

# POST-SHOW REPORT 2017

**BIG CROWDS.  
 BIG SUCCESS.**

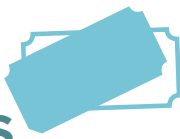
Thousands of homeowners converged on the Music City Center in March for three days of shopping at the 2017 Nashville Home + Remodeling Expo, making this inaugural show a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 237 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**11,438,045**  
 PAID MEDIA  
 IMPRESSIONS



**15,850**  
 TOTAL ATTENDEES



Did you know?

- 17,209 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.
- 769 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:

- 94% rated their overall satisfaction with the show as excellent, very good or good
- 94% were very satisfied or somewhat satisfied that their expectations of the show were met
- 94% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 88% rated the number of attendees as excellent, very good or good

## VISITOR SNAPSHOT

89%



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 EXHIBITORS IN THIS YEAR'S SHOW HAD TO SAY:

- "Thank you Marketplace Events for putting on such a first-class home show. The Nashville Home + Remodeling Expo was by far, the best show I have ever been a part of! The quality of the attendees and leads was amazing! We are already planning out the details for next year's show."

*Jon Deming, Tuff Shed*

- "The Nashville Home + Remodeling Expo was the best show in which we have ever participated. We didn't know what to expect and were blown away. We had constant traffic for three straight days. We left the show with 57 qualified leads for nearly \$750,000 of proposals to present for projects in our immediate target market. Awesome! We will be back every year."

*John Harvey of Franklin Stone Company*



## 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 Nashville Home + Remodeling Expo 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 15,850 visitors, we only received **6 requests for a refund.**





## GETTING THE WORD OUT

Advertising spend topped more than \$110,000! Plus, the show garnered more than 11.4 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 (16 pages)



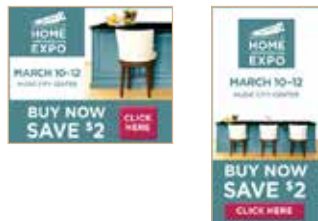
### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



**@HomeShowsTN**

- **15,207** impressions
- “If you missed us today we will be back tomorrow at 3 & 5 p.m. Come down for real estate and design tips!”  
*Retweeted by Alana LeBlanc to her 1,073 followers*
- “Meet up with our March #NashvilleMoment, Troy Dean Schafer—host of @nashflipped at this weekend’s @HomeShows TN!”  
*Retweeted by Nashville Flipped to his 4,965 followers*



**Home And Garden Events**

- **101,369** fans
- “Hey #Nashville! Alana and I will be speaking at the #Home and #Remodeling Expo this Friday and Saturday! Renovation and design tops galore! Click link to bio and use code LISTED at checkout for discounted tickets!”  
*Posted by Lex & Alana to their 109,118 followers*
- “Come out and see us this weekend! This is going to be so much fun!!”  
*Posted by Nashville Flipped to his 1,073 followers*

**TV** – Our strategy to secure top prime programs on stations such as WKRN, WSMV, WTVF, WZTV, Comcast Cable and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as WJXA, WRVW, WSIX, WSM, WCJK, WNRQ, WQQK, WWTN and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with The Tennessean, Nashville Scene, Nashville Lifestyles and House & Home to promote the show with attention-grabbing ads.

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

# 2017 NASHVILLE HOME + REMODELING EXPO



1. Dynamic duo **Alana and Lex LeBlanc** of HGTV's "Listed Sisters" shared their design knowledge and real estate savvy to educate audiences with advice for increasing the value of a home.
2. **Troy Dean Shafer** of DIY Network's "Nashville Flipped" inspired and educated the crowds with tips for restoring homes to their original beauty.
3. Visitors explored the **Tiny Home Village** for functional and stylish small space ideas. Miniscule living spaces are all the rage and these were a huge hit at the show.
4. Guests enjoyed the interactive **Gaming Area** which provided fun for all ages.
5. **Club Cambria** provided visitors the perfect place to enjoy a glass of wine and a light snack before hitting the aisles again for more shopping.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK!



**LINDA KOSSMANN**  
Exhibit Sales Consultant  
800-395-1350, ext. 20  
(Alpha #, A-J)  
lindak@MPEshows.com



**KATRINA EDWARDS**  
Exhibit Sales Consultant  
800-395-1350, ext. 18  
(Alpha K-Z)  
katrinae@MPEshows.com



**TAMI BAILEY**  
Show Manager  
800-395-1350, ext. 15  
tamarab@MPEshows.com

**SAVE THESE DATES!**

NASHVILLE  
**HOME**  
+REMODELING  
**EXPO**  
**FEB. 9-11, 2018**  
Music City Center  
NashvilleHomeAndRemodelingExpo.com

---

**MARKETPLACE | EVENTS**