

BUFFALO HOME SHOW

POST-SHOW REPORT 2017

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the Buffalo Niagara Convention Center for two weekends of shopping at the 2017 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 visitors experienced.



18,468,141
PAID MEDIA
IMPRESSIONS



43,202
TOTAL
ATTENDEES



Did you know?



- 27,727 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.
- 1,880 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:

- 85% were very satisfied or somewhat satisfied that their expectations of the show were met
- 85% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 80% rated their overall satisfaction with the show as excellent, very good or good
- 74% 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 Buffalo Home Show is always a great event for marketing, networking and lead generating and this year was no exception! Thank you!" *Tori Albert, First Buffalo Total Basement Finishing*
- "We've been doing the show for six years. The Buffalo Home Show is the perfect place for us to get our name out. It's important for us to keep coming back to generate good quality leads, allowing us to stock up on our customer base for the duration of the year." *Brittany, Amish Kitchen Gallery*
- "We've exhibited for 37 years. We're here every year because it works. We get great customer interaction, a lot of leads and book appointments on the spot." *Domenic, Cortese Construction*
- "We've been doing the show for 22 years. It works and it's why we keep coming back. This is where we get our new customers who then become our referral customers. This show allows us to keep generating new people to add to our customer list." *John, Custom Interiors Kitchen & Bath*

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 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 43,202 visitors, we received **0 requests for a refund.**

VISITOR SNAPSHOT

95%



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

94%



are homeowners

78%



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

78%



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





GETTING THE WORD OUT

Advertising spend topped more than \$250,000! Plus, the show garnered more than 6.1 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 (4 pages)



EMAILS



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



SOCIAL MEDIA



@BuffaloHomeShow

- **45,282** impressions
- “Next stop #Buffalo for the @BuffaloHomeShow even though it will be cold #thinkSpring”
*Tweeted by Chris Lambton to his **38,100** followers*
- “Thank you #Buffalo for your wings, your donuts, your tacos, your hospitality! See you soon! xo @BuffaloHomeShow”
*Tweeted by Tyler Wisler to his **6,880** followers*



Home And Garden Events

- **101,369** fans
- “Fun night in Buffalo at the Buffalo Home and Garden Show!”
*Posted by Chris Lambton to his **18,602** followers*
- “Did you know that Tyler Wisler will be hosting #DIY Workshops @ 11am, 1pm & 3pm tomorrow? Just another reason to spend your Friday at the #Buffalo Home Show!”
*Re-posted by Tyler Wisler to his **1,132** followers*

TV – Our strategy to secure top prime programs on stations such as WGRZ, WIVB, WKBW, WNLO, Time Warner Cable and others ensured attendees at the show who were eager to buy.

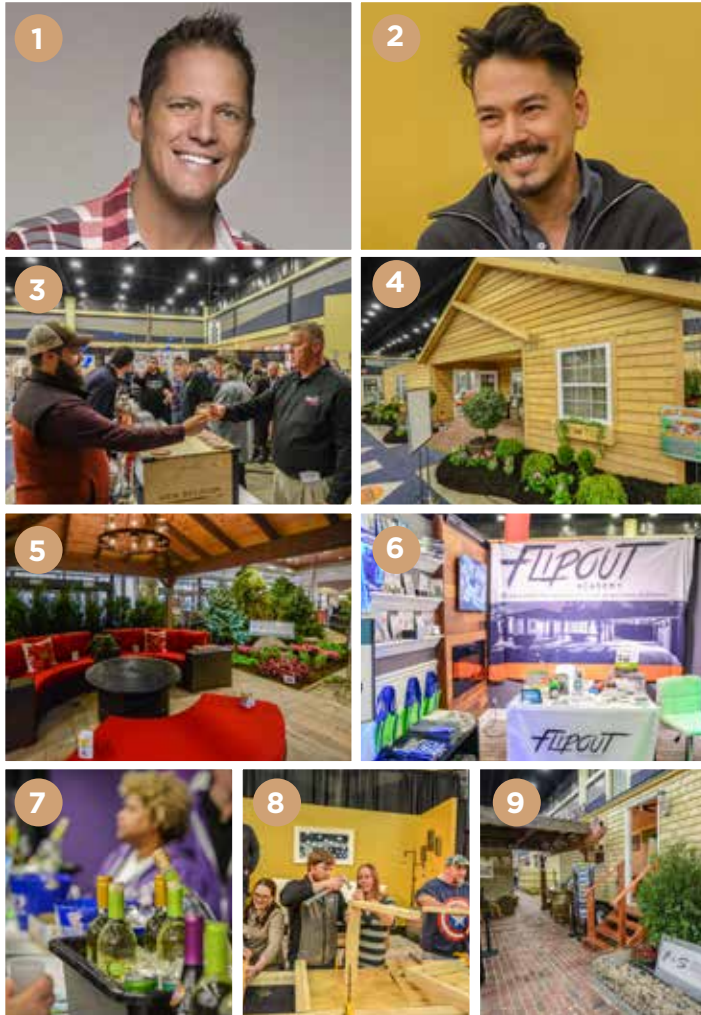
Radio – Hundreds of thirty-second spots were heard across stations such as WEDG, WGRF, WHTT, WHLD, WBEN, WTSS, WYRK, WMSX, WBUF, WBLK and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Buffalo Spree, The Buffalo News, Forever Young, Buffalo Magazine, Amherst Bee and Niagara Gazette to promote the show with attention-grabbing ads.

Online – Our digital presence on multiple websites such as BuffaloNews.com and BuffaloRising.com 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.

2017 BUFFALO HOME SHOW



1. **Chris Lambton** of DIY Network's "Yard Crashers" and HGTV's "Going Yard" offered attendees ideas and inspiration for transforming their backyards into fantastic outdoor living spaces.
2. **Tyler Wisler** of HGTV's "Design Star" inspired crowds with distinctive design tips which incorporated traditional style with a hint of the unexpected.
3. Visitors kicked back and sampled a variety of craft beers and domestics in the **Craft Beer Corner**.
4. Guests discovered the hottest trends in design, home renovation and decor and found fabulous ideas to try in the custom-built **Design Home**.
5. The **Lobby Landscape**, complete with water feature, lounge area and fire pit, set the tone for the show and gave attendees outdoor inspiration as they entered the grand lobby.
6. At **Ask A House Flipping Expert**, visitors connected with experts Chris and Lorissa Naugle for free consultations and answers to their questions.
7. After a fun day of shopping the show, attendees stopped by the **Barefoot Wine Garden Lounge** to relax, take inspiration from the stylish surroundings and toast to making their home improvements happen.
8. Guests got their hands dirty and took home their own creations this year at the **Make-It, Take-It Workshops**. These free hands-on workshops allowed attendees to learn directly from experts how to make a planter box, picture frame, bottle opener and MORE!
9. Visitors explored the **Tiny Guest House**. Tiny living spaces are all the rage and this was a huge hit at the show.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2018!



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

MARKETPLACE | EVENTS

SAVE THIS DATES!

BUFFALO HOME SHOW

MARCH 9-11 & MARCH 16-18, 2018

Buffalo Niagara Convention Center

BuffaloHomeShow.com