

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the South Towne Expo Center for three days of shopping at the 2016 Deseret News Home 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 350 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

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27,973,906
**PAID MEDIA
IMPRESSIONS**



26,246
TOTAL ATTENDEES



Did you
know?

- 10,468 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.
- 1,448 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
- 88% rated the value provided for the price they paid for exhibit space as excellent, very good or good.
- 88% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 82% were very satisfied or somewhat satisfied that their expectations of the show were met
- 81% rated the quality of attendees at this year's show as excellent, very good or good

VOICING YOUR OPINION

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

- "We were very pleased with the attendance and the amount of people who were interested in our product. We received 40 leads for future purchases and have sold 8 so far." *Penny Child, Cornerstone Worx*
- "This was the best show in which I have ever exhibited in Salt Lake City. Customers were very receptive to our product." *Art Onweller, Foothills Products*
- "The show team is excellent—they were helpful and accommodating. We look forward to participating in the next show." *Carlie Pennington, Auric Solar*
- "We absolutely loved it! We had so much fun and met a ton of prospects, vendors and potential customers. It was an amazing experience and we are planning on exhibiting again in next year." *Arie Haywood, A Recoat Only*
- "Great show!" *Robin Traven of Clearview Retractable Screens*

SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Rosanna Hrabnicky at 888-248-9751, ext. 104 or rosannah@MPEShows.com for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Deseret News Home 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 26,246 visitors, we received 0 requests for a refund.

VISITOR SNAPSHOT

90%



are homeowners

88%



plan to complete a home renovation project

80%



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

79%



rated their overall satisfaction with the show as very satisfied or satisfied

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 Salt Lake Home Shows, you're missing out on entire audiences of customers!



GETTING THE WORD OUT

Advertising spend topped more than \$112,902! Plus, the show garnered more than 27.9 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.

SOCIAL MEDIA



@SLCHomeShow

- **98,904** impressions
- @SLChomeshow We are looking forward to seeing our #SaltLakeCity fans! @MrSilverScott
Tweeted by Drew Scott to his 635,036 followers

MEDIA SAMPLES

PRINT ADS



SHOW GUIDE (32 pages)



EMAIL



ONLINE ADS



BILLBOARDS



ADMISSION TICKETS



Home + Garden

- **100,244** fans
- Utah, we're comin' at ya tomorrow! See you at the #DeseretNewsHomeShow
Posted by Drew Scott to his 1,316,332 followers
- Salt Lake City!!! Come join me Friday night... get home décor tips for every budget and a free copy of my book!
Posted by Kelly Edwards to her 2,085 followers

TV – Our strategy to secure top prime programs on KUTV2, ABC4, KSL5, Comcast, HGTV and Fox13 ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across three top stations and Pandora. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Salt Lake Tribune, City Journal, Home Magazine and Deseret News 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 like The Home Mag and Val-Pak Save Now kept us top-of-mind in the weeks leading up to the show.

2016 DESERET NEWS HOME SHOW



1. **Jonathan and Drew Scott** of HGTV's "Property Brothers" appeared live on stage drawing HUGE crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. Celebrity designer **Kelly Edwards** of HGTV's "Design on a Dime" and the Style Network's "Tacky House" inspired crowds with distinctive design tips, budget-friendly decorating projects and examples of total home makeover transformations which incorporated her personal style and popular trends.
3. Utah couple and restoration enthusiasts **Andy and Candis Meredith** of "Old Home Love" talked about how to preserve the history in your home as well as how to improve what you have. Guests were delighted to hear what they had to share.
4. The **Kitchen Stage** was a big draw for attendees. Local and regional chefs demonstrated and sampled tasty recipes each day of the show.

THANK YOU TO OUR SPONSORS & PARTNERS



Angie's list.



CALL TODAY TO BOOK 2017!



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SAVE THESE DATES!

SALT LAKE HOME SHOW

JANUARY 6-8, 2017

South Towne Expo Center

SaltLakeHomeShow.com

SALT LAKE TRIBUNE

HOME +GARDEN SHOW

MARCH 10-12, 2017

South Towne Expo Center

SaltLakeTribuneHomeShow.com

DESERET NEWS

HOME SHOW

OCTOBER 13-15, 2017

South Towne Expo Center

DeseretNewsHomeShow.com

MARKETPLACE | EVENTS