

# Post Show Report

2018 Ottawa Home & Remodelling Show

## Your Projects. 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.



## 2.3+ million

PR Media Impressions

## 17,493

Total Attendees





## Voicing Your Opinion

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

**"The Ottawa Home and Remodelling Show was a great opportunity to showcase our business to home owners. We will be back next year!"**

— CertaPro Painters Ottawa

**"I've been asked to open a gift shop at the Library of Parliament to show off my unique items. I've also met some very talented woodworkers from the show who will be helping me with some very unique projects in the future. Let's not forget the superb support the team onsite provided me. The success of the Ottawa Home + Garden Show is in large part attributed to them."**

— Steve Payton-Stewart, Wood-Ever



**"I've been part of Marketplace Events' home shows for years. I'm not only on stage, but I actually take booth space and have developed a sponsorship program to promote my own company, Baeumler Approved. These people are the best in the business and they know shows. They bring in high quality consumers, create a fresh show year after year and work with exhibitors and partners to maximize our investment."**

— Bryan Baeumler, HGTV host of *Bryan Inc.*

## Exhibitor Snapshot

**The results speak for themselves!** Exhibitors shared their experience in the post-show survey. Here's what was reported:

# 93%

stated their overall experience working with the show team was "excellent", "very good", or "good"

# 93%

stated the quality of attendees present at the show was "excellent", "very good", or "good"

# 87%

stated their overall satisfaction with the show was "excellent", "very good", or "good"

# 80%

stated that they are "definitely" and "likely" to exhibit in the show again in the future

---

## Proven Results

We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. That means only 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 \$225,000 in paid and promotional media, including print, television, out-of-home and online. Plus, the show garnered over \$51,000 in PR value across a variety of mediums, finishing with an audience of 2.3 million reached through PR coverage.

## Advertising Samples

## Visitor Snapshot

**97%**

of attendees have a project in mind

**95%**

of attendees are homeowners

**77%**

of attendees attended with their spouse (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 17,493 visitors, we received only 7 requests for a refund.



# Fresh Features

## 2018 Ottawa Home + Remodelling tShow



### 1. THE MAIN STAGE

PRESENTED BY OTTAWA GARAGE MAKEOVERS

HGTV's Bryan Baeumler, 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 AND ANNIE SLOAN CHALK PAINT

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. LOVEOTTAWA PROJECT GALLERY

PRESENTED BY LOVEOTTAWA

Visitors browsed stunning photos on the wonderful people, stunning landmarks, and the events and happenings that make Ottawa a generous and special place – all captured by the LOVEOTTAWA team. There was a silent auction, where all proceeds benefited Habitat for Humanity Greater Ottawa.

### 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. GRANNY'S HOUSE

PRESENTED BY ENBRIDGE GAS

Enbridge Gas took visitors back in time through its Granny's house – a new interactive Home Energy Conservation Booth. There was a tour of the booth, where visitors interacted with features and learnt how to make upgrades in their home to save energy and reduce monthly bills.

### 6. FLOWERNITE WORKSHOPS

PRESENTED BY FLOWERNITE

FlowerNite is Ottawa's fastest growing social event, providing a night of creativity and laughs. Visitors enjoyed the workshop and the beauty of fresh flowers, learning about flower arranging from trained floral instructors – all while learning how to create beautiful winter centerpieces.

## We've Got You Covered



## Call Today To Secure Your Space!



### GORDON COX

SENIOR EXHIBIT SALES  
CONSULTANT

Companies A-L

613.667.0509 ext.235

gcox@expomediainc.com



### CHRISTOPHER CIGOS

EXHIBIT SALES CONSULTANT

Companies M - Z

613.667.0509 ext.233

ccigos@expomediainc.com

## Thank You to Our Partners & Sponsors



## Follow us



Home and Garden Events



@OttawaHomeShow



pinterest.com/homeshows



@homeshows

PRODUCED BY



PROPERTY OF

MARKETPLACE  
EVENTS

ottawahomeandremodellingshow.com