

# Post Show Report

## 2018 Ottawa Fall Home Show

### Big crowds. Big success.

Tens of thousands of homeowners converged at the EY Centre, for four days of the **Ottawa Fall Home 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 240 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



# 3.2 million

PR Media Impressions

# 15,093

Total Attendees





# EXHIBITOR SNAPSHOT

**OVER 41% OF EXHIBITORS HAVE RENEWED  
THEIR SPACE FOR FALL 2019 INCLUDING:**

Maisons Usinees Cote • J.A.Y. Holdings • Roofs Of Steel • Northwood Homes & Cottages • Suncoast Enclosures • Carmichael Meats • RuckifyvThe Fireplace Center & Patio Shop • Rydel Roofing Inc • Bath Fitter • Nerium International • Comfort Corner Corporation • Leather Better • Aberdeen Development Group • SGO Designer Glass Ottawa/Gatineau • TORRC - The Ottawa Roofing & Renovation Co. • Amazing Mat - Designs by Dori • The Granite Importer • Hansen Lawn & Garden LTD • Ottawa Builders Inc • Top Hat Home Comfort Services • Hutchinson Homes & Renovations • Ottawa Baths • Epicure • Aeroseal Ottawa • Ottawa General Contractors • RenovAction Home Improvements Ltd • Lepine Apartments • Matelas Lapensee Inc • The Guest Room • OakWood • Dymon Storage Corporation • Mortgage Alliance • Mallette Landscaping • Leaf Filter North of Canada • Home Depot Cleaning Service - 2858-2666 Quebec Inc • Ocean Sales • Regal Hardwood Flooring • Edward Jones • Level Construction • Sunspace Sunrooms Quebec • Al Parsons Electronics Ltd. • Dustins Design & Drafting • Triangle Kitchen & Bath • Fashion Trendz • Redfern Enterprises Ltd • Neighbor Build • Euro Star Windows & Doors • Cellcom Communications - 3608999 Canada Inc • Big City W & D Inc • Capital Memorial Gardens • Northco • Yards Unlimited Landscaping Inc. • Wood Ever • Enviro Films • Unidem Sales Inc.

## Voicing Your Opinion

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

*"The Ottawa Fall Home show is the perfect Home show to end our season, not only does it provide the client a last chance to see our products and usually moves them to a buy decision, but it plants the seed for the following Spring season... It set us up with a pre-sale of between 15 and 20 projects to start the next season."*

*"The Ottawa Fall Home Show in tandem with the Ottawa Home and Garden Show are the perfect bookends for Suncoast Enclosures to showcase our products for clients on both sides of the Ottawa River."*

- Scott Byrne  
Suncoast Enclosures

*"Compared to other shows that we have participated in, the quality of people at this show is much better. More serious clientele is coming in and that is the difference."*

- André JJ Guénette  
The Kitchen Guy®

## Proven Results

We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience was only 4%. 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 “the show for every home”, with a focus on home improvement for any property, aimed at drawing attention to the people who get their hands dirty in their craft everyday – experts like you! We received more than \$500,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over 44,463 in PR value across a variety of mediums, with over 3.2 million audience reach generated by the PR coverage.

## Visitor Snapshot

92%

of attendees are homeowners



88%

of attendees have a project in mind



72%

attended with spouse (meet both decision makers)



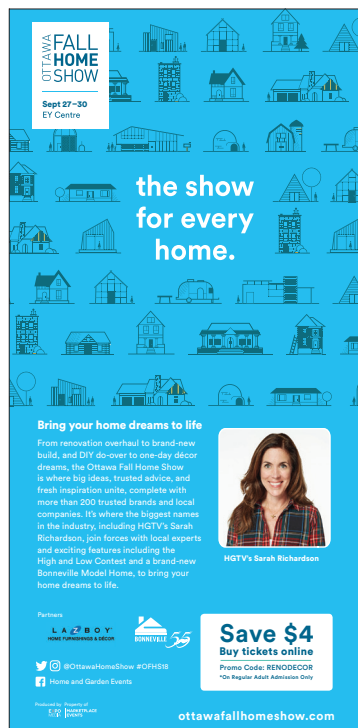
More than half of attendees have a renovation budget of up to \$50,000



## Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Ottawa Fall Home 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 15,093 visitors, we received only 13 requests for a refund.

## Media Samples



# Ottawa Fall Home Show

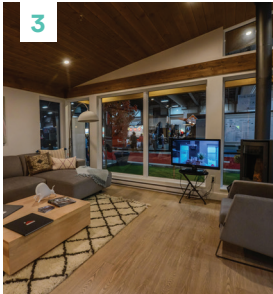
## Fresh Features



1



2



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4



5



6

### 1. MAIN STAGE

Presented by Chaiya Décor

Celebrity presenters including HGTV's Sarah Richardson, joined a slew of Ottawa's very own top designers and experts, that helped you have everything you need to live and entertain in equal style.

### 2. CREATION EDUCATION ZONE

Ottawa's best design professionals helped visitors bring their own creations home with various onsite workshops focusing on items such as building your own terrarium, creating the perfect flower arrangement, upcycling with chalk paint – and more!

### 3. HÉMÉRA MODEL HOME

by Bonneville Homes

Visitors toured an open-air space, great for entertaining guests, and a more private, cozy space. Abundant windows paired with high 10' ceilings were on display which showcased its amazing features.

### 4. #613DIY: INSPIRE, RENEW, RESTORE

Presented by Rust-Oleum Canada

With help from local design and DIY expert Sarah Kidder, visitors used Rust-Oleum products to bring their pre-loved housewares new life and purpose. Upcycled items donated and completed by Sarah Kidder were auctioned off onsite, with proceeds going to the Greater Ottawa Habitat for Humanity.

### 5. THE HIGH AND LOW CONTEST

Created by La-Z-Boy Home Furnishings and Décor and presented by Ottawa At Home Magazine

Visitors were challenged with figuring out which of two rooms carried the higher priced items. One lucky winner brought home \$10,000 worth of La-Z-Boy furnishings!

### 6. HOUSING DESIGN AWARDS

Designed by Greater Ottawa Home Builders' Association

Local designers, builders and professional renovators were invited to show off their talents and design genius in a competition, all vying for the top spot of the People's Choice Award. Visitors were able to peruse the selection, get inspired, and vote for their favourite.

Thank you to our Partners & Sponsors



WE'VE GOT YOU COVERED!

OTTAWA HOME & REMODELLING SHOW

OTTAWA HOME & garden SHOW

OTTAWA FALL HOME SHOW

Presented by 107.1 FM



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