

POST SHOW REPORT

2017 OTTAWA HOME + GARDEN SHOW

A TRULY INCREDIBLE EVENT THAT YIELDED TERRIFIC RESULTS!

Tens of thousands of homeowners converged at the EY Centre for 4 days of the **Ottawa Home + Garden Show** presented by **RE/MAX**, 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 300 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

3.8+ MILLION
PR MEDIA IMPRESSIONS



29,185
TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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

- 89%** Stated the number of attendees present were "excellent," "very good" or "good"
- 86%** Stated their overall satisfaction with the show was "excellent," "very good" or "good"
- 86%** Stated the quality of attendees present were "excellent," "very good" or "good"
- 86%** Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors

Habitat for Humanity Greater Ottawa is proud to partner with Expo Media Inc. at the three annual Home Shows held in Ottawa. Robert Johnstone and his team are a delight to work with – they go out of their way to make sure our experience at the Home Show is excellent, and more importantly, beneficial to Habitat Greater Ottawa and our ReStores. We are most grateful to be at a venue that "gets our message" to 15,000 plus Ottawa residents.

Myrna Beattie,

Director of Retail Operations, Habitat for Humanity GO

VISITOR SNAPSHOT

75%

attend with spouse (able to meet both decision makers)



95%

of attendees are homeowners



77%

will only attend our show



76%

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



PROVEN RESULTS

We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience was only 4%. That means 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 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 \$288,500+ in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$45,600 in PR value across a variety of mediums.

MEDIA SAMPLES

OTTAWA HOME & garden SHOW
Presented by RE/MAX
MARCH 23-26
EY CENTRE

**REAL ADVICE
REAL INSPIRATION
REAL EXPERTS**

OTTAWAHOMESHOW.COM | BUY TICKETS ONLINE & SAVE \$3

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**REAL ADVICE
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MELISSA

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SANDRA

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CARSON ARTHUR

The Ottawa Home + Garden Show is the most trusted resource for every home improvement project inside and out. With big names like Carson Arthur, star of HGTV's Home to Win, plus more than 300 exhibitors and a slew of exciting features, there's real advice, real inspiration and real experts at every turn. Satisfaction guaranteed – or the price of admission is on us!

REGULAR ADMISSION:
ADULTS \$13
SENIORS (60+) \$12
YOUTH (13-17) \$12
CHILDREN 12 & UNDER FREE

HOURS:
THURS NOON – 9 PM
FRI NOON – 9 PM
SAT 10 AM – 7 PM
SUN 10 AM – 5 PM

SAVE \$4 BUY TICKETS ONLINE
PROMO CODE: OURHOME
FOR REGULAR PRICE ADMISSION

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RE/MAX SleepCountry Living Landscapes ARMSTRONG The Professional Choice URBAN BARN RIGHT AT HOME

OTTAWAHOMEANDGARDENSHOW.COM

2017 SHOW GUIDE

4 DAYS ONLY!
THURSDAY, MAR 23 NOON – 9PM
FRIDAY, MAR 24 NOON – 9PM
SATURDAY, MAR 25 10 AM – 7PM
SUNDAY, MAR 26 10 AM – 5PM

CARSON ARTHUR

OTTAWAHOMEANDGARDENSHOW.COM

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REAL EXPERTS**

SAVE \$3
BUY TICKETS ONLINE

VOICING YOUR OPINION



HERE'S WHAT EXHIBITORS IN THIS YEAR'S SHOW HAD TO SAY:

“Based on the number of coupons and promotional materials handed out, we were able to make nearly 3000 unique impressions for our business. Bottom line, the number of visitors at the show is the most important thing - and this show delivered!”

SEAMUS MULREADY
Multi Luminaire Ottawa

“We were very happy with our location within the show which helped create visibility for our business and potential sales opportunities.”

JOHN WILSON
Builder's Depot

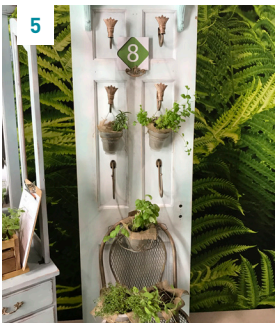
“Rob, Chris, Gordon, and Sarah are an absolute pleasure to work with and after participating in other shows they are definitely at the top of their game and 100% professional.”

CRAIG GEAREY
Ottawa Safety Surfacing Inc.

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 29,185 visitors, we received only 16 requests for a refund.

OTTAWA HOME + GARDEN SHOW 2017 FRESH FEATURES



1. URBAN BARN HOME + GARDEN STAGE

Canada's most popular designers, gardeners and home improvement specialists were sharing their advice, tips and inspiration at the Home + Garden Stage. Celebrity presenters included HGTV Canada's *Home to Win* stars **Carson Arthur** and **Tiffany Pratt** and *Cityline* DIY expert, **Leigh -Ann Allaire Perrault**.

2. LIVING LANDSCAPES

By **Landscape Ontario**

Visitors experienced gardens galore with 10 lush garden oasis' spanning over 30,000 sq.ft. at the second 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. BONNEVILLE HOME

Furniture and Décor by **Germain Larivière**, landscaping by **Permacon, Algonquin College and Beyond the House**

Bonneville Homes raised the bar this year, with their new Micro-Loft series home. This home is the answer for today's refined and environmentally conscious homeowner, with ceilings over 9 feet, natural wood finishes and exposed structural beams, full length windows and a rooftop deck to maximize living space.

4. ARMSTRONG AIR INFO BOOTH

Whether searching for an exhibitor, show feature or celebrity guest speaker, attendees received all the information they needed at the show's official Info Booth sponsored by Armstrong Air and managed by Home and Garden Show Hostesses.

5. ULTIMATE UPCYCLE CHALLENGE: EAT YOUR VEGGIES!

Presented by **Rust-Oleum Consumer Brands Canada** in support of **Habitat for Humanity**

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 Habitat for Humanity Greater Ottawa.

6. PERTH BREWERY GARDENS

Presented by **Permacon, ReMAX, Rock Pile**

Guests were able to sit, relax and enjoy the scenery of the Living Landscapes by Landscape Ontario at the all-new Perth Brewery Beer Gardens! The local microbrewery welcomed shoppers to a front row seat to enjoy professionally landscaped gardens with a bevvy in hand!

THANK YOU TO OUR SPONSORS & PARTNERS



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