

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Tacoma Dome for four days of shopping at the **2019 Tacoma Home + Garden Show**. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 300 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

20,340
TOTAL ATTENDEES

26,567 NEW
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.



MORE THAN
28.3 MILLION
PAID MEDIA IMPRESSIONS

Leverage this exposure. Ask us
how you can provide pricing
and receive promotional media
inclusion and the opportunity
to grow your database.

VISITOR SNAPSHOT



95%
are homeowners



89%
spent up to 4 hours at
the show



74%
plan on completing a
project



65%
attend with a spouse or
partner (meet both
decision makers)



Voicing YOUR OPINION

“The Tacoma Home + Garden Show is the best home and garden show in the South Sound area. The show is easy to navigate for attendees and the promotion of the event was quite good as attendee traffic is excellent.”

*David Scalabrini of
Gutter Helmet*

“The show team was very professional and extremely well organized. The on-site show office made it easy to have any issues addressed.”

*Terri Quale of
Country At Heart Designs*

“I’ve exhibited in the Tacoma Home + Garden Show for 4 years and this was the most organized and well run thus far. If they continue to provide these results the show will continue to grow. I also appreciated the passes to invite clients and friends.”

Gilbert Trujillo of Made New

EXHIBITOR SNAPSHOT

76%

rated their overall experience working with the team as excellent, very good, or good.

74%

rated their overall satisfaction with the show as excellent, very good, or good.

MORE THAN HALF

will definitely or is likely to recommend the show to a potential exhibitor or colleague

MORE THAN HALF

will definitely or is likely to exhibit at the show in the future.



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 206-785-0440, ext. 221 or 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 Tacoma Home + Garden 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 20,340 visitors, we only received **4 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$86,000! Plus, the show garnered more than 28.3 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)



EMAILS



TV - Our strategy to secure top prime programs on KING-TV, KONG-TV, KOMO-TV, KCPQ-TV, KIRO-TV, KCTS-TC, 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 KNUC, KCMS, WSKY, KJR, KPLZ, KRWM, KXXO and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Tacoma News Tribune, The Olympian The Gateway and the Seattle Times to promote the show with attention-grabbing ads and inserts in Sunday's circulation.

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

ADMISSION TICKETS



BILLBOARDS



ONLINE ADS



GET CONNECTED!



@TacomaHomeShow
30,600 impressions



Home And Garden Events
105,171 fans



HomeShows
4,173 followers



Photo credit:
Michael Segal

MARKETPLACE EVENTS IS PROUD TO PARTNER WITH MIKE ROWE AND THE MIKEROWEWORKS FOUNDATION, BEGINNING IN MAY 2019.

Benefits to Exhibitors

- Your business associated with one of Forbes 10 Most Trustworthy Celebrities
- Turbo-charged advertising with Mike's image and voice
- Opportunity to partner with mikeroweWORKS Foundation
- Trade Day with free admission for those in the industry and educational sessions from vocational schools
- Online job boards to help you find qualified staff
- Live appearances by Mike Rowe at select shows each year



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 \$153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

2019 TACOMA HOME + GARDEN SHOW



1. Straight from the industry's top home and design talent, attendees received a crash course in creating the ultimate space inside and out from presenter **Brett Tutor** of TLC's "Trading Spaces".
2. **The Vintage Market** is an eclectic collection of over 15 vendors, from farmhouse collectibles to mid-century modern pieces, attendees were able to kickstart their spring projects with unique and surprising items.
3. Pinterest boards came to life with the show's new feature, **WORKSHOP!** Attendees learned from the pros in this hands-on workshop series curated by some of Tacoma's finest local artisans.
4. The **Artist Row** was the top shopping destination of the show. Attendees browsed a collection of booths from local artisans selling unusual and one-of-a-kind artwork, garden art, sculpture, paper goods, and much more.
5. More than 4,000 square feet of **innovative garden spaces** designed to impress by Father Nature Landscape, Nature Perfect Landscape and Olympic Landscape. From synthetic turf to hearty greens and lush florals to trendy succulents, they showed you all the tools and inspiration you need to create the garden of your dreams.

THANK YOU TO OUR SPONSORS & PARTNERS



Call today TO BOOK!



GREENANE DAVISON
Exhibit Sales Consultant
206-620-0660
greenane@MPeshows.com



STEPHANIE GATZIONIS
Asst. Show Manager
206-785-0440, ext. 224
stephanieg@MPeshows.com



TYSON KIDD
Show Manager
206-785-0440, ext. 223
tysonk@MPeshows.com

SAVE THIS DATE!

**TACOMA
HOME
+GARDEN
SHOW**

JANUARY 23-26, 2020
Tacoma Dome
TacomaHomeAndGardenShow.com