

EDMONTON
FALL
HOME
SHOW

Post Show Report

2019 Edmonton Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged at the Edmonton Expo 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 200 brands and local companies to discuss their plans. Here's a recap of the exciting marketplace these visitors experienced.

2.1+ Million

Earned Media Impressions

15,429

Total Attendees





Getting the word out

We received more than \$346,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$784,000 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 Edmonton Home Shows. Leveraging his star power as Canada's favourite handyman, we were able to create more visibility and buzz for the Edmonton Fall Home Show by using Bryan as part of our advertising campaign. Our attendees definitely noticed!

- 82% 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 4,000 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 **Edmonton Fall Home Show**. See Canada's favourite handyman, HGTV's Bryan Baeumler on Friday, October 18th and Saturday, October 19th 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:

Home and Garden Events
 @VEGHomeShows #EFHS19
edmontonfallhomeshow.com

Produced by
MARKETPLACE
EVENTS



Voicing Your Opinion

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

"The Edmonton Fall Home Show was great this year with the addition of Bryan Bäumler. He definitely draws in people that are looking for renovations to be done in their house. I think having Bryan as a partner with Marketplace Events will increase attendance for the upcoming shows in the new year."

- Karen Tran,
ShelfGenie

"Doing the shows with Marketplace Events exposes our business to a wider range of consumers, including property management and hotels. These shows are the most beneficial form of advertisement for us throughout the year!"

- Christina Fluet,
Surfacerevival.com

Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Edmonton 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 15,429 visitors, we received only 2 requests for a refund.

Visitor Snapshot

94%



of attendees
are homeowners

70%



of attendees have
a project in mind

68%



attended with spouse
(meet both decision
makers)

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

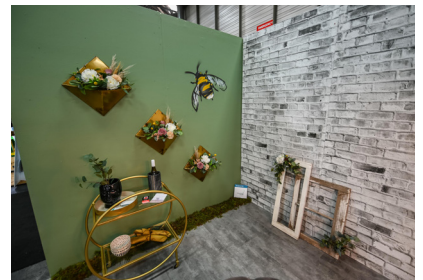


*2018 Fall Post Show Attendee Survey Benchmark.



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!



Thank you to our partners & sponsors



KIRK MACDONALD
Exhibit Sales Consultant
Companies A-E
403-253-1177, ext. 202
kirkm@mpeshows.com



BRYAN ANDREWS
Exhibit Sales Consultant
Companies F-P, #s
800-633-8332, ext. 229
bryana@mpeshows.com



ALEX BLACK
Exhibit Sales Consultant
Companies Q-Z
403-253-1177, ext. 213
alexblack@mpeshows.com

