
 Show/Office Administrator  
 952-933-3850, ext. 110  
[erikak@MPeshows.com](mailto:erikak@MPeshows.com)