



## POST-SHOW REPORT

Tens of thousands of homeowners converged at the EY Centre, for four days of the **Ottawa Home + Garden 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 320 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



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**4.2+ Million**

PR Media Impressions

**33,470**

Total Attendees



# EXHIBITOR SNAPSHOT

**OVER 60% OF EXHIBITORS HAVE RENEWED  
THEIR SPACE FOR 2020 INCLUDING:**

1-Lad Electric • A Home Check Ltd. • Action Restoration • ADT Security Services Canada Inc. • Al Parsons Electronics Ltd. • Alliance Security • Alluminum Depot • Arbuckle Construction • Avalan Communications • Bath Depot • Bath Fitter • Big City Windows and Doors • Budget Blinds • Buzz Art • Canadian Masonry Services • Capital Decks • Capital Memorial Gardens • Cellcom Communications - 3608999 • CertaPro Painters Ottawa • Classic Products Roofing Systems • Climate Works Heating & Cooling • Comfort Corner • Comfort Hub • Dad's Screenmobile • Dewdad • Dog Watch • Dustins Design & Drafting • Dutch Green • Dymon Storage • Edward Jones • End of the Roll • Envision Exterior Wood Restoration • Epicure • Euro Star Windows & Doors • European Meat - Speziale Fine Foods • Executive Cleaning Home Organizing • Express Heat Therapy • F & F Enterprises • Fashion Trendz • Firon Roofing • Floor Coverings International Ottawa East • Gilles Renaud Heating Ltd. • Hansen Lawn & Garden • Hawes Michael Enterprises • Innovative Building Products • Interlock Rehmann • Island Spiced • J.A.Y. Holdings • Lalonde Awnings • Leather Better • Level Construction • London Eco Roof Manufacturing • MacKinnon Reid & Associates • Maisons Usinées Côté • Mallette Landscaping • MCD Contracting Inc • Miller Technical Services • Mondeau/Boone Plumbing & Heating Supply • Mortgage Brokers Ottawa • Mr. Foundation • NeighborBuild • Northco • Northwood Homes & Cottages • Oaktree Chiropractic • OakWood • Ocean Sales • Onyx Design Build • Ottawa Baths • Ottawa Garage Makeovers • Ottawa Gatineau Painting • Ottawa General Contractors • Pella Windows & Doors of Ontario • Penguin Basements • Popeye's Supplements • Prestige Panel • Prestige Panel • Purewater Pools, Spas and Billiards • Queensway Caulking LTD • Redfern Enterprises Ltd. • Regal Hardwood Flooring • RenovAction • RF Enterprises • Ring Electric Inc. • Rinox • Ritchie Feed & Seed (1982) Ltd. • Riverside Natural Foods Ltd. • Roofs of Steel • Rubes Interlock and Landscaping Services • Rydel Roofing • Safestep Building Treatment • Scholars at Your Service • Select Marketing • Serenity Blinds and Drapes • SGO Designer Glass Ottawa/Gatineau • Silverstone Group • Sleep Country • Splash Pools & Spas Inc. • Spray-Net Gatineau/Ottawa • Stan's HVAC • Steel Tile Co. • Student Works Painting • Suncoast Enclosures • Sunspace Sunrooms Quebec • Techno Metal Post Casselman-Orleans • Telekit • The Deck Store • The Door Company • The Fireplace Center & Patio Shop • The Painter's Daughter • TORRC - The Ottawa Roofing & Renovations Co. Inc. • Total Fence • Triangle Kitchen & Baths • Unidem Sales • Universal Stone - Jogi's Import and Design • Vanity Roofing • Water Depot • Weatherwall Patio Windows • Welwyn Wong Landscape Design • Wood Ever • WOW 1 Day Painting • Yards Unlimited Landscaping

## Voicing Your Opinion

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

*With the direction and help from our sales representative, and from attending the exhibitor training, all of our questions were answered and we were able to create the perfect booth. The show itself was a great success, sales are still coming in and the leads generated exceeded our expectations. It is without a doubt that we are returning to this show.*

— Carmen Gauvin  
MCD Contracting Inc.

*The opportunity to partner with the 2019 Ottawa Home + Garden Show in the Living Landscapes garden feature, was fun and very rewarding, both in terms of qualified leads and creating brand awareness.*

— David Wildeboer  
Wild Ridge Landscapes

*All four days of the Ottawa Home + Garden Show provided a high volume of attendees. Very pleased with the quality of interest!*

— Bill Cairns  
Sunspace Sunrooms

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 Follow us on Facebook Home and Garden Events

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## Proven Results

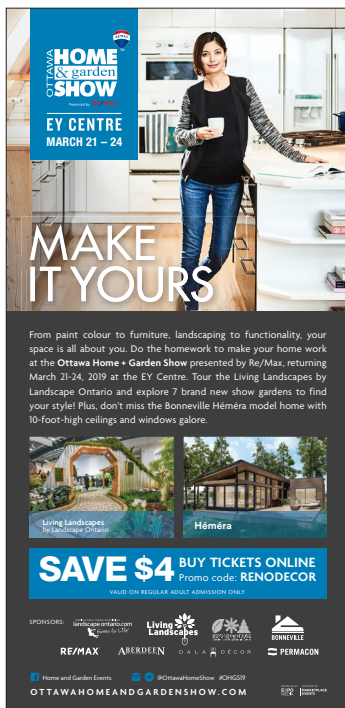
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4% that means that 96% of visitors are a unique audience. If you exhibit in just one of our Ottawa shows you're missing an entire audience of customers!



# Getting the word out

Our new creative campaign “Make It Yours”, with a focus on helping consumers organize and manage their home renovations, tailored to their dreams and ideas, looking for advice and inspiration from experts like you! We received more than \$294,000 in paid and promotional media, including print, television and online. Plus, the show garnered over \$46,068 in PR value across a variety of mediums, finishing with over 4.2 million audience reach through PR coverage.

## 2019 Media Samples



## Visitor Snapshot

93%



of attendees are homeowners

79%



of attendees have a project in mind

73%



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 + 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 33,470 visitors, we received 0 refund requests.



# Fresh Features

## 2019 Ottawa Home + Garden Show



### 1. MAIN STAGE

Presented by: Across Ottawa Home Staging & Interiors  
HGTV Canada's *Home to Win* stars **Carson Arthur** and **Chris Palmer**, and a lineup of local favourites delivered insights on the Main Stage to help inspire and transform your life!

### 2. LIVING LANDSCAPES

Participants include: Les Entreprises Maréchal, Grow Green Landscaping and Construction, Lifelong Landscaping, Artistic Landscape Design, Living Green Landscaping, Prime Interlock, Wild Ridge Landscapes.  
Visitors were captivated by the debut of 7 new dream gardens at the fourth annual Living Landscapes. The stimulating new gardens were different in size, each with its own theme, inspiration and design. The gardens inspired those green thumbs by showcasing what is possible in the Canadian Landscape.

### 3. MODEL HOME: HÉMÉRA

Presented by: Bonneville Homes  
Visitors explored the latest model home, the Hemera, which was created to bring people closer together. The Héméra is divided into two distinct parts: one open-concept area that is ideal for entertaining, and another more intimate space to retire to at the end of the day.

### 4. VEGEPOD

Vegepod made their debut appearance at the 2019 Ottawa Home + Garden Show, offering entertaining and educational activities for visitors that demonstrates just how easy vegetable growing can be.

### 5. UPCYCLED ROOM RENO PRESENTED BY RUST-OLEUM CANADA

Presented by: Rust-Oleum Canada, Habitat for Humanity  
Ottawa's own Judy Darling of CAPS (Canadian Association of Property Stylists), took the lead in crafting a room of only recycled creations. Visitors were able to auction for their favourite upcycled item with all proceeds going to Habitat for Humanity Greater Ottawa.

### 6. THE PERTH BREWERY LOUNGE

Presented by: Perth Brewery, Landscaped by: Permacon and Aberdeen Development Group  
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!

Thank you to our partners & sponsors



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