

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the State Fair Park for three days of shopping at the **2019 OKC Home + Outdoor Living Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 239 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

21,371
Total Attendees

12,302 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.

281 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
10.1 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



82%
attend with a spouse
or partner (meet both
decision makers)



78%
plan on completing a
project



78%
are likely or somewhat
likely to attend the
show again in the future



EXHIBITOR SNAPSHOT

86 %

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

85%

rate their overall
satisfaction as
excellent, very
good or good

84%

rate the quality
of attendees that
were present
at the show as
excellent, very
good or good

73 %

will definitely
or are likely to
recommend the
show to another
potential
exhibitor or
colleague



Voicing YOUR OPINION

"2019 was our first year exhibiting at the show and we are very pleased with the outcome. So pleased, in fact, we have already signed up for next year's show!"

*Pam Meyers of
Imagine If Photography*

"The show team is very gracious and accommodating. They try to take care of issues before they ever become a problem."

*Melanie Johnson of
Ground Zero Shelters*

"The show gave us exposure to a wide market that we otherwise would have not reached. We had immediate sales on-site."

*Phillip Anneler of
Black Goat Designs*

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 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 21,371 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 Oklahoma City home shows, you're missing out on entire audiences of customers!

GETTING THE WORD OUT

Advertising spend topped more than \$90,800! Plus, the show garnered more than 10.1 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 local market and drove thousands of attendees through the doors.



MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (4 pages)



EMAILS



TV - Our strategy to secure top prime programs on KWTU, KOCO, KOKH, KFOR, KAUT, Cox Media and others ensured attendees at the show who were eager to buy.

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

Print - We teamed up with The Oklahoman 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.

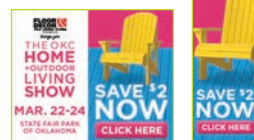
ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



**GET
CONNECTED!**



@OKCHomeShow
42,900 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 MIKEROVEWORKS 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 mikeroveWORKS 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

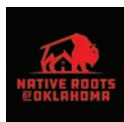
In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 OKC HOME + OUTDOOR LIVING SHOW



1. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out at The Workshop Stage from presenter **Jeff Devlin** of DIY Network's **"Stone House Revival"**.
2. The **He Shed, She Shed** is a simple structure on the outside but a personalized retreat on the inside. Local shed companies showcased all the ways sheds can be used, from yoga studios to man caves. Attendees were able to vote on their favorite.
3. Located in the Northwest corner of the Bennett Center, **Camping Corner** featured unique campsites that varied from tents to RVs. From grills to coolers, the Camping Corner displayed the latest must-have products for the perfect outdoor adventure.
4. The **Garden Center** had the latest in flowers, plants and garden décor to take attendees' yards from dull and drab to bright and beautiful.
5. Attendees learned how easy gardening can be at the **Backyard Gardening** feature by **From Seed to Spoon** and **Prairie Wind Nursey**. Workshop participants were able to plant and take home an herb plant to help jump-start their own sustainable garden space.
6. Local chefs performed live cooking demonstrations and offered samples of great recipes throughout the weekend at the **Cooking Stage**. Attendees learned how to cook like the pros.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

OKLAHOMA CITY
**HOME
+GARDEN
SHOW**

JANUARY 17-19, 2020
State Fair Park, Oklahoma City
OklahomaCityHomeShow.com

THE OKC
**HOME
+OUTDOOR
LIVING
SHOW**

MARCH 27-29, 2020
State Fair Park, Oklahoma City
HomeShowOKC.com

Call today TO BOOK!



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