

Post Show Report

2019 Ottawa Home & Remodelling Show

Your Project. Our Experts.

Thousands of homeowners converged at the EY Centre, for four days of the **Ottawa Home + Remodelling Show**, where they found big ideas, trusted advice, and fresh inspiration. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 195 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



4.2 million

PR Media Impressions

16,020

Total Attendees





EXHIBITOR SNAPSHOT

OVER 39% OF EXHIBITORS HAVE RENEWED THEIR SPACE FOR 2020 INCLUDING:

Redfern • Titanium Exclusive Cookware Inc. • Cellcom Communications - 3608999 Canada Inc • Capital Memorial Gardens • Bath Fitter • OakWood • The Fireplace Center & Patio Shop • Epicure • Comfort Corner Corporation • Leather Better • Dewdad Inc. • Climate Works Heating & Cooling • European Meat • Northco • Red Oak Construction • Roofs of Steel • Dustin's Design & Drafting • Wood Ever • CertaPro Painters Ottawa • Aeroseal Ottawa • Floor Coverings International Ottawa East • Loving Life Chiropractic • NeighborBuild • Fashion Trendz • Regal Hardwood Flooring • Four Seasons Sunrooms • Wow 1 Day Painting • Modart Design & Build • Unidem Sales • J.A.Y.Holdings • Arbuckle Construction • The Painter's Daughter • Miller Technical Services • Revision Built • Accurate Stairs & Railings • The Guest Room • Hutchinson Homes & Renovations • Riverside Natural Foods • Ocean Sales • Renovaction • London Eco Roof Manufacturing Inc. • Top Hat Comfort Services • Interlock Industries Ontario • Big City • Ring Electric Inc. • Ottawa General Contractors • Home Depot Cleaning Services • Dymon Storage Corporation • Lagois • Leaf Filter • Rydel Roofing • Amsted Design Build

Voicing Your Opinion

Here's what exhibitors in this year's show had to say:

"We've been coming to the show for the last 4 years and every year we get a better experience. We get more visibility, more branding done, more customers come into our store afterwards, and we actually have customers come directly to the show just to see us. We just love these shows!"

Gerry Lavoie,
Owner, The Guest Room

"The show is always reinventing itself, giving new energy within the building, and it attracts everybody coming to the show that we want to talk to. They give us what we need, they work with us, they offer suggestions, and they'll help us make the best decision on what we're doing with the booth, how we're managing it, and also the location. If you're a business owner looking to do anything in the Ottawa market, these are the shows you need to invest in."

Scott Rubino,
Production Manager, OakWood

Proven Results

We manage multiple shows in the same markets and our geo-tracking analysis shows the average cross-over audience is only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Ottawa shows you're missing an entire audience of customers!



Getting the word out

Our new creative campaign “Your Project. Our Experts”, with a focus on helping consumers organize and manage their home renovations, aimed at drawing attention to the people who get their hands dirty in their craft everyday – experts like you! We received more than \$310,000+ in paid and promotional media, including print, television, out-of-home and online. Plus, the show garnered over 35,900 in PR value across a variety of mediums, finishing with an audience of over 4.2 million reached through PR coverage.

Media Samples



Visitor Snapshot

97%

of attendees are homeowners



87%

of attendees have a project in mind



79%

attended with spouse (meet both decision makers)



More than half of attendees have a renovation budget of up to \$50,000



Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Ottawa Home + Remodelling Show was able to visit the Show Office to submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 16,020 visitors, we only received 9 requests for a refund.

2019 Ottawa Home + Remodelling Show

Fresh Features



1. THE LIFESTYLE STAGE

Presented by: Dala Décor

HGTV's Sherry Holmes, Mike Holmes JR, and Handy Man Chris Palmer, and Ottawa-based experts shared their tips and tricks for a successful home renovation project.

2. REFRESHED FURNITURE POP UP SHOP

Presented by: Malenka Originals

No matter what your personal décor style is, a one-of-a-kind piece may just be what your home has been missing. The work of local artisans were on display ready to be someone's next statement piece, including vintage dressers, eye-catching coffee tables, or rustic picture frames.

3. CREATED EDUCATION ZONE

Ottawa's best design professionals helped visitors bring their own creations home with various onsite workshops focusing on items such as building your own terrarium, creating the perfect flower arrangement, upcycling with chalk paint – and more!

4. THE PERTH BREWERY LOUNGE

Presented by: Perth Brewery

Designed by: Dala Décor

Tired walkers evaluated their purchases and relaxed at the Perth Brewery lounge – a local Ottawa microbrewery, and enjoyed one of Perth's traditionally handcrafted beers!

5. 613 HUMANITY ART GALLERY

In support of Habitat for Humanity, Ottawa's biggest and brightest celebrities showcased their photography skills capturing all that Ottawa has to offer – from unique architecture, to urban streetscapes, to the natural beauty within the city – and auctioned off their canvas-mounted prints to support Habitat for Humanity Greater Ottawa's affordable home ownership program for local families.

Thank you to our partners & sponsors

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