

ALL NEW
Christmas
GIFT
+HOBBY
SHOW

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Indiana State Fairgrounds for five days of shopping at the 2016 Christmas Gift + Hobby Show. Shoppers eagerly walked the show to buy from 357 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.



13,101,008
PAID MEDIA
IMPRESSIONS



46,570
TOTAL ATTENDEES



• 11,383 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.

Did you know?



EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experiences in the post-show survey. Here's what was reported:

- 71% rated their overall satisfaction with the show as excellent, very good or good
- 75% rated the quality of attendees at this year's show as very good, good or fair
- More than half were very satisfied or somewhat satisfied that their expectations of the show were met
- More than half will definitely recommend or are likely to recommend the show to other potential exhibitors

VOICING YOUR OPINION

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

- "A great show!" *Jerry Stone, Leather4U*
- "I had a blast. The show team was unbelievably helpful and accommodating. I look forward to next year." *Jennifer Snider, Diamonds & Tiaras Couture*
- "The Christmas Gift + Hobby Show is a well-organized event." *Dansong Wang, Rose D'oro*
- "My business picked up over last year." *Judy Hurtley, Judy Hurtley Creations*
- "It was a good show and it paid off for me." *Sam Birkey, S+J Sports Figurines*
- "I'm super-excited for next year and am pleased Marketplace Events manages the show." *John Raddatz, Scentsy*
- "My overall experience was good." *Mike Wolter, Mike's WoodWorks*

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 Christmas Gift + Hobby 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 46,570 visitors, we received only **4 requests for a refund.**

VISITOR SNAPSHOT

98%



spent up to \$500 with exhibitors at the show

91%



are very likely or somewhat likely to recommend the show to friends and family

77%



were very satisfied or satisfied with the show

71%



spent 3-6 hours on the show floor





GETTING THE WORD OUT

Advertising spend topped more than \$100,000! Plus, the show garnered more than 13.1 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.

SOCIAL MEDIA



@KCHolidayShows
20,266 impressions



christmasgiftand
hobbyshow

MEDIA SAMPLES

PRINT AD



SHOW GUIDE (12 pages)



POSTER



ADMISSION TICKET



ONLINE AD



BILLBOARD



TV – Our strategy to secure top prime programs on stations such as WTHR, WISH, WXIN, WRTV, WTTV and others ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as WJJK, WFMS, WZPL, WYXB and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with Neighborhood Source & Reach Magazine 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 CHRISTMAS GIFT + HOBBY SHOW



1. Many lucky winners got to shop the show for FREE! **Merry Money Giveaway** drawings allowed shoppers the chance to win certificates to spend with vendors.
2. Visitors enjoyed performances from magicians, local school choirs, singers, dancers and more on the **Holiday Entertainment Stage**.
3. Shoppers with children were treated to a wonderful experience! Kids met their favorite **Princesses**, listened to stories and songs and had their photos taken with their favorite character.
4. **Santa** and his reindeer were on-site throughout the show to greet visitors.
5. **Karolyn Grimes**, the actress that played Zuzu Bailey in the 1946 Christmas classic *It's a Wonderful Life* interacted with fans, signing autographs and selling copies of her newest children's book and her signature Christmas Bells.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY!



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More Unique Shopping Experiences. More Sales for Your Business.
Ask us about our Holiday shows in these great cities!

NEW SHOW
DES MOINES
Holiday
BOUTIQUE

NOV. 3-5, 2017
Iowa Events Center

ALL NEW
Christmas
GIFT + HOBBY SHOW

NOV. 8-12, 2017
Indiana State Fairgrounds

KANSAS CITY
Holiday
BOUTIQUE

NOV. 9-12, 2017
Overland Park
Convention Center



NOV. 9-19, 2017
The Park Expo and
Conference Center
Charlotte, NC

MINNEAPOLIS
Holiday
BOUTIQUE

NOV. 10-12, 2017
U.S. Bank Stadium