



Reasons to Exhibit

Miami Beach draws thousands of qualified buyers.

The Miami Beach Convention Center has always been a hugely popular venue for exhibitors and attendees alike. Professional Show Management's signature events regularly draw thousands of buyers representing 100's of unique buying entities, from highly interested consumers, specialty and mass merchant retailers to a growing number of professional service firms including architects, designers, landscapers, propane dealers, builders, remodelers etc. They all show up ready to purchase the latest and greatest your company has to offer.

They come for the products and the community.

"Outdoor Living Products" are a unique industry and South Florida with its' year round tropical weather is a prime market for everything this industry has to offer. New and innovative outdoor technologies, products and services, bring people and families together like no other, and this show will do just that for your company.

The Outdoor Living Show will give attendees the opportunity to view and purchase many of the new products and services that are available in this market all under one roof. It's this sense of community that makes this unique industry special, and it's one of the intangible draws for many attendees.

Home improvement: the never-ending consumer quest.

The consumer's desire to make the home—inside and outside—more comfortable, relaxing and convenient continues to grow. As the economy begins to turn around, these consumers remain focused on purchasing products that add value and style to their homes. For example:

- In 2010-2011, nearly 1 million outdoor fireplaces were shipped.
- The entire leisure lifestyle industry now represents a multi-billion dollar market.
- In 2010-2011, over 15 million grills and smokers made their way to North American backyards.



And while the home buying market may be bouncing back very slowly, the most recent statistics from the National Association of Home Builders show:

- A patio or deck is one of the three features most requested of new home buyers.
- Building a major garden or landscaping project is the second most popular home improvement choice among respondents asked what they would do with \$20,000.
- Aging Baby Boomers who want lawn and garden products and services for second homes and new living spaces will contribute to this market's recent year's growth to a \$133 billion industry.



Attendees represent billions in consumer intent.

Show attendees are a mix of highly interested consumers, as well as wholesalers and retailers that these consumers flock to when making their indoor and outdoor living purchases. While the majority are homeowners, with a well balanced mix of upper management and business owners in attendance, you can be sure that the potential buyers looking at your products have the buying power to make the purchase. So when you meet them at your exhibit, you can be sure you're talking to serious buyers.

They have plenty of good reasons to come. And the biggest one is you.

- 82% See new products
- 71% Find potential new suppliers
- 71% Network with manufacturers, reps and distributors
- 68% Meet with current suppliers



These buyers do more than just explore the exhibit floor areas.

After these buyers get a good look at all the new products and technologies available, they make on-the-spot purchases and/or request price quotes and follow up's.

- 70% of consumers attending say they are likely to purchase an important product or service from the exhibiting companies within the year because of visit to the event.
- 75% wholesale buyers say they will definitely or probably expand their product line based on what they see at the event.





The Outdoor Living Show's special value is bringing it *all* under one roof.

Those visiting the show have the intent to place an order.

- 76% have financial ability to purchase your products and services.
- 22% recommend and suggest products and services to purchase.



These buyers are convinced they'll get the ROI (Return On Investment) they're looking for.

Make sure your company is part of **The Outdoor Living Show** at the Miami Beach Convention Center, site of some of South Florida's most highly attended shows ever. Debut products, connect with interested **consumers and retailers ready to buy**, and gather fresh sales leads at South Florida's largest outdoor living marketplace.

