

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

## Real home advice from trusted home experts.

Is your do-it-yourself a don't? Get real home advice from trusted experts at the Vancouver Fall Home Show. See Canada's favourite handyman, HGTV Canada's Bryan Baeumler on Friday, October 25<sup>th</sup> and Saturday, October 26<sup>th</sup> 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.

**2-FOR-1**  
Buy Tickets Online  
Promo Code: HOME  
\*On Regular Adult Admission Only

Sponsors: BC Hydro Power smart, Trae Appliances, SleepCountry, RenovationFind, ROGERS, LILYDALE, Coast Seas Lifestyles, HGTV

Home and Garden Events @VanHomeShows #VFHS19  
vancouverfallhomeshow.com

Produced by MARKETPLACE EVENTS



## 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!



Thank you to our partners & sponsors



WE'VE GOT YOU COVERED!

VANCOUVER  
FALL  
HOME  
SHOW

HOME  
+ GARDEN  
SHOW



**AMBER BEATON**  
Senior Exhibit Sales Consultant  
778-654-7701  
amberb@mpeshows.com



**CELINA BEER**  
Exhibit Sales Consultant  
778-654-7706  
celinab@mpeshows.com



**TYSON KIDD**  
Show Manager  
778-654-7708  
tysonk@mpeshows.com

Follow us on Facebook  
Home and Garden Events

Follow us on Pinterest  
pinterest.com/homeshows

Follow us on Twitter  
@VanHomeShows

Follow us on Instagram  
@VanHomeShows