

# POST-SHOW REPORT 2018



## THE OKC HOME + OUTDOOR LIVING SHOW

### **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on State Fair Park for three days of shopping at the **2018 OKC Home + Outdoor Living Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 264 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

**18,321**  
*Total Attendees*

**11,850** UNIQUE

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.

**561** 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

**10.3**

MILLION  
PAID MEDIA  
IMPRESSIONS

## VISITOR SNAPSHOT



**91%**  
are homeowners



**89%**  
spend between 1-4  
hours at the show



**79%**  
attend with a spouse/partner  
or family member



## Voicing YOUR OPINION

“We love being a part of this event! Well organized and well planned.”

Polly Nichols,  
LeafFilter North

“We have found through various experiences with other shows that Markplace is by the best company to work with. They take our needs into consideration when planning shows that we are in.”

Melanie Johnson,  
Ground Zero Shelters

“Overall it was a great experience and rewarding venture. Great to see the leads and call volume pick up after the show.”

Nathan Martin, Redbud  
Design and Landscaping

## EXHIBITOR SNAPSHOT

**72%**

of exhibitors  
would book the  
same amount  
of exhibit space  
next year

**74%**

of exhibitors  
rated their overall  
experience working  
with the show team  
as “very good” or  
“excellent”

**74%**

of exhibitors rated  
their move-in and  
move-out experience  
as “good”, “very  
good” or “excellent”



### 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 19,486 visitors, we received **0 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 entire audiences of customers!

# GETTING THE WORD OUT

Advertising spend topped more than 90,800! Plus, the show garnered more than 10.3 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 (8 pages)



### EMAIL



**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, KJYO, KXXY, KTST, KATT, KMGL, KOMA, WWLS and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** - We teamed up with the Daily Oklahoman 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.

### ADMISSION TICKETS



### BILLBOARDS



### ONLINE ADS



@OKHomeShow  
38,271 impressions

@OKHomeShow See you next week! #OKC #Oklahoma @HomeShows Tweeted by Tyler Wisler to his **6,983 followers**



Home And Garden Events  
102,681 fans



homeshows  
3,691 followers



### 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 \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

# 2018 OKC HOME + OUTDOOR LIVING SHOW



1. Elevating local gardening to a whole new level, our **Small Space Garden Wars** put garden experts to the test to compete for the “Best Small Space Garden Display” title! Votes were cast and the winner took home a \$500 gift card courtesy of Christensen Media Group. Congratulations to Whitetail Landscaping who won technical vote and to Precure Nursery who won the consumer vote.
2. Sips and samples were enjoyed at the **Wine Village**. Oklahoma’s finest vineyards and wineries were divvying out delightful tastes of their locally produced wine.
3. Food trucks lined up as part of the **Foodieville Truck Rally** that took place on the Sunday of the show. It was a foodie frenzy that allowed participants to sit back and grab a bite in the plaza!
4. Participants in the **DIY Herb Starter Plant** events learned how to grow and cook with Mediterranean herbs. Plus, they didn’t leave empty handed—individual herb plants accompanied everyone home after participating in the classes!
5. Attendees got a breath of fresh air as they walked up and down the aisles of the **Outdoor Garden Center**. This open-air feature involved a variety of plants, flowers and garden accessories to spruce up any outdoor space.

## THANK YOU TO OUR SPONSORS & PARTNERS



## SAVE THESE DATES!

OKLAHOMA CITY  
**HOME  
+ GARDEN  
SHOW**

**JANUARY 18-20, 2019**  
State Fair Park  
OklahomaCityHomeShow.com

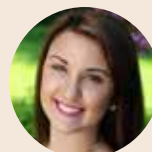
THE OKC  
**HOME  
+ OUTDOOR  
LIVING  
SHOW**

**MARCH 22-24, 2019**  
State Fair Park  
HomeShowOKC.com

*Call today  
TO BOOK!*



**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)  
katiw@MPeshows.com

MARKETPLACE | EVENTS