

# PRESS KIT

MARKETPLACE EVENTS

# HOUSTON HOME + GARDEN SHOW

FEBRUARY 7-9, 2025  
NRG PARK

[WWW.HOUSTONHOMEANDGARDENSHOW.COM](http://WWW.HOUSTONHOMEANDGARDENSHOW.COM)

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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 2025 show will feature HGTV celebrities Lyndsay Lamb and Leslie Davis, the Texas Garden Guy, Destin Noak, 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.



2025 Spring Celebrity Guests  
**Lyndsay Lamb + Leslie Davis**  
HGTV's "Unsellable Houses"

## HOUSTON HOME + GARDEN SHOW

# SHOW FEATURES

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



# SOCIAL STATISTICS

Social media performance 45 days prior to the 2024 spring show



88K



REACH

3.5M

PAID REACH

60%

YOY

AUDIENCE SIZE INCREASE

27K



REACH

25%

CONTENT ENGAGEMENT GROWTH

334K

IMPRESSIONS



# SHOW DEMOGRAPHICS



93%

OWN A HOME

65%

ATTEND SHOW WITH SPOUSE/PARTNER

72%

HAVE A PROJECT IN MIND

68%

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

# SPECIAL GUESTS + FEATURES

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LYNDSAY LAMB + LESLIE DAVIS

## 2025 HOUSTON HOME + GARDEN SHOW



FROM  
**HGTV'S  
"UNSELLABLE  
HOUSES"**

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### ABOUT

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Twin powerhouses Leslie Davis and Lyndsay Lamb are redefining real estate and design with their dynamic mix of talent and charisma. Founders of the thriving Pacific Northwest-based Lamb & Co., they turned their knack for revitalizing "unsellable" homes into a national sensation. Their HGTV show, *"Unsellable Houses,"* showcases their ability to transform overlooked properties into irresistible listings - earning them accolades as experts among homeowners, designers, and DIY

enthusiasts. Their journey didn't stop there—Leslie and Lyndsay have dominated HGTV challenges, including their latest triumph as winners of *"Rock the Block"* Season 5. From tackling tough-to-sell homes to conquering the entertainment world, these sisters are unstoppable forces in real estate and design innovation.

We're thrilled to welcome them to the Houston Home and Garden Show, where they'll share their expert tips and tricks!

# A GARDEN EXPERT FROM THE HEART OF TEXAS



DESTIN NOAK  
TEXAS GARDEN GUY

Houston-based Destin Noak cultivated his passion for gardening -- drawing inspiration from the area's rich and diverse natural landscapes. From a young age, he combined time-honored gardening traditions with innovative techniques, crafting gardens that are as practical as they are beautiful.

Now an avid backyard gardening content creator with a massive following, Destin specializes in raised bed and container gardening. His engaging videos focus on maximizing efficiency in suburban settings, inspiring fellow gardeners to cultivate thriving, sustainable spaces no matter their location. Destin's approach is all about blending beauty and bounty, making him a go-to resource for gardening enthusiasts nationwide.



## WIN BIG AT THE HOUSTON HOME + GARDEN SHOW!



Get ready for a thrilling experience at the Houston Home & Garden Show's interactive game show on the Fresh Ideas Stage! Designed for home and garden enthusiasts, this daily event challenges participants to test their knowledge of home-related products and services for a chance to win incredible prizes, including \$1,000 toward windows. Fun, excitement, and big rewards await—don't miss it!

# OUTDOOR DISPLAY FEATURES

## H&H ESCOBAR PROPERTY SERVICES

H&H is a Texas-based landscaping company specializing in design, lawn care, and maintenance for residential and commercial properties. With 20 years of experience, our certified and professional team delivers exceptional craftsmanship, creating and maintaining landscapes you'll love coming home to.

As one of the featured outdoor highlights at the Houston Home & Garden Show, H&H will be available on-site with a booth location and, additionally, an outdoor display. The booth location is booth # 201.



## TURFPLUS OUTDOOR LIVING

Established in 1993, TurfPlus is a team that brings over 35 years of expertise in creating exceptional outdoor living spaces across Texas.

From concept to completion, they deliver a seamless experience, using premium materials to bring your outdoor vision to life.

The Houston Home & Garden Show is also proud to highlight TurfPlus as one of the standout outdoor features -- showcasing the company's commitment to transforming spaces into stunning retreats. TurfPlus can make your outdoor dream a reality! Visit them at booth # 601 and an outdoor display located in the rear of NRG.



# SHOW PARTNERS: PLANTCON

## BRINGING GREEN INNOVATION AND EXPERTISE TO THE SHOW

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.



Kenny Nguyen  
Founder, PlantCon International

# HABITAT FOR HUMANITY

## CHARITABLE PARTNERSHIP: BUILDING STRONGER COMMUNITIES TOGETHER



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 contribute significantly -- providing nearly half a million dollars in financial support so far, donating products through exhibitors, and fostering advocacy. Through outreach efforts, we engage with over 1.5 million attendees and 2 million unique web visitors across North America annually.

# ADDITIONAL SHOW SPONSORS + PARTNERS

Current Houston Home & Garden Show sponsors & partnerships (as of December 2024) – additional partners to be announced.

# KOHLER®

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For partnership or sponsorship inquiries, please contact Regional Director Dave Maughan at [DaveM@mpeshows.com](mailto:DaveM@mpeshows.com)



**HOUSTON HOME & GARDEN SHOW**

# PRESS INFORMATION

CLICK [HERE](#) FOR VISUAL ASSETS

For interviews, passes, additional assets, or more details, please reach out to the PR Lead, Dee Brown.

Email:

HoustonHomeAndGardenShow@gmail.com

Mobile:

713-518-5054



HOUSTON HOME SHOW

# ABOUT

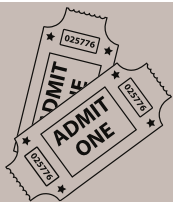
## MARKETPLACE | EVENTS

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..

# THE 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 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.



Friday, February 7, 2025 11am-7pm  
Saturday, February 8, 2025 10am-7pm  
Sunday, February 9, 2025 9am-4pm

\*Hero Day, February 7

Free entry for active and retired military, firefighters, medical professionals, police, and other first responders.

\*Teacher Day, February 9

Free admission for all educators and school staff

## EVENT INFO

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