

PHILADELPHIA  
**HOME  
SHOW**™



Marketplace Events | 500 Office Center Drive, Suite 400 | Fort Washington, PA 19034

# exhibiTALK

## 2012 POST-SHOW REPORT



The 2012 Philadelphia Home Show had consumers lining up to attend!

Fabulous! This is the one word used by both visitors AND exhibitors to describe the **Philadelphia Home Show** at the **Pennsylvania Convention Center**. With record-breaking numbers, a positive experience was enjoyed by all. This year's show attracted droves of homeowners who came eager to spend. A great big THANK YOU goes out to our valued customers and sponsors without whom our show wouldn't be complete. We'll be back at the Pennsylvania Convention Center in Philadelphia from **January 26-February 3, 2013!** Meanwhile, here's a recap of the vibrant marketplace enjoyed by hundreds of exhibitors and tens of thousands of visitors in January 2012.



## THE RESULTS ARE IN!

Exhibitors have spoken in the post-show survey. Here's their take on the show:

- 78% will "definitely" or "probably" reserve a booth for 2013
- 64% will "definitely" recommend or are "likely" to recommend the show to other potential exhibitors

Of visitors to the 2012 show:

- 95% were homeowners
- 95% attended with a project in mind
- 86% of visitors spoke to an exhibitor with a specific project in mind
- 68% would recommend the show to friends and family

Plus, check out these cool fast facts:

- 54,557 UNIQUE visitors browsed our show website
- Most viewed page was the Interactive Exhibitor Listing. *Did you post your company info there?*
- 4,305 Consumers opted-in to receive information from us in the future

# TALK OF THE TOWN

The show received a whopping  
22 radio/TV stories | 13 online stories | 5 print stories  
These included:

## PRINT:

- Philadelphia Inquirer
- Metro
- Daily News
- Camden Courier Post

## RADIO:

- KYW-AM
- WOGL-FM
- WDAS-FM
- WXTU-FM
- 1210-AM
- WRTI-FM
- WPEB-FM

## TV:

- KYW-TV
- WTXF-TV
- Comcast Sportsnet
- WCAU-TV
- WPVI-TV
- FYI Philly

## ONLINE:

- PhiladelphiaInquirer.com
- Myfoxphilly.com
- Philly.com
- CBSPhiladelphia.com
- Phillyburbs.com
- Examiner.com
- abclocal.go.com
- localwireless.com
- Citypaper.net

# 49,500+

## 2012 Attendance

Take a look at what one of **MANY**  
happy exhibitors had to say:

*"We have already booked a large number of appointments from this event, and have delivered our product to close to 20 new clients! This show was a huge success for us. We will be following up on leads generated for quite a while.*

*Thanks and see you next year!"*

**Laura Jaworski – Passanante's Home Food Service**

## PHILLIE PHANATIC

Voted "best mascot ever" by Sports Illustrated for Kids. The Phanatic is one of the only mascots on display in the national Baseball Hall of Fame Museum in Cooperstown, NY. The Phanatic is also an honorary inducted charter member of the Mascot Hall of Fame. We were lucky enough to have him onsite to please the crowds at the Home Show.



## DESIGNER ROOMS

These beautiful designer rooms were created by the best designers Philadelphia has to offer. Tommi Mische from K Gallery Art & Design, Michael Dornblum & Susan Gevurtz from Dwelling, Ron Sulpizio from Le Montage and Denise Sabia from The Painted House all created breathtaking one of a kind rooms. Sophisticated, vintage, contemporary and innovative, these rooms inspired visitors to recreate their own rooms. A big thank you goes out to all of our designers for creating these marvelous spaces.



# STAGE PRESENTERS

With more than 40 stage presenters over eight days, our 40-seat stage was bustling with activity and real crowd pleaser!



Todd Davis of  
HGTV's Room Crashers



Kimberly Lacy of  
HGTV's Curb Appeal: The Block



Rick Dale of A&E's  
American Restoration



Janet Taylor of  
Totally Organized LLC

PLUS,

- Robert Cleary of Ameriprise
- Teresa Tocco-Davenport of Absolute Living Today, Putting a Plan Together for Decorating: the Proper Way to Begin
- Patrick Schwerdtfeger, Using Social Media To Sell Your Home, presented by Bloomberg
- Strawberry Shortcake came to visit and take pictures with the littlest of show goers.

## CLOVER MARKET

Did you see this vibrant and exciting 6,000 square foot area with cash and carry items such as jewelry, home goods and knick knacks? Shoppers were able to browse more than 20 unique vendors carrying vintage furniture, handcrafted pieces and one of a kind antiques. Typically a summertime event, Clover Market was a huge hit at the Philadelphia Home Show!



**SAVE THE DATE! JAN 26 - FEB 3, 2013**

**Act now to reserve your 2012 location in the 2013 show! 800-274-6948, ext. 204**

## SHOW HIGHLIGHTS

- **Karen Gravano and Renee Graziano of of VH1's Mob Wives** were located at the Xfinity booth. The ladies were signing autographs and taking photos with fans.
- **John Cassidy aka The Balloon Freak** came to delight audiences of all ages with his unbelievable balloon-sculpting talent.
- **Celebrity Design Rooms -** Philadelphia's favorite personalities teamed up with local interior



designers to create unique rooms. Visitors were able to obtain great ideas for their own homes.

- Visitors came out to several events sponsored by **Rolling Barrel Events**, such as a Wine & Cheese and a Beer & Cookie night.
- **Cocktails Made Easy with Philadelphia Distilling** - Showgoers learned how to make their own happy hour cocktails while enjoying the scenic view of the Ikea lounge.



# SHOW ADVERTISING SAMPLES

## Print Ads

get inspired. get educated. get started.

PHILADELPHIA HOME SHOW  
JAN. 14 - 22, 2012 | PENNSYLVANIA CONVENTION CENTER

**BUY TICKETS ONLINE & SAVE \$3**

STARTS SATURDAY!

PHILADELPHIA HOME SHOW

CELEBRATING 30 YEARS

PhillyHomeShow.com

## Admission Passes

PHILADELPHIA HOME SHOW

JANUARY 14 - 22, 2012  
PENNSYLVANIA CONVENTION CENTER

ADMISSION PASS

Valid for one adult admission.  
Valid any one time. Not for resale.

PhillyHomeShow.com

## Posters

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PHILADELPHIA HOME SHOW

JAN. 14 - 22, 2012 | PENNSYLVANIA CONVENTION CENTER

**BUY TICKETS ONLINE & SAVE \$3**

PhillyHomeShow.com

## Emails

Starts Tomorrow - Buy Tickets Now

get inspired. get educated. get started.

**Philadelphia Home Show**  
January 14-22  
Pennsylvania Convention Center

**Show Dates & Times**

|                   |            |            |
|-------------------|------------|------------|
| Saturday          | Jan. 14    | 10am - 5pm |
| Sunday            | Jan. 15    | 10am - 5pm |
| Monday            | Jan. 16    | 10am - 5pm |
| Tue. Through Sat. | Jan. 17-22 | 10am - 5pm |
| Friday            | Jan. 20    | 10am - 5pm |
| Saturday          | Jan. 21    | 10am - 5pm |
| Sunday            | Jan. 22    | 10am - 5pm |

**Tickets**  
Adults: \$15  
Children Ages 6-12: \$5  
Ages 5 & Under: Free

**BUY TICKETS ONLINE & SAVE \$3**

Click Here

PHILADELPHIA HOME SHOW

PhillyHomeShow.com

## Billboards

PHILADELPHIA HOME SHOW

JANUARY 14-22  
Pennsylvania Convention Center

**BUY TICKETS ONLINE & SAVE \$3**

PhillyHomeShow.com

CELEBRATING 30 YEARS

## Web Ads

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JANUARY 14-22  
PENNSYLVANIA CONVENTION CENTER

**BUY TICKETS NOW & SAVE \$3**

Click Here

The advertising spend for the Philadelphia Home Show is nearly \$200,000! This includes TV, radio, print and online. This ensures a complete saturation of the area guaranteeing the tremendous turnout that our Home Show exhibitors have come to expect.

## CALL US TODAY TO BOOK FOR 2013!



**CAROL GRAVES**  
Exhibit Sales Consultant  
800-274-6948, ext. 204  
carolg@marketplaceevents.com



**ALYSON CAPLAN**  
Group Manager  
267-513-1906  
alysonc@marketplaceevents.com

## SATISFACTION GUARANTEED

Any attendee who was not completely satisfied with the Philadelphia Home Show was able to visit the Show Office to submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 49,463 visitors, we only received 6 requests for a refund.

## SPECIAL THANKS TO OUR 2012 SPONSORS

sleep number.



The Life Improvement Store™



For sponsorship rates and info for this or any Marketplace Events show, please call Rosanna Hrabnicky at 866-463-3663, ext. 1 or email rosannah@marketplaceevents.com.

**MARKETPLACE EVENTS**  
Largest Home Show Producer in North America

**PHILLYHOMESHOW.COM | SAVE THE DATE: JANUARY 26 - FEBRUARY 3, 2013**