

# BUFFALO HOME SHOW

# POST-SHOW REPORT 2016

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Buffalo Niagara Convention Center for two weekends of shopping at the 2016 Buffalo 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 more than 300 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



**43,603**  
TOTAL ATTENDEES



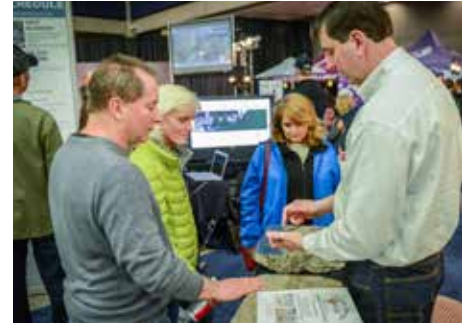
**2,614,086**  
PAID  
IMPRESSIONS



## DID YOU KNOW?

- 28,867 **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.
- 592 **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:

- 90% rated the quality of exhibits and exhibitors at this year's show as excellent, very good or good
- 81% rated their overall experience working with the show team as excellent, very good or good
- 74% rated their overall experience working with the facility as excellent, very good or good

## VOICING YOUR OPINION

- "The show did a great job of bringing in customers."  
*Frank Dimaria of Frankservices*
- "The Buffalo Home Show was a great way for us to showcase our products to consumers."  
*Brian Cheyne of Monkey Bars of WNY*
- "The Buffalo Home Show attracts many of the homeowners we are looking to speak with and usually proves to be one of our largest lead-generating avenues."  
*Heather Szyklinski of Great Day Improvements*
- "The Buffalo Home Show is my favorite home show!"  
*Shanna Carmer of Everdry Waterproofing*
- "Plenty of consumers asking focused questions about our business and brand."  
*Mike Wolford of PPG Painting*

## VISITOR SNAPSHOT

**94%**   
are homeowners

**82%**   
rated their overall satisfaction with the show as very satisfied or satisfied

**81%**   
attend with a spouse  
(meet both decision makers)

**81%**   
rated the value they received for the admission price paid as excellent, very good or good

## 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 Buffalo 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 43,603 visitors, we received **0** requests for a refund.







## GETTING THE WORD OUT

Advertising spend topped more than \$250,000! Plus, the show garnered more than 2.6 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.

## MEDIA SAMPLES

PRINT ADS

SHOW GUIDE (4 pages)

ADMISSION TICKETS

ONLINE ADS

BILLBOARDS

**TV** - Our strategy to secure top prime programs on stations such as WGRZ(NBC), WIVB(CBS), WKBW(ABC), WNLO(CW), HGTV (CABLE), Time Warner and others ensured attendees at the show who were eager to buy.

**RADIO** - Hundreds of thirty-second spots across top stations such as WEDG, WHTT, WMSX, WYRK, WGRF and WHLD, plus on-air contests and ticket giveaways all contributed to traffic.

**PRINT** - We teamed up with Buffalo Spree, The Buffalo News, Forever Young, Buffalo Magazine, 2 Find Your Home, Cheektowaga Bee and Amherst Bee to promote the show with attention-grabbing ads.

**ONLINE** - Our digital presence on multiple websites such as Buffalo Business First and Buffalo Rising, 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.

## SOCIAL MEDIA

@BuffaloHomeShow

- 48,514 impressions
- I'm psyched to be headed to Buffalo this weekend for the @BuffaloHomeShow! Come by for tips, stories & creative ideas.

*Tweeted by George Oliphant to his 2,785 followers*

- Good times, thank you! @Keith\_Kelly @BuffaloHomeShow @mix96buffalo @LauraDaniels961

*Tweeted by Matt Blashaw to his 35,536 followers*

Home + Garden

- 94,854 fans
  - I've shuffled off to Buffalo for their home show. I'll be shooting from the hip and speaking from the heart all weekend. Come on by and say hi! #BuffaloHomeShow
- Posted by the by George Oliphant to his 1,762 followers*

- A few people have asked what times I am speaking over the weekend at the Buffalo Home Show. Here you go:  
 Today at 4:30 p.m. - I will be at the craft beer corner tonight from 5:30 p.m. - 7:00 p.m.  
 Saturday at 1:00 p.m. and 4:00 p.m.  
 Sunday at 1:00 p.m.  
*Posted by the Matt Blashaw to his 4,782 followers*

## 2016 BUFFALO HOME SHOW FEATURES



1. **George Oliphant** of LXTV'S "George To The Rescue" inspired visitors with his renovation nightmare stories as well as advice on how to rescue their homes from disaster.
2. **Matt Blashaw** of HGTV & DIY Network's hit series "Yard Crashers" and "Vacation House for Free" shared his handyman tips and tricks for do-it-yourselfers on how to spruce up their yards.
3. **Stylecraft Home** - this 1,000 square foot home was complete with a wood-burning fireplace, indoor/outdoor décor and so much more.
4. **Woodland Oasis Landscape** - A boulder water feature, fire pit and lovely plants were just a few things that made this garden feature a must-see at the show!
5. **Craft Beer Corner** - Friday night was hopping thanks to WEDG and Tom Ragan at the craft beer happy hour. Sample beers were on hand for guests to enjoy.
6. **Barefoot Wine** - Wine and Bubbly 101 offered homeowners outdoor entertaining ideas, party themes and the best in wine samples.

## THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2017



**LISA GARDON**  
 Show Manager  
 716-429-6626  
 lisag@MPEshows.com

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

**SAVE THE DATE!**  
**BUFFALO HOME SHOW**  
 MARCH 3-5 & 10-12, 2017  
 Buffalo Niagara Convention Center

MARKETPLACE | EVENTS