

# EDMONTON RENOVATION SHOW

January 24-26  
Edmonton Expo Centre



## MEDIA KIT | #ERS20

### Your Project. Our Experts.

Say goodbye to old resolutions of decade's past and hello to the newest styles, trends and innovations of 2020. Welcome to the Edmonton Renovation Show where your favourite celebs and experts are dishing out their best renovation advice to make sure you kick the next ten years off right. With more than 250 exhibitors, reno-tastic new features and local celebrity stars, you'll leave ERS20 with the tips and New Year sparkle you need to start, finish and love your next home improvement project.

Whether you're flipping your own investment property, yearning to do more DIY projects or wanting to see the magic of decluttering your home yourself, visit our Main Stage, presented by the Edmonton Journal and learn from experts like A&E's Vacation Rental Potential Holly Baker, DIY expert, Christina Dennis, Vancouver designer Jamie Banfield and the only KonMari Certified Consultant in the Prairies, Helen Youn.

And now it's time to Nail It! Meet Edmonton's upcoming renovation stars as we cheer on the best of the best. We're testing out the skills of some of the city's finest apprentices in a live-skills demonstration featuring some of NAIT's upcoming carpentry and cabinet-making graduates.

Have you ever found yourself Insta-Inspired? Scroll through your feed and feel like you could do that too? We've invited three of Edmonton's most followed home-decor and renovation influencers to showcase their favourite home renovation projects-- straight from the 'gram. Stop by these perfect #homegoals and get the tips, tricks and details for you to get all the likes!

It's a new decade - there has never been a better time than now to set your next 10 year vision. We can't wait to make your dream (or Pinterest!) boards a reality at the 2020 Edmonton Renovation Show! Satisfaction guaranteed or your money back.

Kristy Cairns  
Show Manager

## THE VITALS

### WHEN

Friday, January 24 | Noon - 9 pm  
Saturday, January 25 | 10 am - 9 pm  
Sunday, January 26 | 10 am - 6 pm

### WHERE

EDMONTON EXPO CENTRE  
7515-118 Ave NW, Edmonton, AB

### HOW

Purchase tickets online:  
[www.edmontonrenovationshow.com](http://www.edmontonrenovationshow.com)

Adults (13+): \$12.00  
Seniors (60+): \$10.00  
Seniors Friday before 5pm: \$5.00  
(Box Office & Online)  
Children 12 and under: FREE  
Group (20 or more): \$9.00 each  
PURCHASE ONLINE & SAVE \$2



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EVENTS



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Consumer & Exhibitor Contact  
KRISTY CAIRNS, SHOW MANAGER  
KRISTYC@MPESHOWS.COM

# MUST-SEE PRESENTERS



## HOLLY BAKER

### A&E'S VACATION RENTAL POTENTIAL

Creating beautiful spaces has been a life long long affair for Holly Baker. Getting her start sharing her renovation journey on her blog and on instagram, she has restored and made over numerous properties around Edmonton and has gone on to host television series' on both HGTV and A&E sharing tips and tricks for making spaces stand out. Holly is currently in the process of restoring an abandoned 1930's home in central Edmonton!

**Presentation Topic:** DIY tricks (on a tight budget) for a magazine worthy space (Saturday 1pm), Creating a cohesive home (Sunday, 12pm)

*Catch Holly Baker on the The Main Stage presented by the Edmonton Journal , Saturday at 1pm and Sunday at 12pm.*

## HELEN YOUN KonMari Consultant

Helen Youn experienced the life-changing magic of tidying up firsthand and was inspired to go through extensive training with Marie Kondo from Japan to become the first and only Certified KonMari Consultant in the Prairies and a KonMari Seminar Lecturer. Using a holistic approach to decluttering and organizing by using the principles of the KonMari Method™, Helen supports you throughout this transformation process to make your ideal lifestyle a reality and to live joyfully and mindfully.

**Presentation Topic:** KonMari: What is the Life-Changing Magic of Tidying Up?

*Catch Helen on The Main Stage presented by the Edmonton Journal , Friday at 6pm and Saturday at 12pm.*



## CHRISTINA DENNIS The DIY Mommy

Christina Dennis is a full-time blogger and a YouTuber who DIYs from a home she and her husband built on the Alberta prairies. She loves to create craft and décor ideas on a budget, and she's a mom to three beautiful girls. If you like colour, enjoy learning how to make things, and have a penchant for farmhouse style with an eclectic twist, you'll love following the creative tutorials and inspirational decorating ideas on Christina's blog and YouTube channel. You can find her at @TheDIYMommy.

**Presentation Topic:** How to Start a Room Makeover - 6 Easy Tips!

*Catch Christina Dennis on The Main Stage presented by the Edmonton Journal, Friday at 7pm and Saturday at 5pm.*



# MUST-SEE PRESENTERS



## JAMIE BANFIELD

### Jamie Banfield Design

As an award-winning interior designer, Jamie Banfield believes in obtainable and timeless design for all spaces. Jamie has become a creative force in the industry, and is recognized for his signature West Coast style. He has the ability to transform and create well-edited spaces that exude both function and beauty. With a passion for sustainable design Jamie offers a unique perspective to his finished projects from private residences to boutique commercial projects throughout the Pacific North West.

**Presentation Topic:** The Designer Kitchen - Ten designer hacks to renovating a kitchen like a pro

*Catch Jamie on The Main Stage presented by the Edmonton Journal , Saturday 4pm and Sunday at 1pm.*

## ASHLEY SALVADOR

### YEG Garden Suites

Ashley is the President and Co-Founder of YEGarden Suites. She has conducted extensive research on laneway housing, including the first-ever comprehensive study on Garden Suites in Edmonton. She is involved in Edmonton's infill community and specializes in the social and relational aspects of our built environment. Born and raised in Edmonton, Ashley completed a BA Honours in Sustainability and Sociology from Dalhousie University and is currently completing a MA Planning at the University of Waterloo.

**Presentation Topic:** The potential of Garden Suites for homeowners.

*Catch Ashley on The Main Stage presented by the Edmonton Journal , Saturday 3pm and Sunday at 3pm.*



## KENTON ZERBIN

Kenton Zerbin teaches others to create a sustainable life. As a speaker, consultant, and teacher he inspires and trains others how to grow food, create community, and build sustainable homes - including tiny homes! He has spent several years studying, designing and teaching across Australia, Canada, the U.S. and the Caribbean and now resides in an off-grid tiny house that he and his wife designed and built. He continues to teach others locally, nationally, and internationally through [KentonZerbin.com](http://KentonZerbin.com)

**Presentation Topic:** Saturday January 24th: "Tiny Homes: Who, Why, & How to Live In", Sunday January 25th: "Make an Edible & Sustainable Property"

*Catch Kenton on The Main Stage presented by the Edmonton Journal , Saturday 7pm and Sunday at 4pm.*



# MUST-SEE PRESENTERS



## MARKO BALOG Integra Painting

Integra Painting is a family owned business operating in Edmonton and surrounding areas. We specialize in residential repaints and new construction painting. Our services are repaints, residential new painting, commercial painting, texture and texture repairs, drywall and taping repairs. Integra is also the distributor of Valpaint products for Canada. Valpaint products are innovative paint products manufactured in Italy, which come in many different designs, such as Venetian plaster, cement like paint, glow in the dark paint, paint with glitter etc. Valpaint is the leader in their niche market and we are proud that we were able to bring it to Canada.

**Presentation Topic: Demonstrating the application of Valpaint products**

*Catch Marko on The Main Stage presented by the Edmonton Journal, Friday at 5pm.*

## STEVE SALSMAN Energy Savers Insulation

Steve Salsman has over 20 years experience in sales and marketing in the construction industry. Since 2016, he has co-owned Energy Savers Insulation and is passionate about educating homeowners on how to effectively insulate their homes and save money on their heating and cooling bills. Energy Savers Insulation is a family owned business from Sherwood Park that focuses on using chemical free, eco-friendly insulation products.

*Catch Steve on The Main Stage presented by the Edmonton Journal, Saturday at 2pm.*



# REAL ADVICE

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## The MAIN STAGE

Presented by the Edmonton Journal

Designed by House of j

Time to ring in the new decade with the experts that have more than a decade of advice! Look no further than the Main Stage, presented by the Edmonton Journal Designed by House of j Interior Design. Industry leaders, Holly Baker from A&E's Vacation Rental Potential and DIY master Christina Dennis are here to help turn your home makeovers into a reality. And back to lend a hand decluttering your closet is Helen Youn, the only KonMari consultant in the Prairies. You'll be sure to leave with the knowledge and inspiration to tackle any home project— for the next 10 years and beyond!



## MEET OUR EXPERTS



### JENNIFER WOCH

*House of j Interiors*

*Designer of The Main Stage*

House of j is an Edmonton full service interior design company that is dedicated to personal quality work. Interior design and decorating is at the core of who Jennifer is. Her belief is that interior design is not something that is dictated by the latest magazine trend, but rather it is dictated by each individual.



### JENNIFER HUGHES

*Turquoise Chair*

*Designer of In The Mood*

Turquoise Chair is an Edmonton based Interior Design business providing professional design services to enhance the beauty and quality of residential and commercial spaces. Jennifer Hughes of Turquoise Chair is passionate about creating beautiful and functional spaces for her clients to reflect their personal style and transform their design dreams into reality. Jennifer's style is a unique mix of modern clean lines and contemporary curves with added rustic and vintage elements.



### JUSTINE MA

*Justine Ma Design*

*Featured in INSTA-Inspirations*

After graduating from the U of A with a Bachelor of Design, Justine Ma worked at agencies and studios in the city of Edmonton. Eventually, she was able to branch out on her own, turning her hobby into a wee stationery and home goods business. Justine is a self-taught calligrapher and has been teaching calligraphy workshops since 2014. She sells her wares, including stationery, mugs and t-shirts, at markets and at retailers across Canada.

# REAL INSPIRATION

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## Nailed It!

Presented by NAIT

Tools provided by Milwaukee

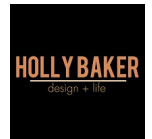
They've put blood, sweat, and a lot of nails into this: meet some of Edmonton's next renovation experts! Join us as we put some of the city's finest apprentices to the test in a live-skills demonstration featuring NAIT's upcoming carpentry and cabinet maker students, and you'll get a chance to scout out their talent! They're coming (nail) guns a blazin'-- get a good seat and cheer them on in Hall B



## INSTA-Inspirations

Vignettes by Holly Baker, Christina Dennis, Justine Ma

It's an Instagram world and they're actually living in it! Edmonton's most followed home-decor and renovation influencers are showcasing their most "liked" areas of their home-- straight from the 'gram to the show floor. Take a "scroll" through these picture-perfect #homegoals and find the Insta-Inspiration you need to do-it-yourself!



## Pine-Away!

Presented by Forest Trek Woodwork

Landscaped by Evolve Landscape Design

Have you ever desperately needed a little alone time? Longed for a long-weekend away from the hustle and bustle? It's time to quit pining! These mini cabins are fit for your favourite vacation destination, from the lakefront to your own backyard! No need to suffer any longer-- your wish for a perfect oasis is only a small Pine-Away!



## In The Mood

Designed by Turquoise Chair

Does your bedroom seem anxious lately? Is your dining room a little lonely? If your home is in a mood - and not a cheerful one, look no further for the inspiration you need to turn that frown upside down! Get In the Mood with some of the newest trends in home design with vignettes by Turquoise Chair and add the pick-me-up your space desperately needs!



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## The Lounge

Designed by RAD Originals

It's the space to kick back some character into your home and revive your creative zhuzh. Time to say yes to colour, neon and everything in between in The Lounge designed by RAD Originals. There's no such thing as staying for too long-- grab a snack, refresh and recharge your creative mind back to the show floor, then get ready to flip your home into the new decade!



## TELUS Superiority Hubs

A modular footprint designed to showcase, collectively and individually, TELUS' best-in-class Entertainment, Smart Home and Health product innovations.

Interactive and inviting, each section of the footprint engages guests with TELUS' trademark friendliness. Highlights include Entertainment zone's Optik TV Trivia, our world-class Smart Home feature showcase, and the life-sized Babylon by TELUS Health doctor consultation.

Whether experienced holistically or deconstructed for more contextual relevance, the TELUS Superiority Hubs are a family-friendly experience as much as they are a comprehensive display of TELUS' ever-evolving product suite.



## Creative Collective

The best of the best are showcasing their talents all weekend long and you're invited! Stop by the Creative Collective and hone your own "artiste" in workshops led by some of Edmonton's best artisans. Plus, shop around and take home a piece of local love with home essentials designed and created in the City of (Creative) Champions!



## BBB Help Desk

Vintage furniture screaming for a revamp? Kitchen cabinets begging for a makeover? Look no further than the Help Desk, where a slew of experts will provide tips, trade secrets and a little push to get every project going in the right direction. Stop by the Help Desk at the Hall C entrance to get started. Sometimes a little boost is all you need to kick your renovation into gear!

