

MINNEAPOLIS  
**HOME**  
+REMODELING  
**SHOW**

# POST-SHOW REPORT **2017**

## **BIG CROWDS. BIG SUCCESS.**

Thousands of homeowners converged on the U.S. Bank Stadium for three days of shopping at the all-new 2017 Minneapolis Home + Remodeling Show, 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 266 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



**34,577,773**  
PAID MEDIA  
IMPRESSIONS



Including TV, Radio, Print, Online & Direct Mail

**28,229**  
TOTAL ATTENDEES



Did you know?

- 39,676 **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.
- 2,140 **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:

- 96% rated their overall satisfaction with the show as excellent, very good or good
- 96% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 93% were very satisfied or somewhat satisfied that their expectations of the show were met
- 88% 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:

- "The Minneapolis Home + Remodeling Show delivered us a high volume of quality leads at the beginning of our busy (consumer) show season and we are looking forward to a repeat in 2018!" *Kirsten Peterson, Bath Fitter*
- "It was a great experience. We made some quality contacts. The show was run very well and the show team was great to work with! I'm looking forward to having a bigger space with more visibility next year." *John Rozek, Custom Contracting*
- "I loved the atmosphere of the Stadium! The show was well-advertised which certainly contributed to our success." *Jane Sandau, Sandau Construction*



## 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 national rates or information on other Marketplace Events shows. Contact Julianne Spargo at 952-933-3850, ext. 116, or [juliannes@MPEshows.com](mailto:juliannes@MPEshows.com) for local rates.

## SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Minneapolis 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 28,229 visitors, we only received **1 request for a refund.**

## VISITOR SNAPSHOT

94%

are homeowners



82%

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



79%

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



MORE THAN TWO THIRDS

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



## 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 Minneapolis Home Shows, you're missing out on an entire audience of customers!



## GETTING THE WORD OUT

Advertising spend topped more than \$194,800! Plus, the show garnered more than 34.5 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



### ADMISSION TICKETS



### ONLINE ADS



### BILLBOARDS



## SOCIAL MEDIA



**@HomeShowMPLS**

- **41,700** impressions
- “We’re so happy our friend @VernYipDesigns could stop by in Minneapolis to visit and talk windows and home design!”  
*Retweeted by Vern Yip to his 33,700 followers*
- “Thanks @KSTPsteve & @twincities\_ live for a fun, live, remote from @HomeShowMPLS! Great tips from @DIYNetwork’s @KayleenMcCabe, too!”  
*Tweeted by Kayleen McCabe to her 4,192 followers*



**Home And Garden Events**

- **101,369** fans
- “Happy Chinese New Year’s Eve from #Minneapolis! Do you want good luck in the New Year? Then eat dumplings and long noodles and come see me at the Minneapolis Home + Remodeling Show tomorrow at 11 a.m. & 1:30 p.m. And thanks to Marvin Windows and Doors for taking the time to chat about #Design today in this amazing town!”  
*Posted by Vern Yip to his 65,585 followers*
- “Live from the U.S. Bank Stadium. Getting ready for the #MPLSHomeRemodelingShow.”  
*Posted by Kayleen McCabe to her 5,486 followers*

**TV** – Our strategy to secure top prime programs on stations such as KARE 11, WCCO, FOX9, KSTP and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as KDWB, KOOL108, KQRS, KS95 and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Star Tribune, Pioneer Press and Mpls St. Paul Magazine to promote the show with attention-grabbing ads.

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

**Direct Mail** – Advertising kept us top-of-mind in the weeks leading up to the show.

# 2017 MINNEAPOLIS HOME + REMODELING SHOW



1. **Vern Yip** of TLC's "Trading Spaces" shared his expertise and insider design secrets for transforming living spaces that are both beautiful and functional.
2. The **Cargotecture** feature by Blackbox Container Studios showcased two shipping containers reimaged into livable spaces and allowed visitors to experience alternate living at its best. Stonework was provided by Earthscape Stoneworks, interior design by Alexa Jade Design and furnishings by Urban Concrete Works.
3. Lively presentations by local and national celebrities and experts on the **Main Stage** sponsored by Slumberland Furniture educated and entertained big crowds every day of the show.
4. Attendees were greeted with a **Welcome Lounge** on the concourse level which served as the perfect introduction to their show experience sponsored by Plants & Things USA.
5. Visitors learned refreshing their décor doesn't have to cost a fortune. In the **Upcycle Challenge**, Minneapolis' top style influencers and tastemakers provided inspiration by repurposing furniture into unique creations. Guests bid on the chance to take home their favorite piece in a silent auction which benefitted ReUse Minnesota.
6. Attendees got a first look at furniture masterfully redesigned for dogs in the **Barkitecture** feature. Pieces were auctioned off throughout the weekend with all proceeds benefitting Midwest Animal Rescue & Services (MARS).

## THANK YOU TO OUR SPONSORS & PARTNERS

sleep  number.

slumberland  FURNITURE

 StarTribune

 MetroTransit











## CALL TODAY TO BOOK 2018!



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SAVE THESE DATES!

MINNEAPOLIS  
**HOME**  
+REMODELING  
**SHOW**

**FEB. 16-18, 2018**

U.S. Bank Stadium

MinneapolisHomeAndRemodelingShow.com

TWO WEEKENDS ONLY

MINNEAPOLIS  
**HOME**  
+GARDEN  
**SHOW**

**MARCH 30-APRIL 1**

**& APRIL 6-8, 2018**

Minneapolis Convention Center

HomeAndGardenShow.com

MARKETPLACE | EVENTS