

# THE OKC HOME + OUTDOOR LIVING SHOW

# POST-SHOW REPORT 2016

## BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged on the State Fair Park in Oklahoma City for three days of shopping at the 2016 OKC Home + Outdoor Living 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 255 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these buyers experienced.



# 12,061,230

PAID  
IMPRESSIONS



# 21,100

TOTAL ATTENDEES



## DID YOU KNOW?

- 10,796 **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.
- 1,908 **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:

- 73% rated the quality of exhibits and exhibitors at this year's show as excellent, very good or good
- 93% rated their overall experience working with the show team as excellent, very good or good
- 80% rated their overall experience working with the facility as excellent, very good or good

## VOICING YOUR OPINION

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

- "We will never miss another show. The exposure we got and the consistent business that has come in since the show will keep us busy for months to come. We recently had to hire three new employees to keep up."  
*Blake of On Call Junk Hall*
- "It's a great way to make people aware of our store and sell products."  
*Steve Mangus of Heartland Sleep Center*
- "We estimate we had approximately 600 good customer interactions in our booth."  
*Susan Harkness of OGE Energy*
- "The show was really successful for me. The quality of potential customers was great. I have sold several leads thus far and I am still getting calls from customers I met at the show. This show has been and continues to be the best way to market my company."  
*Aaron Smith, Patio Paradise*

## VISITOR SNAPSHOT

91%

are homeowners



92%

attend with a project in mind



78%

attend with a spouse  
(meet both decision makers)



75%

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



## 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 OKC Home + Outdoor Living 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 21,100 visitors, we received 0 requests for a refund.

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



## GETTING THE WORD OUT

Advertising spend topped more than \$350,000! Plus, the show garnered more than 12 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 (8 pages)**

**ADMISSION TICKETS**

**ONLINE ADS**

**BILLBOARDS**

## SOCIAL MEDIA



- 60,177 impressions
- Come on out to the @OKCHomeShow and say HEY to @johngidding and myself all weekend long!
- Tweeted by Matt Muenster to his 23,148 followers*



- 94,854 fans
- Getting prepped for the OKC Home Show the next 3 days! Come by to learn some bathroom tips and tricks, see my line with DECOLAV
- Posted by Matt Muenster to his 49,904 followers*

**TV** - Our strategy to secure top prime programs on Tyler Media, Cumulus, KWTv CBS, Cox Media Cable, KOCO ABC, KOKH Fox, KFOR NBC and KAUT (sister station of KFOR CH43) ensured attendees at the show who were eager to buy.

**RADIO** - Hundreds of thirty-second spots were heard across stations such as KTOK, KJYO, KXXY, KIST, KATT, KYIS, KMGL, KOMA, i-Heart radio and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**PRINT** - We teamed up with the Oklahoman and Gazette to promote the show with attention-grabbing ads.

**ONLINE** - Our digital presence on multiple websites gave us total saturation of the market.

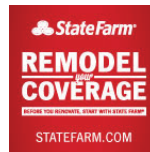
**DIRECT MAIL** - Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show.

## 2016 OKC HOME + OUTDOOR LIVING SHOW



1. **John Gidding** of HGTV's "Curb Appeal" shared his unique and budget-friendly design ideas for home exteriors and interiors.
2. **Matt Muenster** of DIY's "Bath Crashers" and "BATHtastic" inspired audiences with the latest cutting-edge materials and amazing design tips to revitalize any bathroom.
3. Kent Rollins and the Red River Chuck Wagon grilled and thrilled attendees on the **Grill-It Stage** while sharing tips and tricks on how to prepare for summer grilling. Sunday was the Hero Beef Grill-off.
4. **Container Living** homes are all the rage and were a huge hit at the show. Attendees were able to tour these tiny homes made of old shipping containers.
5. **He Shed She Shed** sponsored by Tuff Shed, were one-of-a-kind Man Cave and She Shed on display for viewing and voting. One lucky winner chose the He Shed.
6. Local companies competed for a \$500 prize and the **Deck Wars** Trophy! And the winner was Studio W.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO BOOK 2017!



**RAEANN SAUNDERS**

Show Manager

405-301-5525

[raeanns@MPeshows.com](mailto:raeanns@MPeshows.com)

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

## SAVE THESE DATES!

OKLAHOMA CITY  
**HOME  
+GARDEN  
SHOW**

JANUARY 20-22, 2017  
State Fair Park, Oklahoma City  
[OklahomaCityHomeShow.com](http://OklahomaCityHomeShow.com)

THE OKC  
**HOME  
+OUTDOOR  
LIVING  
SHOW**

MARCH 24-26, 2017  
State Fair Park, Oklahoma City  
[HomeShowOKC.com](http://HomeShowOKC.com)

ALL NEW  
THE OKC  
**HOME  
+REMODELING  
SHOW**

OCTOBER 13-15, 2017  
State Fair Park, Oklahoma City  
[OKCHomeAndRemodelingShow.com](http://OKCHomeAndRemodelingShow.com)

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