

Post Show Report

2019 Ottawa Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged at the EY Centre, where they found big ideas, trusted advice, and fresh inspiration. With projects in mind and money to spend, visitors eagerly walked the show to gain insight and meet with more than 240 brands and local companies to discuss their plans. Here's a recap of the exciting marketplace these visitors experienced.



6.6+ Million

Earned Media Impressions

16,070

Total Attendees





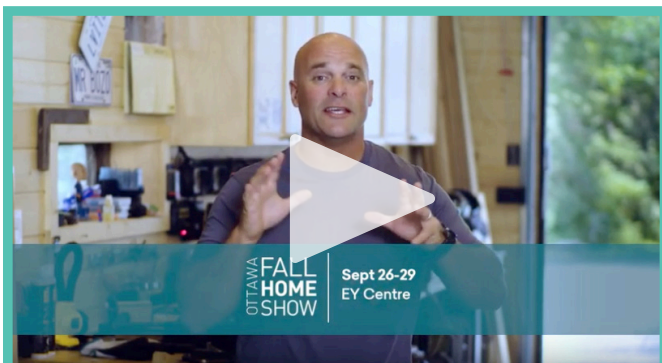
Getting the word out

We received more than \$435,477 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$29,000 in PR value across a variety of mediums, with over 2.1 million audience reach generated by the PR coverage.

Celebrity Contractor Bryan Baeumler

We're excited to be partnering with HGTV Canada Celebrity Contractor, Bryan Baeumler, as our official spokesperson for the Ottawa Home Shows. Leveraging his star power as Canada's favourite handyman, we were able to create more visibility and buzz for the Ottawa Fall Home Show by using Bryan as part of our advertising campaign. Our attendees definitely noticed!

- 81% of our attendees noticed the show's advertising campaigns featuring HGTV Canada's Bryan Baeumler
- 67% of our attendees noticed the show's advertising campaign more because of HGTV Canada's Bryan Baeumler's appearance in it
- Over 4,700 attendees joined HGTV Canada's Bryan Baeumler's presentation at the show



Media Samples

Real home advice from trusted home experts.

Is your do-it-yourself a don't? Get real home advice from trusted experts at the **Ottawa Fall Home Show**. See Canada's favourite handyman, HGTV's **Bryan Baeumler** on Friday, September 27th and Saturday, September 28th for practical advice and inspiration for all your home projects – however large or small. With hundreds of experts all under one roof, find great deals, new ideas and inspiration at every turn. Satisfaction guaranteed, or the cost of admission is on us.

SAVE \$4

Buy tickets online
Promo Code: **OURHOME**
*On Regular Adult Admission Only

Show Partners:



Twitter: @OttawaHomeShow #OFHS19

Facebook: Home and Garden Events

ottawafallhomeshow.com

Produced by Property of MARKETPLACE EVENTS



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®

Visitor Snapshot

92%

of attendees are homeowners



75%

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



*2018 Fall Post Show Attendee Survey Benchmark.

Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Ottawa Fall Home Show was able to visit the Show Office to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 16,070 visitors, we received only 1 request for a refund.



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 Ottawa shows you're missing an entire audience of customers!



Thank you to our partners & sponsors



Greater Ottawa Home Builders' Association



WE'VE GOT YOU COVERED!

OTTAWA HOME & REMODELLING SHOW

OTTAWA HOME & garden SHOW

OTTAWA FALL HOME SHOW

Presented by REALTOR



GORDON COX
Senior Exhibit Sales Consultant
Companies A-L
613-667-0509, ext. 235
GordonC@mpeshows.com



CHRISTOPHER CIGOS
Exhibit Sales Consultant
Companies M-Z
613-667-0509, ext. 233
ChristopherC@mpeshows.com

Follow us on Facebook
Home and Garden Events

Follow us on Pinterest
pinterest.com/homeshows

Follow us on Twitter
@OttawaHomeShow

Follow us on Instagram
@OttawaHomeShow