

POST-SHOW REPORT 2015

BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Overland Park Convention Center for four days of shopping at the 2015 Holiday Boutique. Attendees eagerly walked the show to buy from more than 285 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.



9,521,000
PAID
IMPRESSIONS



35,077
TOTAL ATTENDEES



DID YOU KNOW?

- 22,219 **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.
- 2,944 **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 experience in the post-show survey. Here's what was reported:

- 77% were very satisfied or satisfied that their expectations of the show were met
- 67% will definitely recommend or are likely to recommend the show to other potential exhibitors
- 61% stated their overall experience working with the show team was excellent or very good
- 64% will definitely or probably reserve a booth for 2016




VISITOR SNAPSHOT

97% 
 spent up to \$500 with exhibitors at the show

86% 
 were satisfied or satisfied with the show

81% 
 were happy with the selection of products at the show

70% 
 spent 3-6 hours on the show floor

VOICING YOUR OPINION

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

- "This is the best attended show in the Kansas City area. It is well-managed and promoted. I look forward to working with this group at the next show."

Rebecca from Olathe Glass & Home Décor

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 Holiday Boutique 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 35,077 visitors, we only received **7** requests for a refund.



GETTING THE WORD OUT

Advertising spend topped more than \$84,000! Plus, the show garnered more than 9 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 more than 35,000 shoppers through the doors.

MEDIA SAMPLES

PRINT ADS



ONLINE ADS



SHOW GUIDE (12 pages)



ADMISSION TICKETS



TV - Our strategy to secure top prime programs on KMBC, WDAF, KSHB, KCTV and Cable ensured attendees at the show who were eager to buy.

RADIO - Hundreds of thirty-second spots were heard across top stations including KMXV, KCFX, KZPT, KBEQ, WDAF, KRBZ and KMBZ. Plus on-air contests and ticket giveaways all contributed to traffic.

PRINT - We promoted the show with attention-grabbing ads in local print publications.

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

SOCIAL MEDIA



@KCHolidayShow

- **38,207** impressions
- Oh, this ol' thing? Made from hundreds of red Xmas ornaments. On display at @KCHolidayShow.
Tweeted by Christopher Straub to his 3,483 followers



Holiday Boutique

- **94,854** fans
- Look out Kansas City! I'm coming for ya! I'll be at the KC Holiday Boutique next week!
Posted by Christopher Straub to his 4,958 followers
- At the @KCHolidayShow this week. Making a series of festive dresses to be on display during the show!
Posted by Christopher Straub to his 4,958 followers

2015 HOLIDAY BOUTIQUE



1. **CHRISTOPHER STRAUB** of Lifetime's "Project Runway" designed, created and displayed six, stunning holiday-themed dresses at the show. Sketches of each design were auctioned for charity. He also highlighted his Favorite Finds—his must-haves at this year's show.
2. The show kicked off the weekend with a **GIRLS' NIGHT OUT** on Friday evening. Shoppers were treated to live music, drinks and door prize drawings every 15 minutes.
3. Shoppers delighted in discovering and exploring the **ARTISAN BOOTHS** at the show. Floor decals identified these vendors who offered unique, hand-crafted products and gifts.
4. **FESTIVAL OF TREES** - Benefiting the Johnson County Christmas Bureau, the Festival of Trees consisted of 100+ decorated trees and wreaths donated by area businesses, families, and individuals. The proceeds from the sale of these items went directly to the Johnson County Christmas Bureau.
5. Saturday night's visitors enjoyed **COUNTRY GIRL NIGHT**, which featured country music, drinks and door prizes.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO BOOK 2016!



BEV WINKLEY
Exhibit Sales Consultant
855-931-7469, ext. 305
bev@MPeshows.com



MARC GARY
Show Manager
855-931-7469, ext. 307
marc@MPeshows.com

SAVE THE DATE!

Holiday Boutique

A Unique Shopping Experience

NOVEMBER 3-6, 2016
Overland Park
Convention Center

KCHolidayBoutique.com