

POST-SHOW REPORT 2016

BIG CROWDS. BIG SUCCESS.

Thousands of visitors converged on the Overland Park Convention Center for four days of shopping at the 2016 Kansas City Holiday Boutique. Shoppers eagerly walked the show to buy from 277 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.



17,720,978
 PAID MEDIA
 IMPRESSIONS



34,180
 TOTAL ATTENDEES



Did you know?

- 33,760 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.
- 3,603 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:

- 86% rated their overall satisfaction with the show as excellent, very good or good
- 82% rated the quality of attendees at this year's show as excellent, very good or good
- 74% 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:

- "I was very pleased with my booth location—so much so that I have reserved a larger spot in the same location for next year!"
Sr. Cathleen Timberlake of OSB Monastery Scents
- "This show is extremely well-coordinated. The show team was very helpful and courteous." *Alan Soelter of Effective Marketing Solutions*
- "I have attended this show since its inception and believe it gets better every year with more traffic and more sales!"
Rebecca Shipley of Olathe Glass & Home Décor
- "We had our best Holiday show ever!" *Lyndsey Higgins of Team Cocktail*
- "Holiday Boutique is in a great facility and held at the perfect time of year. The customers appreciate the variety offered and the fun, social experience they share with friends and family. I look forward to exhibiting again."
F. Roth of Felicia's Fine Art

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 Kansas City 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 34,180 visitors, we received **4 requests for a refund.**

VISITOR SNAPSHOT

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

96% 
are very likely or somewhat likely to recommend the show to friends and family

86% 
were very 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





GETTING THE WORD OUT

Advertising spend topped more than \$93,000! Plus, the show garnered more than 17.7 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 (8 pages)



EMAIL



ADMISSION TICKETS



ONLINE ADS



BILLBOARDS



SOCIAL MEDIA



- **54,417** impressions
- Had a fantastic time @ KCHolidayShow yesterday!! Also so happy for the @bootbarn \$500 winner, Kaylie Harris!
Tweeted by Ali Stephens
- Holy holiday boutique. I came, I shopped.
Tweeted by Aimee Patton
- Did y'all know stopping by our booth will get u \$10 off any item! Stop by & see the Dottie's booths at the #OPCC #HolidayBoutique
Tweeted by Dottie's



TV – Our strategy to secure top prime programs on WDAF, KSHB, KMCI and Via Media ensured attendees at the show who were eager to buy.

Radio – Hundreds of thirty-second spots were heard across stations such as KMXV, KBEQ, KZPT, KFKF, KCMO, KMBZ and others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print – We teamed up with the Kansas City Star 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 KANSAS CITY HOLIDAY BOUTIQUE

1. 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.
2. Shoppers delighted in discovering and exploring the **Artisan Products** booths at the show. Floor decals identified these vendors who offered unique, hand-crafted products and gifts.
3. The **Festival of Trees** benefiting the Johnson County Christmas Bureau, consisted of 100+ decorated trees and wreaths donated by area businesses, families, and individuals. Proceeds from the sale of these items went directly to the Johnson County Christmas Bureau.
4. Saturday night's visitors enjoyed **Country Girl Night**, which featured country music, drinks and door prizes.
5. **Danni Boatwright** of CBS's "Survivor: Guatemala," shared her list of must-haves in Danni's Favorite Finds. At the event, Danni mingled with exhibitors and shoppers, sampled products and offered tips and tricks for getting great buys.
6. Many lucky winners got to shop the show for FREE! As a gift to attendees, Thermal King Windows, gave away \$50 in **Boutique Bucks** every hour, and a grand prize of \$500 each day!
7. A limited number of admission passes were sold to the **Sunday Shoppers Breakfast**. Attendees enjoyed a delicious breakfast, mimosas, a gift bag, a copy of "Rehab Addict" Nicole Curtis' new book, special presentations by exhibitors and early access to the show.
8. Visitors took a break to recharge at the **Shoppers Relaxation Lounge** before getting back to the aisles again to make more purchases.

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!

ALL NEW
DES MOINES
Holiday Boutique
A Unique Shopping Experience
NOV. 3-5, 2017
Iowa Events Center

ALL NEW
Christmas
GIFT + HOBBY SHOW
NOV. 8-12, 2017
Indiana State Fairgrounds

KANSAS CITY
Holiday Boutique
A Unique Shopping Experience
NOV. 9-12, 2017
Overland Park Convention Center

12 DAYS OF CHRISTMAS

Southern Christmas Show
NOV. 9-19, 2017
The Park Expo and Conference Center

MINNEAPOLIS
Holiday Boutique
A Unique Shopping Experience
NOV. 10-12, 2017
U.S. Bank Stadium