

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Mountain America Expo Center for three days of shopping at the **2019 Salt Lake Tribune Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 534 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

41,950
Total Attendees

19,555 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.

1,067 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
26.6 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



93%
are homeowners



89%
are likely or somewhat likely to return to the show again



73%
attend with a spouse or partner (meet both decision makers)



1 in 3
spent between \$25-\$500 while at the show (*not including the cost of admission*)



EXHIBITOR SNAPSHOT

90%

are definitely or likely to exhibit at the show again in the future

89%

rated the quality of attendees that were present as excellent, very good or good

87%

would definitely or likely recommend to a colleague

79%

rated their overall satisfaction with the show excellent, very good or good

Voicing YOUR OPINION

*"The best show ever!"
Jim Jones of Big Jim Rocks*

"Utah consumers crave direct interactions with the companies and products they purchase. As a result of their prominent marketing efforts, the Salt Lake Tribune Home + Garden Show provides us with a great platform for direct interactions."

*Zack Hancuff of
Amsco Windows*

"Grateful for the preparation and commitment level clearly shown in putting together the show. Thankful for the follow up daily during the event and following. This demonstrates a sincere desire on your part to ensure that we are satisfied and see a return for our own investments of time, energy and money."

*Derek Power of
EXIT Realty Success*



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 for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Salt Lake Tribune 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 41,950 visitors, we only received **1 request for a refund.**



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 Salt Lake home shows, you're missing out on an entire audience of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$113,000! Plus, the show garnered more than 26.6 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.

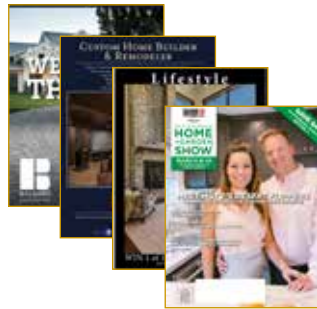


MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (32 pages)



EMAILS



TV - Our strategy to secure top prime programs on KUTV, KSTU, KSL, KJZZ, Comcast and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KJMY, KODJ, KZHT, KSOP, KSFI, KSL-AM, KRSP, KUBL and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Salt Lake Tribune, Deseret News, Home Town Values Magazine and RSVP to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@SLChomeshow
52,700 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 SALT LAKE TRIBUNE HOME + GARDEN SHOW



1. **Eric and Lindsey Bennett** of HGTV's **"Desert Flippers"** were live on stage sharing their savvy real estate knowledge with eager homeowners.
2. Season Eight winner of HGTV's **"Design Star," Tiffany Brooks**, shared her interior design techniques and her fun take on encouraging homeowners to fall in love with their spaces.
3. Attendees took a break from winter and experienced a bit of spring as they strolled through fabulous **Feature Gardens**, getting inspiration and ideas from the latest landscaping, gardening and outdoor living trends.
4. **Manufactured Designer Home by Clayton Homes** Homeowners took note of the latest style elements in manufactured homes. Fully furnished and fully functional, the Clayton Homes manufactured designer home was a sight to see!

THANK YOU TO OUR SPONSORS & PARTNERS

Ace Gutter
 American Family Insurance
 Amsco Windows
 Apex Clean Air
 Belgard
 BioGrass Sod Farms
 Clayton Homes
 Cobble Creek Countertops
 Culligan of Salt Lake City
 Davenport Foundation Repair
 Dominion Energy
 Eco Spas
 Epik Walls
 Floor & Décor
 Fluent Floors
 Infinity Massage Chairs
 Inspirations Kitchen & Bath
 Iron Door Works
 Ironwood Custom Builders
 JV Custom Deck

Landscape Center at Asphalt Materials
 Little Miracles of Utah
 Live Earth Products Inc.
 Lost Creek Cabinetry
 Mountain America Credit Union
 RGS Exteriors
 Rocky Mountain Power
 Salt Lake County Animal Services
 Select Health
 Sherwin Williams
 Skylight Solutions
 Sleep Number
 Staker Parsons
 Landscape Center
 Stone Peak Ovens
 The Dirt Bag
 The Home Mag
 Trimlight
 USU Extension

Utah Pet Access
 Walker Home Design
 Wasatch Window Well Covers
 Western Timberframe
 Wood Floor Warehouse
 Xfinity

SAVE THESE DATES!

DESERET NEWS
HOME SHOW

OCTOBER 11-13, 2019
 Mountain America Expo Center
 DeseretNewsHomeShow.com

SALT LAKE
HOME SHOW

JANUARY 10-12, 2020
 Mountain America Expo Center
 SaltLakeHomeShow.com

SALT LAKE TRIBUNE
HOME + GARDEN SHOW

MARCH 6-8, 2020
 Mountain America Expo Center
 SaltLakeTribuneHomeShow.com

Call today TO BOOK!



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