

Post Show Report

2018 Edmonton Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged over 3 days to the Edmonton Fall Home Show, at the Edmonton Expo Centre. It's here 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 connect with more than 200 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



2,168,293

PR Media Impressions

15,974

Total Attendees





EXHIBITOR SNAPSHOT

OVER 30% OF EXHIBITORS HAVE RENEWED THEIR SPACE FOR FALL 2019 INCLUDING:

SynVix Investments Inc • Epicure-Stella Slywka Independent Consultant • Gemstone Lights • Batten Industries • As seen on TV • ADT Security Services Canada, Inc • Molly Maid • Edmonton Bath Products Ltd. • Timbertown Building Centre Ltd. • Aerus Electrolux Canada • Tile + Stone Source International • Titanium Exclusive Cookware Inc. • City of Edmonton - Fire Rescue Services • Duxton Windows & Doors • Biktrix Electric Bikes • Leather Better • Lizwoerks Sales Inc. • World of Spas (Edmonton) • Tupperware • First National Alarmcap LP (DBA Stanley Security • Air Central Inc. • National Sales • Arbor Memorial Services • Liberty Security • Quantum Kitchen Countertops • Art Smart Design • Norwex Enviro Products • Redfern Enterprises Ltd. • Canadian Beeseal • Njoi Trujillo Beach Residences Honduras • Scentsy • Knight Doors and Windows • Bath Fitter • JayWest Country Homes Ltd. • Total Orthotics • Direct Energy • InfiniteAloe • Vivint • ShelfGenie of Alberta • Alberta Metal Tile Roofing Inc.

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

Visitor Snapshot

67%



attended with spouse (meet
both decision makers)

94%



of attendees are
homeowners

84%



of attendees have a
project in mind

More than half



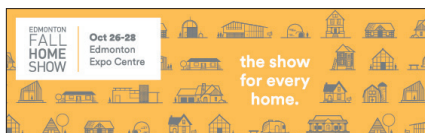
of attendees have a
renovation budget of
up to \$50,000



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 \$271,902 paid and promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$811,554 in PR value across a variety of mediums, with over 274 million audience reach generated by the PR coverage.

Advertising Samples



GET SOCIAL WITH US



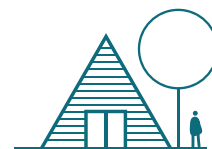
Home and Garden Events



@YEGHomeShows



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Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Edmonton 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 15,974 visitors, we received 0 requests for a refund.

Edmonton Fall Home Show

Fresh Features



1. THE URBAN BARN MAIN STAGE

Presented by Edmonton Journal

Celebrity presenters including designers and hosts of Cabin Pressure, Colin & Justin and HGTV's Todd Talbot, joined a slew of Edmonton's very own top designers and experts, that helped you have everything you need to live and entertain in equal style.

2. MAXIMALISM

Designed by Wicket Blue Interiors

Bold patterns, vivid hues, texture and patterns were on display, inspiring visitors to embrace this design trend in their own space with an uplifting discovery of maximalist design from around the globe.

3. SMALL SPACE LIVING

Designed by Turquoise Chair

Visitors discovered all the ways you can make a small living space feel luxurious, functional and stylish in this efficiently designed 600 sq. ft feature, from sleek designs to multi-purpose furniture, everyone was inspired with tons of design inspiration and space-saving ideas.

4. LIVING DESIGN WITH CORY CHRISTOPHER

Cory Christopher created a boutique workshop space, and inspirational studio where locally crafted items, fresh blooms, and beautiful displays inspired your next décor project. Visitors also left with their very own succulent terrarium.

5. HE SHED | SHE SHED

Presented by Instadock, EZ Log Structures

Landscaped by Little Creek Landscaping Ltd.

Furnished by Revolve Furnishings

"He Shed" and "She Shed" were presented as a way for homeowners to have it both ways. What used to be just a boring garden shed has now become a fun way for homeowners to express creativity and have that extra space that's missing from their home.

6. THE COOKING STAGE

Edmonton's culinary legends conducted in-depth demos featuring tried-and-true kitchen cheats, can't-miss culinary trends, and entertaining expertise, offering up tasty samples of their creations.

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