

CALGARY HOME + GARDEN SHOW

POST SHOW REPORT

2017 CALGARY HOME + GARDEN SHOW

BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park for four days of the **Calgary Home + Garden Show**, making it a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 600 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

80,775,863

PR MEDIA IMPRESSIONS



54,616

TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

The results speak for themselves! Here's what exhibitors in this year's show had to say:

"I would like to take this time to thank the team at Marketplace Events on a job well done at this year's 2017 Calgary Home + Garden Show. We have taken part in the show for 5 straight years and have seen improvements every year. The show allows customers to come and shop for what they are looking for to execute the project they are planning for in the spring. At the show, they can see that the contractor can do with their rented space in such a short period of time. It's such a good way for the consumer to learn more about the industry under one roof!"

FAB SAGHIR

Blue Lake Contracting

"Participating in the Home + Garden Show is a must for a growing business to have continued success."

CHAD LAPRAIRIE

Canyon Plumbing & Heating Ltd.

"Your team was fantastic and extremely helpful in making my participation in the show a success this year! Definitely looking forward to next year!"

JACK KLASSEN

Hi-Calibre Graphics Ltd.

Over 52% of exhibitors have renewed their space for March 2018, including:

Asonic Roofing and Construction Ltd. • Ecotone Products • Fence and Deck Solutions • ArborCare Tree Service Ltd. • Canadian Timberframes • Curb-Ease Continuous Concrete Borders • Elite Trade Painting • Blue Lake Contracting • PatioLine - Hot Tubs, Patio & More • Student Works Painting • Rite-Way Fencing (2000) Inc. • Alberta Best Home Plumbing + Heating Ltd. • The City of Calgary Waste & Recycling Services • EZ Trim Fence Guard • Ridgecrest Developments • Divine Flooring Ltd. • Kwik Kerb Scenic Acres • Garrett Contracting • Home-Rail (Calgary) Ltd. • Action Furnace • A Better Way Plumbing Ltd. • West Quality Construction Inc. • Wicker Land Patio + Home • The Wealthy Edge • Epic Roofing & Exteriors Ltd. • Apple Fitness • AB Granite • My Bread • Ornamental Landscape Maintainers Ltd. • Stevenson Development Corporation (Stevenson Home • World of Spas • SynVix Investments Inc./a/Dermalactives • All Contractors EST 1987 • Breckenridge Concrete Ltd. • Greater Gardens Inc. • Can-Cell Industries • Uppercut Elevators and Lifts • The Deck Store • Tree Frog Tree Care Inc. • BURNO Landscape Centres • Maple Leaf Self Storage Inc. • Overhead Door Co. of Calgary • Lizworks Sales Inc. • AC Concrete Ltd. • Hardwood Direct • The Aiming Factory • Rusco Industries Calgary Ltd. • United Roofing Inc. • Garage Living • Knight Plumbing Heating & Air Conditioning Ltd. • ShelfGenie of Alberta • Deerfoot Carpet & Flooring Inc. • Century Chiropractic Wellness Centre • Arpi's Industries Ltd. • Velux Canada Inc. • Safesidewalks Canada • Ukrainian Fine Foods • InfiniteAloe • Babbling Brook Ponds & Waterfalls • GEN Inc./Euroshield • Leak Doctor • Tony William Roofing & Exteriors • Art Smart Design • S.I.S. Supply Install Services • Scentry • The Garage Store • SkyFire Energy Inc. • Final Step Home Inspection • World Health • Kon-strux Developments Inc. • Lincoln Building Products Ltd. • Alberta Hardwood Flooring 1985 (Cpy) Ltd. • ADT Security Services Calgary • North Star Academy • Distinct Heating & Cooling • Sprung's Western Tent & Awning Ltd. • Bow River Hearing • Frontier Power Products • Twisted Rock Terracescape & Design Inc. • C.L.S. Landscape Supply Ltd. • Wizard Industries Inc. • Ultra-Lite Overhead Doors • Year Round Landscaping Inc. • Regency Irrigation Ltd. • Culligan Water / Water Solutions • Budget Blinds • Decked Out Vinyl Products • HI-CALIBRE GRAPHICS LTD. • Riverbend Timber Framing • Basco Defogging • Pure Health Chiropractic • JR Watkins • 2% Realty • Melanson Homes & Construction • Supreme Roofing Solutions • Sundeck Solutions Inc. • Hi-Lite Creations Ltd. • Pella Western Canada • A Two Z Windows & Doors • Zone Garage • Pete the Plumber Ltd. • Grassroots Organic Dirt Supplements co inc • Super Form Products Ltd. • Custom Rollout Drawers • Batten Industries • Redfern Enterprises Ltd. • The Arboret Expert Tree Service Ltd. • Akron Roofing • Guns N Hoses Roofing • Calgary Elite Roofing • Black Forest Wood Co. Ltd. • It Works! Global • Savaria Lifts • Treasure Chest Distributors • Eagle Lake Turf Farms Ltd. • Praks Practical Interiors Ltd. • Royal Railing Limited • Tupperware • A-Plus Vinyl Fencing a better way • Urban Oasis Development Inc. • Maxx Construction • Sureway Window Fashions • Chinook Home Improvement Centre • Plasti-Fab Ltd. • The Cabinet Doctor Ltd. • Bayshore Inn Resor & Spa • Concrete Experts • Handyman Connection • Titanium Exclusive Cookware Inc. • Seller Direct Real Estate • Selkirk Stone Distributors Ltd / Timberwolf Hearth • Rusty Pipe Mechanical Inc • Viper Concrete • Little Monkey Metal Works • Caldek Sundeck Systems • All Weather Windows Ltd. • Almac Landscapes Ltd. • Willowbrook Homes Inc. • Health & Home Renovation • Cornerstone Interiors Ltd. • Paul Davis • Wu & McHugh Inc. • Lynne's Window Treatments Inc. • Nalad Irrigation Systems • Select Sunrooms Ltd. • Direct Energy • Solaris • Monster Garage • Bath Fitter • Climate Change Heating & Cooling • JayWest Country Homes Ltd. • Bradlee Distributors Ltd. • The Landscape Artist • Vita-Mix Corporation • Hickory Dickory Decks Calgary • Blue Grass Garden Centre • Calgary Custom Windows • Jerome's Appliance Gallery • Lemon Heaven/Pucker Power Inc. • Renoteck Home Solutions Inc. • Calgary Workforce Roofing • Bella Turf • Elle Golf • Bravo Health / Interactive Health • Desert Sun Patios Ltd. • Specialized Garage Inc. • Universal Closets Inc. • Air Central Inc. • My Caribbean Paradise • CF Contractors Ltd • Springfree Trampoline • University First Class Painters • Gizella's Cleaning Service's • Dynamo Decor • Vivint Smart Home Security • Timbertown Building Centre Ltd. • Prestige Pop-Up Sprinklers • M4Ngeen Windows, Sliding and Roofing • Sinclair Supply • Arbormis • Maerkat Roofing • Randall's Fine Blinds • Alberta Mountain Air Heating & Air Conditioning • Sunational Decks & Flooring Inc. • Interlock Roofing (MASTER) • Ewison Custom Renovations • Alair Homes • Tile + Stone Source International • Hi-Tech Painting (1991) Ltd • Canada Outdoor Kitchen • Town of Vulcan • Vacuum Wholesalers • Westeco Inc. • Ganesha Foods • Window Treatments and Design • Kastelen Sausage & Fine Meats • Concorde Distributing • Cleland Contracting • Homelath Renovators • Ekko Cabinetry Ltd. • Calgary Tent & Awning Ltd. • Hot Water Pools & Spas • GR Distributors Inc. • NB Equipment • Tye Homes • Select Rollshutters • Culligan Water • Polar Windows • Perfect Turf • Michaud Toys • Cossins Windows Ltd. • Gienow Renovations by Ply Gem • Secure-Rite Mobile Storage Inc. • Beyond Foam Insulations Ltd. (BASIF) • Curb Design Inc. • Pods - Mobile Storage of Calgary • Spring's Servicing & Heating Ltd • Impact Concrete • JPI Square Contracting Ltd. • Silkstone & Granite Ltd. • End of the Roll • Unicomm Wine Rooms • Ocean Sales Ltd. • Rustic Ranch Furniture • West Brothers Stucco Ltd. • Mountain Fresh Canada Ltd. • Shed Solutions • Ecowater Systems Calgary • Four Seasons Sunrooms • Town of Strathmore • Turn Key Renovations • BBB Serving Southern Alberta and East Kootenay • Leather Better • Real Estate Council of Alberta • Big City Developments Inc. • Top Spray • Canyon Plumbing & Heating Ltd. • Cutco Cutlery (Vector Mktg.) • Calgary Countertops • Prestige Granite & Marble • Suncoast Enclosures • Valor Fireplaces (Miles Industries) • Phantom Screens • Busy Beaver Construction • Norwex Enviro Products • Bow Point Tree Farm Ltd/Bow Point Nursery • Shift Air Mechanical Ltd. • Urban Rubber Paving

VISITOR SNAPSHOT

71%
attended with
spouse (meet both
decision makers)



92%
of attendees
are homeowners



76%
will only attend
our show



84%
of visitors plan to
spend up to \$25,000+
with exhibitors who
participated in the show
in the next 12 months



PROVEN RESULTS

We manage multiple shows in the same markets and our geotracking 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 Calgary shows you're missing an entire audience of customers!



GETTING THE WORD OUT

Our creative campaign “real advice, real inspiration, real experts”, with a focus on renovation, aimed at drawing attention to the people who get their hands dirty in their craft every day – experts like you! We received more than \$205,900+ in paid & promotional media including print, radio, television, out-of-home & online. Plus, the show garnered over \$1,180,644 million in PR value across a variety of mediums.

MEDIA SAMPLES

CALGARY HOME + GARDEN SHOW
MAR 2-5
BMO CENTRE
STAMPEDE PARK

REAL ADVICE
REAL INSPIRATION
REAL EXPERTS

4 DAYS ONLY

CALGARYHOMEANDGARDENSHOW.COM

PRODUCED BY MARKETPLACE EVENTS

CALGARY HOME + GARDEN SHOW
MAR 2-5
BMO CENTRE
STAMPEDE PARK

REAL ADVICE
REAL INSPIRATION
REAL EXPERTS

KORTNEY AND DAVE WILSON
HGTV's Masters of Flip

The **Calgary Home + Garden Show** is the most trusted resource for every home improvement project inside and out. With big names and celebrity experts, such as **Kortney and Dave Wilson** from HGTV's *Masters of Flip* plus more than 650 exhibitors and a slew of exciting new features, there's real advice, real inspiration and real experts at every turn. Satisfaction guaranteed – or the price of admission is on us!

SAVE \$4
 BUY TICKETS ONLINE
 PROMO CODE: **NEWHOME**
NON-REFUNDABLE

ADMISSION:
 ADULTS \$16
 SENIORS (60+) \$10
 SENIORS BEFORE 5PM (FRI) \$7
 CHILDREN 12 & UNDER FREE

HOURS:
 THURS MAR 2 NOON-9PM
 FRI MAR 3 NOON-9PM
 SAT MAR 4 10AM-9PM
 SUN MAR 5 10AM-6PM

Home and Garden Events @homedesignsAB #CHGS17

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PRODUCED BY MARKETPLACE EVENTS

CALGARY HOME + GARDEN SHOW

REAL ADVICE
REAL INSPIRATION
REAL EXPERTS

MARCH 2-5
BMO CENTRE, STAMPEDE PARK

VOICING YOUR OPINION



f FACEBOOK
 102,479 fans

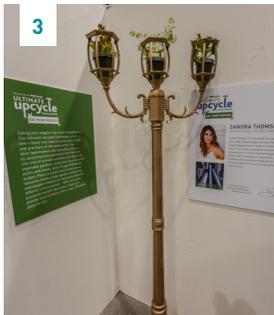
t TWITTER
 5,067 followers

i INSTAGRAM
 1,754 followers

SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Calgary Home + Garden 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 54,616 visitors, we received only 2 requests for a refund.

2017 CALGARY HOME + GARDEN SHOW FRESH FEATURES



1. URBAN BARN HOME + GARDEN STAGE

Presented by Postmedia

Calgarians were able to get inspiration from Canada's most popular designers, gardeners and home improvement specialists on the Home + Garden Stage. Celebrity presenters included HGTV's *Masters of Flip*, **Kortney and Dave Wilson** (sponsored by Kidde), and HGTV Canada's *Home to Win* stars **Carson Arthur** and **Tiffany Pratt**.

2. THE TELUS FUTURE HOME

Powered by TELUS Purefibre™

Visitors were able to tour the super-wired 560 square foot home to see just how revolutionary TELUS PureFibre™ network is. This was a one-stop shop on everything "back to the future". With their evolutionary technology, the TELUS Future Home showcased their TELUS PureFibre™ network that connects communities across Western Canada better than ever before.

3. ULTIMATE UPCYCLE CHALLENGE: EAT YOUR VEGGIES

Presented by Rust-Oleum® Consumer Brands Canada

In support of Habitat for Humanity Southern Alberta

Local tastemakers sprouted change by upcycling rescued items from ReStore into one-of-a-kind containers for herb and vegetable gardens, using only Rust-Oleum® paints and stains, and a frugal \$50 design budget. Silent auction bids were placed on these edible urban gardens in support of Habitat for Humanity Southern Alberta.

4. LIVING GREEN WORKSHOPS

Presented by Blue Grass Garden Centre

Visitors were able to bring a touch of spring into their home by making their own trendy terrarium or planter. The experts from Blue Grass Garden Centre were onsite to teach the do's and don'ts of building your very own unique indoor garden with succulents, air plants, mini tropical plants, and materials from start to finish.

5. THE NEW HUES

Designed by Wicket Blue Interiors

Guests were able to explore creative ways to incorporate and pair 2017's top colours into their home, just in time for spring, from designer Rosalyn Lazaruk of Wicket Blue Interiors. They were able to learn how to work with a range of five on-trend colours, inspired by a mixture of vitality, relaxation and the great outdoors.

6. FLOFORM LOUNGE

Presented by FLOFORM Countertops & Western Living Magazine

Designed by WW Design Studio

Great ideas take shape in the presence of comfort, inspiration – and a little liquid courage. This year's FLOFORM Lounge was the place to be to snag a break from the action and toast to making those home improvements happen.

THANK YOU TO OUR SPONSORS & PARTNERS



WE'VE GOT YOU COVERED!

CALGARY FALL HOME SHOW

CALGARY HOME + GARDEN SHOW

CALGARY RENOVATION SHOW

CALL TODAY TO SECURE YOUR SPACE!



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