

HOME +REMODELING SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center for three days of shopping at the 2017 Home + Remodeling 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 264 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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13,840,605
PAID MEDIA
IMPRESSIONS



20,076
TOTAL ATTENDEES



- 16,575 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.
- 1,105 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:

- 89% rated their overall satisfaction with the show as excellent, very good or good
- 88% were very satisfied or somewhat satisfied that their expectations of the show were met
- 85% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 77% rated the quality of attendees as excellent, very good or good

VOICING YOUR OPINION

Here's what exhibitors in this year's show had to say:

- "My sales team is so excited! The quality of the leads we generated at the show is amazing. In the first week after the show, we signed four great projects. And as always, the show team went out of their way to make sure we had a great experience."

*Glen Miracle, NVS Remodeling & Design
Exhibitor and Home Show Partner*

- "The show team is incredible! They work tirelessly to maintain the integrity of the BEST home show in the area and have helped me achieve my goal of adding a 'WOW factor' to our display!"

Vicky McNamara, Homefix Custom Remodeling

- "The show team is great to work with. They respond very quickly and are always willing to make accommodations as necessary."

Derek Leiter, MAC Design & Build

VISITOR SNAPSHOT

95%

are homeowners



91%

attend with a project in mind



87%

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



68%

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



MORE THAN HALF

have a home renovation budget of up to \$50,000



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jean Sukys at 703-444-8711 or jeans@MPEShows.com for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Home + Remodeling 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 20,076 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 Capital Home Shows, you're missing out on entire audiences of customers!

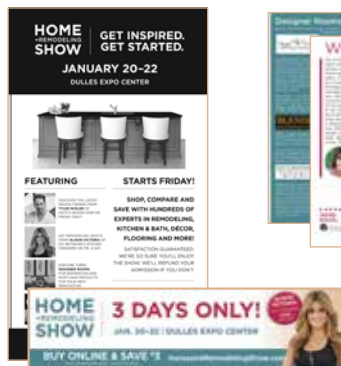


GETTING THE WORD OUT

Advertising spend topped more than \$166,300! Plus, the show garnered more than 13.8 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



SOCIAL MEDIA



@CapitalShows

- **42,618** impressions
- “Saw the most beautiful marble slab at the @CapitalShows. I’m kind of obsessed with it & need a project to use it! #PuttingItOutThere #Marble”
*Tweeted by Tyler Wisler to his **6,839** followers*
- “Come see us on the main stage for our #MOSS360 presentation! @CapitalShows #virtualreality #homedesign”
*Tweeted by Moss Building & Design to their **937** followers*
- “Come out and see me on stage at 11 a.m. and 6 p.m.!”
*Tweeted by Serena Appiah to her **2,043** followers*



Home And Garden Events

- **101,369** fans
- “Well this makes for a nice way to start the day! I’m in the Washington Post today! Thank you! Make sure to come see me tomorrow at the Dulles Expo Center! @CapitalShows #WashingtonPost
*Posted by Tyler Wisler to his **1,099** followers*
- “Hey Chantilly! I’m talking all things design today and tomorrow at the Dulles Expo Center. Who’s coming out to say hi?”
*Posted by Alison Victoria to her **109,985** followers*

TV – Our strategy to secure top prime programs on stations such as WRC, WUSA, 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 WTOP, WASH, WMZQ, WAMU and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Washington Post to promote the show with attention-grabbing ads.

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

2017 HOME + REMODELING SHOW



1. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
2. HGTV & DIY Network star **Alison Victoria** shared advice and helpful tips for homeowners considering a remodel or design project.
3. Visitors toured a 1,400 sq. ft. **Smart Home** which featured the latest technological trends and provided ideas and inspiration for their next renovation project.
4. Homeowners found style inspiration by touring **Designer Rooms**. Beyond the Mill, Decorating Den and Blended showcased the newest in home décor, accessories and furniture for a multitude of decorating styles.
5. Guests explored the **Tiny Home** and the **Tiny Chapel** by Build Tiny for functional and stylish small space ideas. These miniscule living spaces were all the rage and were a huge hit at the show.
6. Visitors got their hands dirty and took home their own creations this year at the **Make-It, Take-It** Workshops presented by Stylish Patina. These free hands-on workshops allowed attendees to learn directly from experts how to paint their own mason jar, use Saltwash to achieve a rustic look, transform furniture with chalk paint and MORE!
7. Attendees stopped by the **Wine Lounge** sponsored by Fresh FM to relax, take inspiration from the stylish surroundings and toast to making their home improvements happen.

THANK YOU TO OUR SPONSORS & PARTNERS



sleep  number.



CALL TODAY TO BOOK!



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SAVE THESE DATES!

CAPITAL
**HOME
SHOW**

SEPT. 22-24, 2017
Dulles Expo Center—Chantilly, VA

CapitalHomeShow.com

**HOME
+REMODELING
SHOW**

JAN. 19-21, 2018
Dulles Expo Center—Chantilly, VA

HomeAndRemodelingShow.com

CAPITAL
**REMODEL
+GARDEN
SHOW**

FEB. 23-25, 2018
Dulles Expo Center—Chantilly, VA

CapitalRemodelAndGarden.com

MARKETPLACE | EVENTS