



REALTORS[®]
HOME & GARDEN
SHOW

DEMOGRAPHICS REPORT

REALTORS[®] Home & Garden Show
March 22-30, 2024

EXPO CENTER AT WISCONSIN STATE FAIR PARK



Sponsoring or exhibiting in a trade show is a significant investment. Knowing your audience will help your company maximize its involvement in our Show and result in more meaningful impact on your target audience.



REALTORS® Home & Garden Show

Event Description:

The Greater Milwaukee Association of REALTORS® Home & Garden Show is the nation's longest running home and garden show. Held annually in March, at the Exposition Center at Wisconsin State Fair Park (West Allis, WI) there's no better place for metropolitan Milwaukee area consumers to learn more about the hottest tips, trends and products/services in gardening, landscaping and general home improvement.

Attendees of the Show have the opportunity to learn about the latest products and services while talking with industry experts in a relaxed atmosphere about home additions, basement remodeling and repair, bath and kitchen design, cabinetry/countertops, flooring, foundation repair, hardscaping and concrete, lawn and garden design/tools and products/tips, landscaping design, HVAC and plumbing needs, roofing and siding, sunrooms, tree and arbor services, windows and doors, and much more.

While at the Show, attendees can watch local culinary talent from some of the area's top-rated restaurants prepare their favorite recipes at the Cooking Patio, or listen to a variety of knowledgeable industry experts, including celebrity talent, who will present on the hottest trends and tips in home improvement and gardening at the Solutions Stage.

Finally, a visit to the Show would not be complete without a tour of the stunning Garden Promenade displays. Always a bright and exquisite reminder that spring is just around the corner; ten displays feature elaborately-designed landscapes by the area's top landscapers. Garden Promenade displays showcase combined use of a variety of plantings, water features and hardscapes along-side creature comforts such as outdoor kitchens, sound systems and fire pits to create a relaxing retreat and outdoor entertaining area in the consumer's home. People's Choice Awards for the best Garden Promenade display will be voted on by consumer attendees of the Show and presented to the best of these displays before the Show ends.

Show Facts & Figures:

Number of Consumer Attendees: 28,000 - 32,000 (See demographic info below.)

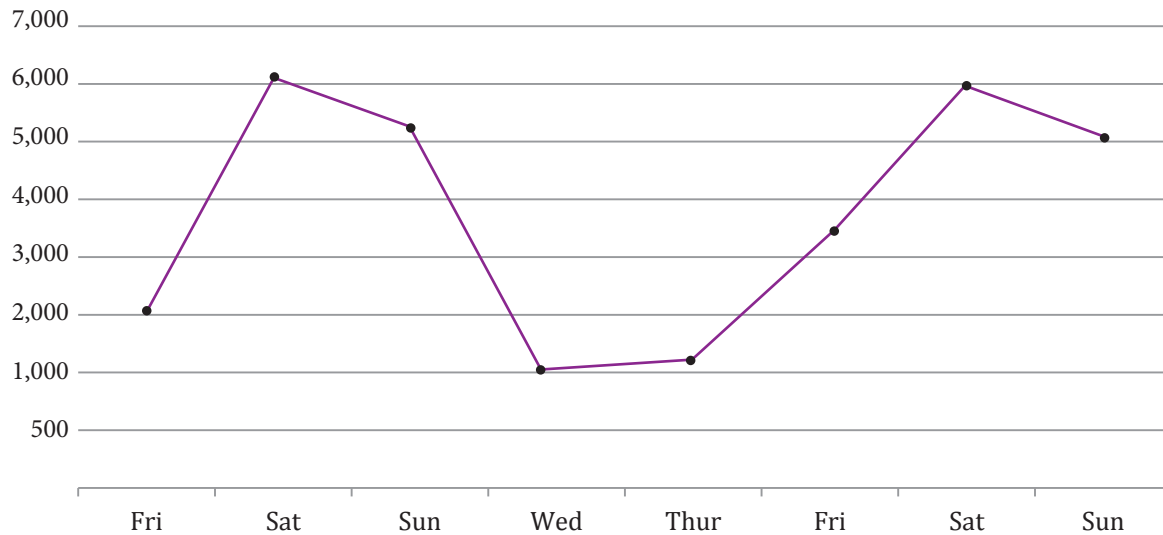
Number of Exhibitors: More than 380 companies

Number of Tickets Distributed through VIP ticket program: 125,000 tickets distributed to consumers by 4,600 GMAR member companies/real estate agents beginning in November.

TRAFFIC FLOW BY DAY OF WEEK

Annual Show Attendance Totals 28,000 - 32,000

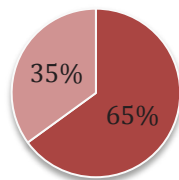
Show is closed on Monday, Tuesday and Easter Sunday.



ATTENDEE DEMOGRAPHICS

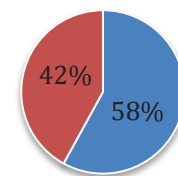
Previously Attended

■ Returning ■ First-Time



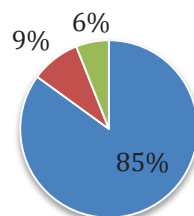
Male/Female Breakdown

■ Female ■ Male

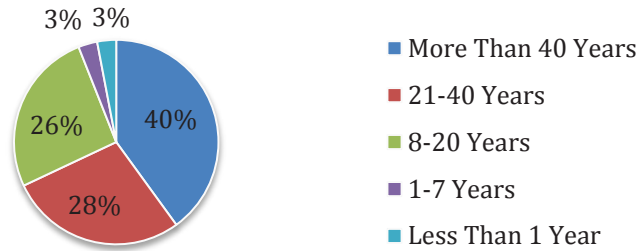


Ownership of Home

■ Yes ■ No ■ Did Not Disclose



Age of Home Owned



Reason for Attending the Show

67% Attend to Research **Home Improvement** Concepts

62% Attend to **Seek Advice from Industry Professionals** on Improving Their Garden and/or Outdoor Space which can include Landscaping, Patios, Decking, Outdoor Entertaining Areas, Etc.

TOP REASONS YOU SHOULD PARTICIPATE IN THE REALTORS® HOME & GARDEN SHOW...

From increasing your customer base to creating new marketing opportunities, the power of trade show participation is remarkable. Included below are some of the reasons you can't afford not to participate this March!

- 1) **Showcase your products and services.**
- 2) **Expand your customer base.**
- 3) **Close your sales at the Show...**
Attendees are often seeking a solution by the time they set foot on the Show floor.
- 4) **Maintain a competitive edge in the industry by monitoring your competitors who are present at the Show.**
- 5) **Benefit by taking advantage of special advertising opportunities in conjunction with Show publications for additional exposure.**
- 6) **Gather feedback and opinions from potential customers both in-person and by reviewing organizational attendee survey data after the Show.**
- 7) **Reaffirm confidence among existing clients. Consider providing them with tickets to attend the Show, so you're able to reconnect with them.**
- 8) **Explore new product offerings or highlight Show-specific limited-time offers that potential customers can take advantage of after the Show.**

There are a multitude of benefits to sponsoring and exhibiting. Participation opens a variety of doors for companies like yours seeking to expand your presence. By exhibiting in our Show, you can highlight cutting-edge products and educate consumers about the services you offer. Attract new customers and maintain a competitive edge in the home improvement industry by joining us at the 2023 REALTORS® Home & Garden Show.