

# DENVER HOME SHOW

# POST-SHOW REPORT 2017

## BIG CROWDS. BIG SUCCESS.

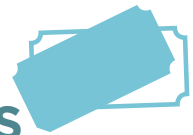
Thousands of homeowners converged on the National Western Complex for three days of shopping at the 2017 Denver Home Show, making it a must-attend event again this year. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 403 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



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**18,601,672**  
PAID MEDIA  
IMPRESSIONS



**32,620**  
TOTAL ATTENDEES



- 31,837 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.
- 843 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.

Did you  
know?



## EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 80% rated their overall satisfaction with the show as excellent, very good or good
- 78% rated the number of attendees as excellent, very good or good
- 74% were very satisfied or somewhat satisfied that their expectations of the show were met
- 71% will definitely recommend or are likely to recommend the show to other potential exhibitors

## VOICING YOUR OPINION

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

- "Awesome! The Denver Home Show was super busy with tons of people! The Tiny Home Village feature was incredible!"  
*Patrick Hritz, CSM*
- "Lots of traffic. The Tiny Home Village feature brought in a lot of people. The demographic was great and there were a lot of serious shoppers."  
*Karli Johnson, BathPerfect by Accessible Systems*
- "What an awesome experience for my first-time ever exhibiting at a show. It was well worth the money for the exposure for a new business. I'm already looking forward to next year!"  
*Kelly Bennett, Departure Fabrication*
- "The Denver Home Show is a fantastic way to grow your business. The show team is friendly, accommodating and professional."  
*Heather Sheridan, Decorating Den Interiors*

## VISITOR SNAPSHOT

84%



are homeowners

83%



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

71%



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

66%



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



## 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 Denver 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 43,116 visitors, we received **0 requests for a refund.**







## GETTING THE WORD OUT

The show garnered more than 18.6 million paid impressions across a variety of mediums. Spreading 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



**@DenverHomeShow**

- **22,420** impressions
- “It was great meeting you!”  
*Tweeted by Matt Blashaw to his 32,600 followers*



## MEDIA SAMPLES

### PRINT ADS



### SHOW GUIDE (8 pages)



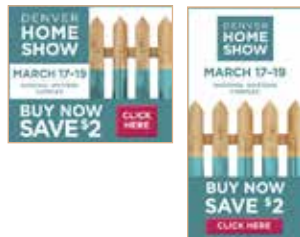
### EMAILS



### ADMISSION TICKETS



### ONLINE ADS



**Home And Garden Events**

- **101,369** fans
- “I’m at the Denver Home Show this week. Come on down and say hi this weekend!”  
*Posted by Matt Blashaw to his 6,523 followers*



- TV** – Our strategy to secure top prime programs on stations such as KUSA and others ensured attendees at the show who were eager to buy.
- Radio** – Hundreds of thirty-second spots were heard across stations such as KTCL, KQMT, KXKL, KOSI, KYGO and others. Plus, on-air contests and ticket giveaways all contributed to traffic.
- Print** – We teamed up with the Denver Post and 5280 Magazine to promote the show with attention-grabbing ads.
- Online** – Our digital presence on multiple websites gave us total saturation of the market.

## 2017 DENVER HOME SHOW



1. **Matt Blashaw**, HGTV star and winner of “Ellen’s Design Challenge,” educated the crowd with all sorts of tips and tricks for both indoor and outdoor projects.
2. **Deek and Dustin Diedricksen** of HGTV’s “Tiny House Builders” offered attendees ideas and inspiration for tiny house construction, budget building and salvage design.
3. Lively presentations by local and national celebrities and experts on the **Fresh Ideas Stage** educated and entertained big crowds every day of the show.
4. 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.
5. Guests strolled through more than 4,000 sq. ft. of **Feature Gardens** which provided the inspiration and ideas show-goers needed to whip their gardens into shape, just in time for spring.
6. At **Ask A Designer**, visitors connected with interior design experts for free consultations and answers to their décor and design questions.
7. Visitors shopped **Homegrown Marketplace** to discover, browse and buy unique décor and accessories from local companies.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK 2018!



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SAVE THESE DATES!

DENVER  
**HOME  
SHOW**

**MARCH 16-18, 2018**

National Western Complex  
HomeShowDenver.com

MARKETPLACE | EVENTS