

PRESS KIT

MARKETPLACE EVENTS

HOUSTON HOME + GARDEN SHOW

FEBRUARY 2-4, 2024
NRG PARK

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HOUSTON HOME SHOW

ABOUT THE SHOW

The Houston Home + Garden Show, owned and produced by Marketplace Events, is a vibrant place to discover the country's best new renovation ideas, interesting products, and the preeminent resources for home improvement and landscaping. Under one roof, for three days, the show provides everything needed to solve home and garden projects. It offers a first-hand experience with the who's who of local pros for gardening, decks, pools, household remodeling and more! Houstonians spend a lot of time outdoors so the timing is perfect for the spring show for face-to-face interactions to discuss where to begin with that long list of to-dos.

Whether the project is indoors or outdoors -- the Houston Home + Garden Show has it covered. The spring 2024 show will feature HGTV celebrity Egypt Sherrod, a plant market presented by PlantCon International, Petopia, food trucks, adoptable furry friends from the Houston Humane Society, and more. The show is a real treat with something for everyone.



2024 Spring Celebrity Guest
Egypt Sherrod
TV Host, Real Estate Broker, Designer,
and Author

HOUSTON HOME + GARDEN SHOW

SHOW FEATURES

- Home + Garden Vendors
- Made In Texas Market
- The Plant Market
- Petopia
- Pet Adoptions
- Stage Presentations
- Expert Panels
- Celebrity Guest Appearances
- Gardening for Dummies
- Hero Day
- Teacher Day



SPECIAL CELEBRITY GUEST

The Houston Home + Garden Show is proud to present it's special celebrity feature for the spring show -- Egypt Sherrod.

"Tough love with a hug," is what fans and clients have come to affectionately expect from Egypt. She is the CEO of Indigo Road home furnishings and the Atlanta-based Egypt Sherrod Real Estate & Design Group.

Before real estate, there was radio. Egypt's award-winning radio broadcast career spanned 20 years, scoring interviews with the likes of Oprah Winfrey,

Leonardo DiCaprio, Martin Scorsese, and the late James Brown and Prince, to name a few. At 30, Egypt had been syndicated in more than 60 cities throughout the U.S., including major markets such as NYC, Philadelphia, Baltimore, and Atlanta. Her honest and electric delivery of sass and class quickly won over millions of listeners, making her a household name.

Egypt's first foray into real estate happened at age 22, when she flipped her first property. By the age of 34, she had flipped more than 42 personal properties, and 67 with partners. Later, Egypt's love of real estate would lead the Temple graduate to her career as a top real estate broker and wealth educator.

Egypt is the host and co-executive producer of HGTV's Critic's Choice Awards-nominated, "Married To Real Estate." She and her husband, builder and entrepreneur Mike Jackson, made a splash on the network after being crowned the winners of the flagship series, "Rock the Block," season three. You may also recognize her from hit shows such as "Flipping Virgins" and "Property Virgins."

This year, Egypt announced a number of exciting partnerships for her new home furnishing company, Indigo Road. To create the perfect expression of her design journey, Egypt has teamed up with Jeffan International, East at Main, York Wallcoverings, WallPops, and more.

When she isn't busy filming, writing books, or spending time with her children, Egypt and her husband can be found recording their popular podcast, "Marriage and Money Podcast with Egypt & Mike," available on Apple, Spotify, Amazon & IHeart.



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SOCIAL STATISTICS

Social media performance 45 days prior to the 2023 fall show



92K



2.1M

PAID REACH

46%

AUDIENCE GROWTH

17K



2%

ENGAGEMENT RATE

311K

IMPRESSIONS



SHOW DEMOGRAPHICS



94%

OWN A HOME

72%

ATTEND SHOW WITH SPOUSE/PARTNER

76%

HAVE A PROJECT IN MIND

53%

HOUSEHOLD INCOME OF \$150K OR MORE

65%

PLAN TO SPEND \$25K OR MORE WITH A VENDOR IN NEXT 12 MONTHS



TARGET AUDIENCE
FEMALE
AGES 45-64

SHOW PARTNERS PLANTCON



PARTNERSHIP

The Houston Home + Garden Show is proud to partner with PlantCon International. PlantCon is an inaugural event aimed to help plant lovers, from beginners to the experienced, to develop a green thumb and learn about a variety of plants.



Thanks to this partnership, the show will feature a plant market where several vendors will offer attendees an array of options to indulge and delight in.

Plant enthusiasts will not only have the opportunity to purchase from plant vendors but also get first-hand knowledge on various topics including plant care.

PlantCon stands out for its unique non-profit mission to promote inclusivity and visibility for all national and international plant organizations, particularly those leading the way in sustainability and conservation efforts. PlantCon believes that the key to driving progress in the plant world and its community is by closing the divide between specialized plant organizations and the wider community of plant enthusiasts. By uniting these communities, PlantCon aims to foster connections, promote collaboration, and facilitate knowledge sharing among plant enthusiasts, organizations, and industry leaders.

HABITAT FOR HUMANITY

PARTNERSHIP



At Marketplace Events, we strive to create uniquely vibrant marketplaces and believe that homes are integral to our families, customers and community. Marketplace Events is proud to partner with Habitat for Humanity to help create a world where everyone has a decent place to live.



Our shows provide financial support, product donations through exhibitors, contributions from attendees and advocacy through outreach to our more than 1.5 million attendees and 2 million unique web visitors across North America.

VENUE



NRG Park is one of the world's most uniquely versatile spaces, combining tradeshow, consumer shows, and convention and sports and entertainment complexes. Located in Harris County, near the cultural center and urban hub of Houston, Texas, the 350-acre complex, with 26,000 parking spaces, is uniquely comprised of four facilities: NRG Center, NRG Arena, NRG Stadium and NRG Astrodome where adaptability, hospitality and distinct service all meet to provide world class experience.

EVENT INFO



Hero Day
February 2

Free admission for active and retired military personnel, firefighters, medical professionals, police officers, & other first responders

NRG Park
One NRG Park
Houston, TX 77054

Friday, February 2, 2024 11am-7pm
Saturday, February 3, 2024 10am-7pm
Sunday, February 4, 2024 11am-6pm

Adults 17+ \$10 (Box)
\$8 (Online)
Seniors 60+ \$8
Children Free

Teacher Day
February 4

Free admission for all educators and school staff

ABOUT MARKETPLACE EVENTS

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The Houston Home + Garden Show is produced by MARKETPLACE EVENTS, producer of home, garden, holiday, and bridal shows across Canada and the United States. This diverse and experienced team produces some of the most successful and longest-running shows in North America, including market-leading shows in Houston, Minneapolis, Philadelphia, Indianapolis, Vancouver, Calgary and Montreal -- some of which have thrived in their markets for more than 75 years..