

CAPITAL REMODEL + GARDEN SHOW

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Dulles Expo Center in Chantilly, VA for three days of shopping at the 2016 Capital Remodel + Garden 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 337 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



27,645
TOTAL ATTENDEES



31,505,480
PAID
IMPRESSIONS



DID YOU KNOW?

- 34,110 **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.
- 906 **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:

- 96% were very satisfied or somewhat satisfied that their expectations of the show were met
- 91% rated their overall satisfaction with the show as very satisfied or satisfied
- 84% will definitely or are likely to recommend the show to other potential exhibitors
- 76% of exhibitors said they will definitely or are likely to exhibit at the show in the future
- 71% rated the quality of attendees at this year's show as excellent or very good

VOICING YOUR OPINION

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

- "This show has a great location and such a large variety of vendors. There's something for everyone."
Judy Neil's of Great Day Improvements/Patio Enclosures
- "We have been very pleased with the results from our experiences at the Capital Home Shows. The staff is always very responsive to our questions and concerns. We highly recommend these shows to other vendors."
Deanne Kirkpatrick of Nova Spray Foam Insulation LLC
- "They do a great job marketing the show, making sure interesting celebrities are there, and staying in touch with the vendors."
Tish Mayne of Kitchen Saver
- "Attending the Capital Remodel + Garden Show has been one of our best investments. We have been taking part in the show for almost 20 years and it has payed off many times over."
Glen Miracle of NVS Remodeling & Design

SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jean Sukys at 703-444-8711 or jeans@MPEShows.com for rates and info for this or any Marketplace Events show.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Capital Remodel + 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 27,645 visitors, we only received 33 requests for a refund.

VISITOR SNAPSHOT

93%

are homeowners



84%

attend with a project in mind



80%

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



72%

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



71%

said they are likely or somewhat likely to visit the show again in the future





GETTING THE WORD OUT

Advertising spend topped more than \$250,000! Plus, the show garnered 31.5 million paid impressions across a variety of mediums. Spreading these dollars across multiple media—television, radio, print and online—ensured total saturation of the market and drove thousands of attendees through the doors.

MEDIA SAMPLES

PRINT ADS

ADMISSION TICKETS

SHOW GUIDE (16 pages)

ONLINE ADS

SOCIAL MEDIA

@capitalshows

- **66,643** impressions
- DC & Virginia fans, we're excited to visit tomorrow for the @CapitalShows! See you there.
*Tweeted by Jonathan Scott to his **376,100** followers*
- Thank you everyone for hanging out with us today at the @capitalshows!
*Tweeted by Drew Scott to his **373,260** followers*
- Two of the biggest personalities in showbiz. #TheyAreJustSoTall @MrDrewScott @MrSilverScott Saturday @CapitalShows
*Posted by Tommy McFly to his **20,600** followers*

Home + Garden

- **94,854** fans
- We always love it when we get to say hi to fans, but it's especially awesome when we get to meet our young fans!
*Posted by Jonathan Scott to his **1,044,057** followers*
- What to do on a Saturday? Hang out with 1,000 of our closest friends at the Capital Remodel + Garden Show, of course!
*Posted by Drew Scott to his **1,044,195** followers*

TV - Our strategy to secure top prime programs on WRC-TV (CH. 4), WJLA (CH. 7), WUSA (CH. 9) 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 WTOP, WASH, WBIG, FRESH (WIAD), WETA and others. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT - We teamed up with the Washington Post 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 kept us top-of-mind in the weeks leading up to the show.

2016 FRESH FEATURES AT THE CAPITAL REMODEL + GARDEN SHOW



1



2



3



4



5

1. **Jonathan and Drew Scott** of HGTV's "Property Brothers" appeared live on the Mitchell Gold + Bob Williams stage drawing HUGE crowds. They shared tips and behind-the-scenes secrets and inspired guests with their advice.
2. **Andy and Candis Meredith** of HGTV & DIY Network's "Old Home Love" shared their passion for restoring historic homes.
3. The **Feature Gardens** provided the inspiration and ideas show-goers needed to whip their gardens into shape, just in time for spring.
4. With plants and colorful blooms ready to be taken home and planted right away, this year's **Flower Market** provided by Merrifield Garden Center came up roses!
5. **Ask A Landscaper** - Expert landscapers were available for homeowners to get advice on plants, design and so much more!

THANK YOU TO OUR SPONSORS & PARTNERS

sleep number



Angie's list



Mitchell Gold + Bob Williams HOME FURNISHINGS



CALL TODAY TO BOOK 2017!



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CapitalRemodelAndGarden.com

SAVE THESE DATES!

NEWLY EXPANDED
CAPITAL
**HOME
SHOW**

SEPTEMBER 23-25, 2016
Dulles Expo Center
Chantilly, VA
CapitalHomeShow.com

**HOME
+REMODELING
SHOW**

JANUARY 20-22, 2017
Dulles Expo Center
Chantilly, VA
HomeAndRemodelingShow.com

CAPITAL
REMODEL
+GARDEN
SHOW

FEBRUARY 24-26, 2017
Dulles Expo Center
Chantilly, VA
CapitalRemodelAndGarden.com

MARKETPLACE | EVENTS