VANCOUVER FALL HOME SHOW

Post Show Report 2019 Vancouver Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged at the Vancouver Convention 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 300 brands and local companies to discuss their plans. Here's a recap of the exciting marketplace these visitors experienced.





129.8 Million

Earned Media Impressions

34,766 Total Attendees





Getting the word out

We received more than \$1.14 million in paid & promotional media with a reach of 123 million, including print, radio, television, out-of-home and online. Plus, the show garnered over \$3.42 million 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 Vancouver Home Shows. Leveraging his star power as Canada's favourite handyman, we were able to create more visibility and buzz for the Vancouver Fall Home Show by using Bryan as part of our advertising campaign. Our attendees definitely noticed!

- 79% of our attendees noticed the show's advertising campaigns featuring HGTV Canada's Bryan Baeumler
- 70% of our attendees noticed the show's advertising campaign more because of HGTV Canada's Bryan Baeumler's appearance in it
- Over 6,300 attendees joined HGTV Canada's Bryan Baeumler's presentation at the show



Media Samples







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

"We find the show management to be very professional in their efforts to put on a 1st Class Show. Well done and thank you!"

- Ken Mayhew, Penfolds Roofing & Solar

"The Vancouver Fall Home Show was fabulous. Every year, Eco Paving attends this show and we are very happy with the results. It was an excellent opportunity to showcase our product and connect with clients and other businesses. The staff were incredibly professional and helpful, and the shows that they put on go very smoothly. We also really appreciate how easy it was to book our space, and the staff were very accommodating. A lot of the projects we do come from trade shows as well as referrals and the Vancouver Home Show is always one of the biggest events, with often the biggest results."

- Bradley Lavigne, Eco Paving



Visitor Snapshot

90% of attendees are homeowners



70% of attendees have a project in mind

63%



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 Vancouver 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 34,766 visitors, we received only 2 requests for a refund.

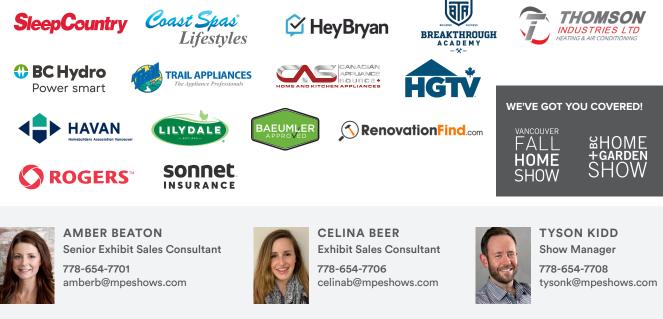


Proven Results

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



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