

EDMONTON HOME + GARDEN SHOW

POST SHOW REPORT

2017 EDMONTON HOME + GARDEN SHOW

BIG CROWDS. BIG SUCCESS.

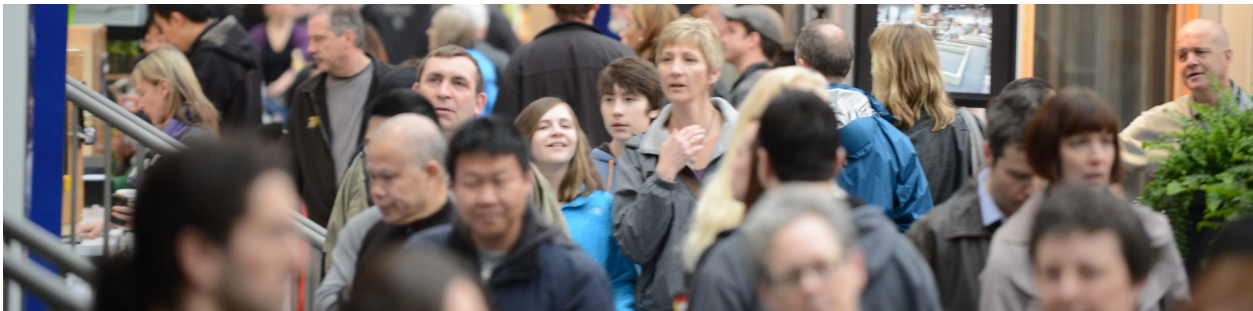
Tens of thousands of homeowners converged at the Edmonton Expo Centre for four days of the **Edmonton Home + Garden Show**, making it a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 600 exhibitors and experts to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

2.8+ MILLION PR MEDIA IMPRESSIONS



54,760 TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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

"We find that this show gives us a great opportunity to have a face-to-face conversation with a large number of pre-qualified buyers in a relatively short period of time!"

JOHN BESLER

Golden Spike Lumber

"The Home and Garden Show is an excellent way to showcase your products. Having this show in March helps customers plan their projects for the rest of the year."

CAROL KASHUBA

Countertop Expressions



"As a speaker at home shows throughout North America, I recognize the value that Marketplace Events brings to each one of their events. With exceptional teams for each location, they create the link between the consumer and the retailers in a way that benefits both. Visitors to Marketplace Events' home shows get a world-class experience in an intimate environment where they feel comfortable and confident in planning their home renovations."

- **Carson Arthur**, HGTV's *Critical Listing* and *Home to Win*

VISITOR SNAPSHOT

71%
attended with
spouse (meet both
decision makers)



95%
of attendees
are homeowners



82%
will only attend
our show



82%
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 Edmonton 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 \$506,100 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$793,000 in PR value across a variety of mediums.

VOICING YOUR OPINION



MEDIA SAMPLES

EDMONTON HOME + GARDEN SHOW
MAR 23-26 EDMONTON EXPO CENTRE

**REAL ADVICE
 REAL INSPIRATION
 REAL EXPERTS**

BUY TICKETS ONLINE & SAVE

f FACEBOOK
 102,479 fans

t TWITTER
 5,067 followers

i Instagram
 1,754 followers

EDMONTON HOME + GARDEN SHOW
MAR 23-26 EDMONTON EXPO CENTRE

**REAL ADVICE
 REAL INSPIRATION
 REAL EXPERTS**

MAR 23-26 EDMONTON EXPO CENTRE

The **Edmonton Home + Garden Show** is the most trusted resource for every home improvement project inside and out. With big names and celebrity experts, such as **Mike Holmes Jr.** from *Holmes + Holmes* on HGTV and **Matt Muenster** from HGTV's *Bath Crashers*, plus more than 600 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: **GARDENER**
ON REGULAR ADULT ADMISSION

**REAL ADVICE
 REAL INSPIRATION
 REAL EXPERTS**

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SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Edmonton 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 54,760 visitors, we received only 2 requests for a refund.

EDMONTON HOME + GARDEN SHOW
MAR 23-26 EDMONTON EXPO CENTRE

**REAL ADVICE
 REAL INSPIRATION
 REAL EXPERTS**

SAVE \$5
BUY TICKETS ONLINE
 PROMO CODE: **SUN**
*ON REGULAR ADULT ADMISSION

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2017 EDMONTON HOME + GARDEN SHOW FRESH FEATURES



1. MAIN STAGE

Presented by the Edmonton Journal
Furnished by Upperwoods Furniture

Edmontonians were able to get inspiration from Canada's most popular designers and home improvement specialists on the Main Stage. Celebrity presenters included **Mike Holmes Jr.** from HGTV's *Holmes + Holmes* and **Matt Muenster** from HGTV's *Bath Crashers* along with other top authorities who shared their tried-and-true advice.

2. MAPLE LEAF CUP FLORAL DESIGN COMPETITION

Presented by Heather de Kok and Capital 96.3

Canada's top floral designers aimed to win a \$1000 cash prize as well as a place in the longest running floral design competition in North America - the Sylvia Cup! The competitors were challenged to create a magnificent project that shows off their floral prowess and visitors were right there watching the action unfold!

3. ULTIMATE UPCYCLE CHALLENGE: POOCH PALACE

Presented by Rust-Oleum® Consumer Brands Canada
In support of Habitat for Humanity Edmonton/ ReStore

Local media personalities and influencers were put to work to create comfortable and stylish pet beds perfect for man's best friend. Each participant chose a piece of furniture from the Habitat for Humanity ReStore and transformed it into an upcycled bed of doggy dreams. Visitors bid on the fetching palaces with 100% of the proceeds going to Habitat for Humanity.

4. THE TINY HOME VILLAGE

Presented by the Edmonton Journal & Virgin Radio
Landslaped by the Isle Group of Companies

Visitors were able to imagine living large in a tiny home, touring the pint-sized digs at the Tiny Home Village. Whether you're looking to downsize your entire life, are interested in a tiny vacation home, or just want a bit of storage solution inspiration, these tiny abodes make the idea of living simpler a lot more accessible!

5. FLOFORM LOUNGE

Presented by FLOFORM, Western Living & The Jason Gregor Show
Designed by House of J

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.

6. CORY CHRISTOPHER'S SPRING SANCTUARY

Presented by Fresh FM

Cory Christopher came to the rescue to ditch the winter blues and welcome spring explaining how fresh florals can brighten up any space with the season's most sought after floral trends and décor. Visitors built their own terrariums and learned how to spruce up their space for the season!

THANK YOU TO OUR SPONSORS & PARTNERS



WE'VE GOT YOU COVERED!

EDMONTON HOME + GARDEN SHOW
EDMONTON FALL HOME SHOW

EDMONTON RENOVATION SHOW

CALL TODAY TO SECURE YOUR SPACE!



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