

# POST-SHOW REPORT 2016

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Prime Osborn Convention Center for four days of shopping at the Spring 2016 Jacksonville Home + Patio Show, making this annual show a must-attend. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with 385 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



**36,616**  
TOTAL ATTENDEES



**14,074,964**  
PAID  
IMPRESSIONS



## DID YOU KNOW?

- 16,023 **UNIQUE** visitors browsed our show website in the 30 days prior to the show. Web banners are available at a low cost for you to be 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 this engaged group year-round.



## EXHIBITOR SNAPSHOT

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

- 92% were very satisfied or somewhat satisfied that their expectations of the show were met
- 89% rated their overall satisfaction with the show as very satisfied or satisfied
- 86% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 86% rated the quality of exhibits and exhibitors at this year's show as excellent, very good or good
- 86% rated their overall experience working with the show team as excellent, very good or good
- 83% 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 always expect a large group of people to attend the Jacksonville Home + Patio show. We prepare every year to attend this event and receive the BEST leads for new business clients."  
*Angela Dixon of Allstate*
- "Organized and professional show management lets the exhibitor concentrate on sales and marketing. Show staff are helpful and engaged, always checking in to see how things are going. One of the best shows and I plan on continuing to exhibit."  
*John Parziale of Protect Painters of S. Jacksonville, Ponte Vedra & St. Augustine*
- "As a first time show exhibitor, we were very pleased with how professionally the show was organized and run. The show team is professional, responsive and friendly!"  
*Chris Harrison of Design Additions*

## 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 Jacksonville Home + Patio 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 36,616 visitors, we received 0 requests for a refund.

## VISITOR SNAPSHOT

91%



attend with a project in mind

89%



are homeowners

83%



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

79%



rated the value they received for the admission price paid as excellent, very good or good

75%



attend with a spouse  
(meet both decision makers)

## PROVEN RESULTS

We manage multiple shows in the same market and our geotracking analysis shows **96% of visitors to EACH show are a unique audience.** If you're exhibiting in only one of our Jacksonville Home Shows, you're missing out on an entire audience of customers!





## GETTING THE WORD OUT


Advertising spend topped more than \$120,000! Plus, the show garnered more than 14 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 market and drove thousands of attendees through the doors.

## SOCIAL MEDIA


-  **@TheJaxHomeShow**
- **65,373** impressions
  - @TheJaxHomeShow @alisonvictoria3 @OldHomeLove thanks for having me!  
*Tweeted by Lucy Farmer to her 1,664 followers*

## MEDIA SAMPLES


**PRINT ADS**



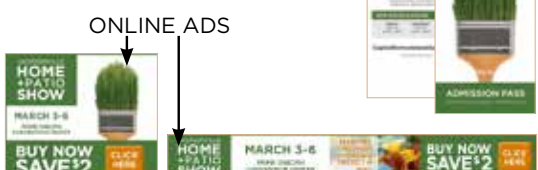
**SHOW GUIDE (12 pages)**




**ADMISSION TICKETS**



**ONLINE ADS**



**BILLBOARDS**



-  **Home + Garden**
- **94,854** fans
  - Visiting the local art market in downtown Jacksonville, Florida. I loved all the handmade products, but WOW, look at this view! Listening to music under the bridge with the view of the St. John's River. Breathtaking. A huge thank you to @rustedmarkets for being my driver again! There's still lots happening at the Jacksonville Home + Patio Show and I'll be back on stage tomorrow at 1:00 p.m. *Posted by Lucy Farmer to her 4,673 followers*
  - Hey Jacksonville! Who wants to come out and hear me run my mouth about all things design? I'll be at the Jacksonville Home + Patio Show this Friday at 6:00 p.m. and Saturday at noon and 4:00 p.m. Can't wait to see you all! *Posted by Alison Victoria to her 91,575 followers*

**TV** - Our strategy to secure top prime programs on WJXT-TV (IND), WTLV-TV (NBC), WJXX-TV (ABC), WTEV-TV (CBS), WAWS-TV (FOX) and Comcast Cable ensured attendees at the show who were eager to buy.

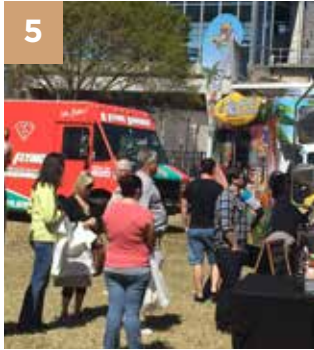
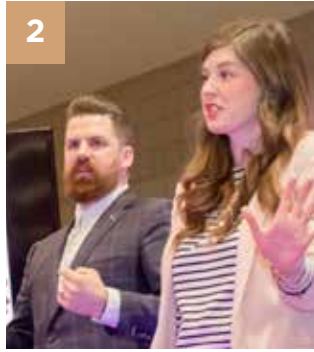
**RADIO** - Hundreds of thirty-second spots were heard across stations such as WEJZ-FM, WGNE-FM, WQIK-FM, WSOL-FM, WWJK-FM, WJGL-FM, WJXL-AM (1010XL), Pandora, RADIATE MEDIA and others. Plus on-air contests and ticket giveaways all contributed to traffic.

**PRINT** - We teamed up with the Florida Times Union, Jax Air News, The Periscope, Mayport Mirror and Jacksonville 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** - Inserts in advertising circulars such as ValPak, Mint Magazine and The HomeMag kept us top-of-mind in the weeks leading up to the show.

## 2016 JACKSONVILLE HOME + PATIO SHOW



1. **Alison Victoria** of DIY's "Kitchen Crashers," shared secrets for making a healthy home for the family.
2. **Andy and Candis Meredith** of HGTV's & DIY Network's "Old Home Love" shared their passion for restoring historic homes.
3. **Lucy Farmer** has been designing homes with her husband, Connor Farmer, for 15 years. While on stage, she shared her tips and how to's for the DIY decorators in the audience.
4. **Ask a Designer** with Agnes Agatha Homemaker Shop where attendees were able to speak directly with interior designers, ask their tough designer questions and receive a free 10 minute consultation.
5. Visitors walked from truck to truck at the Lay-Z-Day Custom Outdoor Furniture **Food Truck Rally** on Friday night and Sunday. Ten of Jacksonville's most mouth-watering mobile food vendors kept the crowds satisfied.
6. **The Arc Jacksonville**, a non-profit that provides programs to adults with intellectual and developmental disabilities, showcased furniture lovingly made by program participants from items that might have otherwise ended up in a land fill.

## THANK YOU TO OUR SPONSORS & PARTNERS

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MAGAZINE

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[JacksonvilleHomeShows.com](http://JacksonvilleHomeShows.com)

SAVE THESE DATES!

JACKSONVILLE

**HOME  
+ PATIO  
SHOW**

FALL:

SEPT. 29-OCT. 2, 2016

SPRING:

MARCH 2-5, 2017

Prime Osborn Convention Center

[JacksonvilleHomeShows.com](http://JacksonvilleHomeShows.com)

MARKETPLACE | EVENTS