

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the State Fair Park in Oklahoma City for three days of shopping at the 2017 OKC Home + Outdoor Living 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 265 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**13,871,678**  
 PAID MEDIA  
 IMPRESSIONS

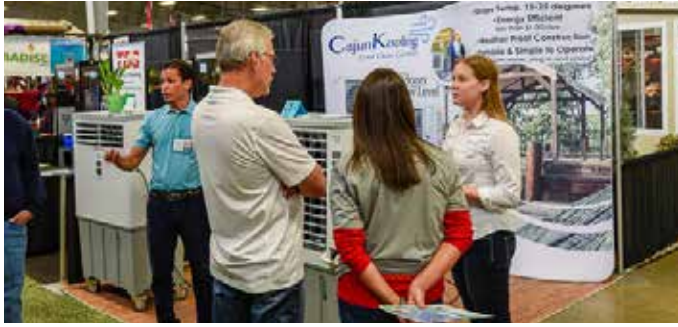


**20,091**  
 TOTAL ATTENDEES



Did you know?

- 6,761 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.
- 830 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:

- 81% rated their overall satisfaction with the show as excellent, very good or good
- 81% were very satisfied or somewhat satisfied that their expectations of the show were met
- 75% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 73% rated the quality of attendees as excellent, very good or good

## VISITOR SNAPSHOT

95%



are homeowners

84%



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

76%



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 ONE EXHIBITOR IN THIS YEAR'S SHOW HAD TO SAY:

- “The outdoor living show was a game changer for us. We have sold dozens of jobs and the exposure for our business has been very good. Before the show was over, I saw the value and prepaid for next years show.”

*Randy Antrikin, PMH Construction*



### 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 OKC Home + Outdoor Living 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 20,091 visitors, we only received **2 requests 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 Oklahoma City Home Shows, you're missing out on an entire audience of customers!



## GETTING THE WORD OUT

The show garnered more than 13.8 million paid impressions across a variety of mediums. Spreading 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 (8 pages)



### EMAILS



### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



## SOCIAL MEDIA



**@OKCHomeShow**

- **57,259** impressions
- “Before I spilled @Chilis shrimp fajitas on my brand new white shirt ; ) #nomnom #oklahoma @OKCHomeShow @HomeShows speaking at 2 & 6 p.m. today”  
*Tweeted by Sara Bendrick to her 5,350 followers*
- “@DIYNetwork star @alisonvictoria3 is talking #kitchen renos & more on The Little Project Stage @ 6 p.m. #KitchenCrashers”  
*Re-tweeted by Alison Victoria to her 27,000 followers*



**Home And Garden Events**

- **101,369** fans
- “Too funny I realized I was wearing the same outfit I wore on the cover thank you #Oklahoma for being so sweet! I’ll be speaking tonight at the outdoor living Homeshow tonight at 5pm if you are an #okie come visit.”  
*Posted by Sara Bendrick to her 10,567 followers*
- “On the road again... Comin’ for you Oklahoma City! Stop by the Home Show this weekend and say hi! Tonight at 6 p.m. and Saturday at 1 & 4.”  
*Posted by Alison Victoria to her 110,861 followers*

**TV** – Our strategy to secure top prime programs on stations such as KWTU, KFOR, KOCO, KOKH, KAUT, KSBI and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as KTST, KXXY, KTOK, KJYO, KBRU, KOMA, KMGL, KATT and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with The Oklahoman and the Gazette to promote the show with attention-grabbing ads.

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

# 2017 OKC HOME + OUTDOOR LIVING SHOW



1. **Sara Bendrick** of DIY Network's "I Hate My Yard" inspired crowds with ideas for transforming outdoor spaces.
2. HGTV & DIY Network star **Alison Victoria** shared advice and helpful tips for homeowners considering a remodel or design project.
3. Guest chefs grilled and thrilled attendees on the **Grill-It Stage** while sharing tips and tricks on how to prepare for summer outdoor cooking!
4. Local landscape experts put their skills to the test in **Backyard Wars**. Attendees voted for Whitetail Landscaping as being the best backyard display.
5. Visitors found exactly what they needed to spruce up their outdoor living spaces with flowers, plants and gardening accessories at the **Start Spring Up** sale.
6. At the **Foodieville Food Truck Rally**, the area's most mouth-watering mobile food vendors kept the crowds satisfied with delicious and unique treats.
7. **Wine Village** offered thirsty attendees the opportunity to sample varieties from some of Oklahoma's finest vineyards and wineries.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK 2018!



**ANNE RYAN**  
Exhibit Sales Consultant  
405-832-9090 (Alpha #, A-L)  
anner@MPEshows.com



**KATY WELCH**  
Exhibit Sales Consultant  
405-832-9088 (Alpha M-Z)  
katyw@MPEshows.com



**RAEANN SAUNDERS**  
Show Manager  
405-301-5525  
raeanns@MPEshows.com

**SAVE THESE DATES!**

OKLAHOMA CITY  
**HOME + GARDEN SHOW**  
JANUARY 19-21, 2018  
State Fair Park—Oklahoma  
OklahomaCityHomeShow.com

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**THE OKC HOME + OUTDOOR LIVING SHOW**  
MARCH 23-25, 2018  
State Fair Park—Oklahoma  
HomeShowOKC.com