

CALGARY
FALL
HOME
SHOW

Post Show Report

2019 Calgary Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park, for four days of the **Calgary Fall Home Show**, 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 meet with more than 300 brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

32.7+ million

Earned Media Impressions

20,241

Total Attendees





Getting the word out

We received more than \$484,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$856,000 in PR value across a variety of mediums, with over 32.7 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 Calgary Home Shows. Leveraging his star power as Canada's favourite handyman, we were able to create more visibility and buzz for the Calgary 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
- 62% of our attendees noticed the show's advertising campaign more because of HGTV Canada's Bryan Baeumler's appearance in it
- Over 4,200 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 Calgary Fall Home Show. See Canada's favourite handyman, HGTV's Bryan Baeumler on Friday, September 20th and Saturday, September 21st 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 \$5
Buy tickets online
Promo Code: **CONDO**

*On Regular Adult Admission Only

Sponsors:



Home and Garden Events @YYHomeShows #CFHS19

calgaryfallhomeshow.com

Produced by
MARKETPLACE
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Voicing Your Opinion

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

"We have found that each of the shows have given us a steady flow of interested homeowners and contractors coming to our booths. The Marketplace Events team is always interested in getting us into the right position to help us achieve our marketing goals. We will continue booking all three shows because we have measured the increase in our customer base year after year. We get results with every show!"

- Chad Ferguson,
Beyond Foam Insulation Ltd.

"After having a great show, we generated a mountain of solid leads, and made excellent business connections. The sales returns have been amazing, with over 10% of the leads already discussing or consulting on projects for 2020 and beyond, and many more responding enthusiastically to our follow ups. There have been several networking returns as well, with companies that we would have never been able to meet without attending the show. These opportunities directly relate to the future growth of our company, and the 2019 Calgary Fall Home Show is the catalyst for that growth. We are expanding our participation for 2020, and we are excited to work with the show team again!"

- Ben Smith,
Sitka Log Homes

Visitor Snapshot

95%

of attendees
are homeowners



83%

of attendees have a
project in mind



70%

attended with spouse
(meet both decision
makers)



More than half

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



Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Calgary 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 20,241 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 Calgary shows you're missing an entire audience of customers!



Thank you to our partners & sponsors



NEELAM INTERIORS



JODI VERESCHAGIN
Exhibit Sales Consultant
Companies A-F
403.253.1177 ext. 208
jodiv@mpeshows.com



CRYSTAL ZEEMEL
Exhibit Sales Consultant
Companies G-O, #'s
403.253.1177 ext. 211
crystalz@mpeshows.com



JAYME SANDER
Exhibit Sales Consultant
Companies P-Z
403.253.1177 ext. 206
jaymes@mpeshows.com

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