WINNIPEG
RENOVATION
SHOW

January 11–13

RBC Convention Centre

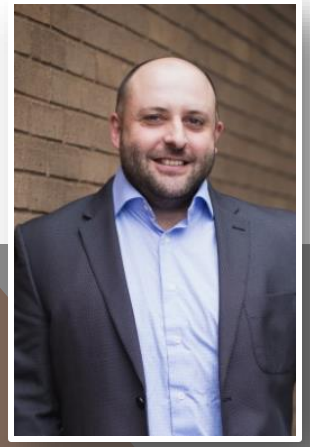
Exhibitor Training for 2019

Today's Agenda

- Introductions
- Exhibit Like An Expert
- Questions?
- Prizes!
- Facility Tour

Your Team

- **Jenn Tait**, Show Manager
- **Martin Egli,** Western Canadian Sales Manager
- **Jayme Sander**, Exhibit Sales Consultant A-E, #'s
- **Kayla Donaldson**, Exhibit Sales Consultant F-Z
- **Shannon Novak,** Operations | Show Administrator



Dates/Hours/Location

Friday, Jan. 11th	Noon – 9PM
Saturday, Jan. 12th	10AM – 9PM
Sunday, Jan. 13th	10AM – 6PM

RBC Convention Centre – 3rd Floor

What's Included with your Booth

- Staff Badges
- 8ft. High Pipe & Drape
- Online Exhibitor Listing
- 4 Complimentary Tickets

0-100 square feet	=	5 free badges
150-200 square feet	=	7 free badges
250 – 300 square feet	=	9 free badges
350 – 400 square feet	=	11 free badges

New Exhibitor Marketing

- IN PRINT
  - Icon next to your listing in the show guide

Sample of Exhibitor Icon

- AT THE SHOW
  - Icon “tent card” for your booth
  - Sign at the show entrance listing all new exhibitors
  - 1x1 floor decal placed in front of your booth

- ONLINE
  - Icon included with your online listing
  - Inclusion in the new exhibitor category listing

2018 RE-CAP!

17,130
Total Attendees

75+ million
PR Media Impressions

Voicing Your Opinion

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

"We were very satisfied with our first appearance at this event."
— Shannon, Steinbach Credit Union

"The 2018 Winnipeg Renovation show was very well organized. The media coverage and advertising done by Marketplace brought out a big crowd each day. We ended up with a huge amount of solid leads to start off our season."
— Klinton Lischynski, Deck City

Visitor Snapshot

98%
of attendees have a project in mind

96%
of attendees are homeowners

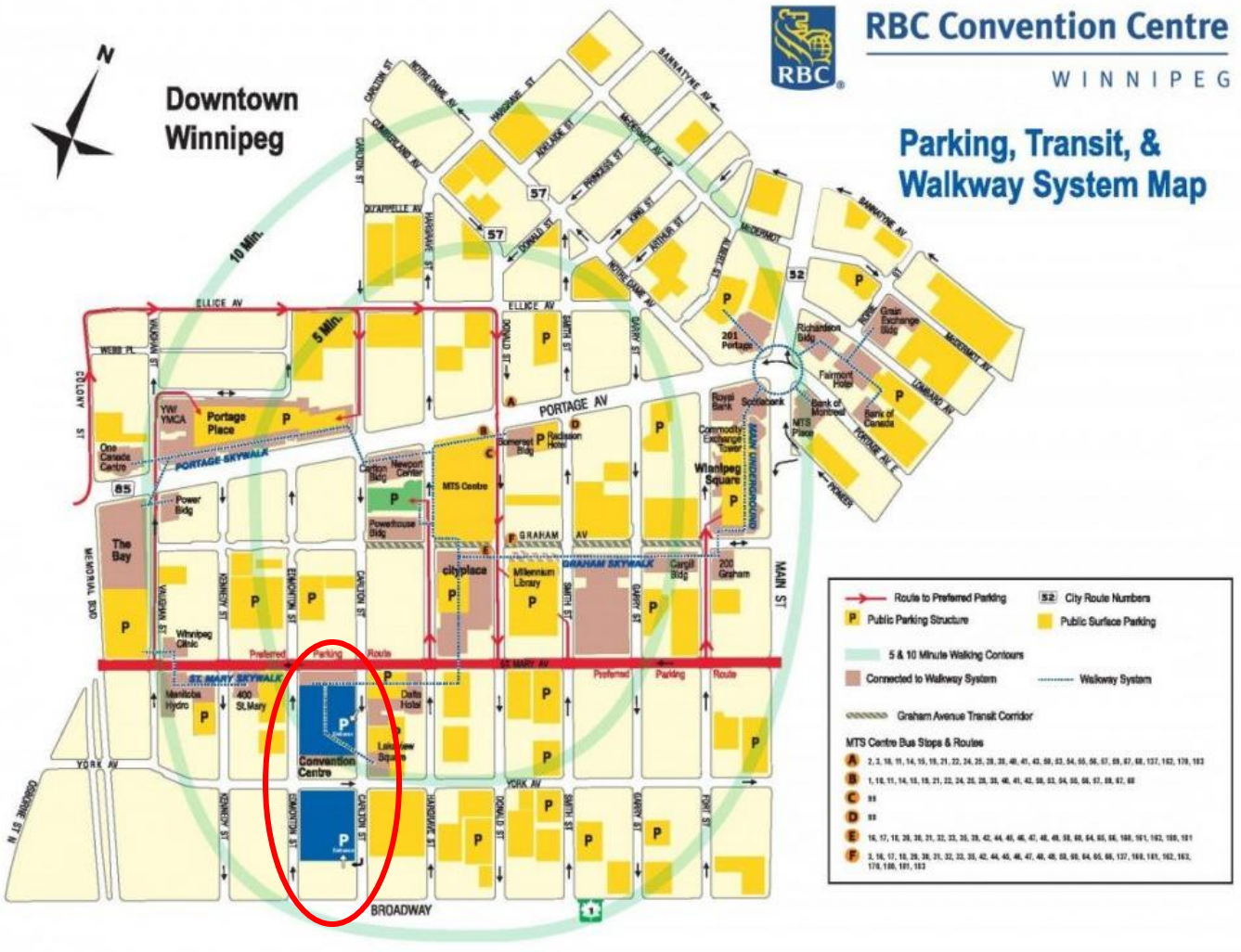
77%
of attendees attended with their spouse (both decision makers)

MORE THAN HALF
of attendees have a renovation budget of up to $50,000

PARKING

The RBC Convention Centre has two separate climate controlled underground parkades (North & South) to accommodate up to 700 vehicles.

SPECIAL EVENTS	
Under half hour	$2.00
Under 1 hour	$4.00
Under 2 hours	$6.00
Under 3 hours	$9.00
Under 4 hours	$12.00
Under 5 hours	$15.00
Up to 12 hours	$18.00
12-24 hours	$22.00
Evening	$10.00
Pre-collect	$10.00



2019 Show Feature Updates

- **The Lounge**, *designed by Premier*
- **The Design Studio**, *designed by iDESIGN -interiors by Kristin, presented by Style Manitoba Magazine*
- **Lifestyle Stage**, *presented by EcoPoxy & the Winnipeg Free Press*
- **Ask A Renovator**, *presented by the Manitoba Home Builders Association and Home Décor & Renovations Magazine*
- **M(art)ket**
  - Dress up those naked walls with a stop at M(art)ket. Add that much-needed finishing touch to your space with one-of-a-kind pieces from this curated collection of canvases, prints, and photographs. The 8 local artists will be featured down the centre aisle showcasing and selling art pieces.
- NEW **Temporary Treatments**, *designed by Ivy Row Design*
  - Limitations with painting, nail holes, and remodeling may be holding your extra spaces back from their true potential… until now! Designed by Ivy Row Design, we're rounding up some of the best non-permanent and non-damaging décor tips—from hanging pieces with command hooks to removable wallpaper. This feature will give you all the inspiration needed to take your space from woe to WOW!
- **DIY Feature**
  - Currently in the works!

- **Hero Day,** *Friday, January 11th*
  - In tribute to all active or retired military, police, firefighters, nurses and paramedics, the Winnipeg Renovation Show is offering free admission to all heroes on Friday, January 11th!
- **Teacher Day,** *Sunday, January 13th*
  - The Winnipeg Renovation Show is honouring all past and present teachers, academic professionals, and teaching assistants on Sunday, January 13th with FREE admission to the show!

Celebrity Sightings

MIKE HOLMES JR.
FROM HGTV'S HOLMES + HOLMES

PRESENTING ON THE LIFESTYLE STAGE FRIDAY & SATURDAY

TOP REASONS TO EXHIBIT NOW

1. Efficient Use Of Time - *connect with hundreds of prospects and customers in a short amount of time, in one location! It costs 62% less to close a lead generated from a show than one in the field* *Center for Exhibit Industry Research*

2. More Focused and Isolated Leads

3. Bold and Unique Advertising with Minimal Risk

4. Effective Use of Marketing Dollars – *measurable results!*

FACE TO FACE SELLING TO QUALIFIED BUYERS

- Vibrant Marketplace for Serious Shoppers
- Permission Based Marketing/ Sales

YOUR SAFEST BET. PERIOD.

DECIDE HOW MUCH SPACE

10 X 10

10 X 20

20 X 20

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- Show Budget
- Product Selection
- Desired Objectives
- 10x10 space – 3 seconds, 3 steps

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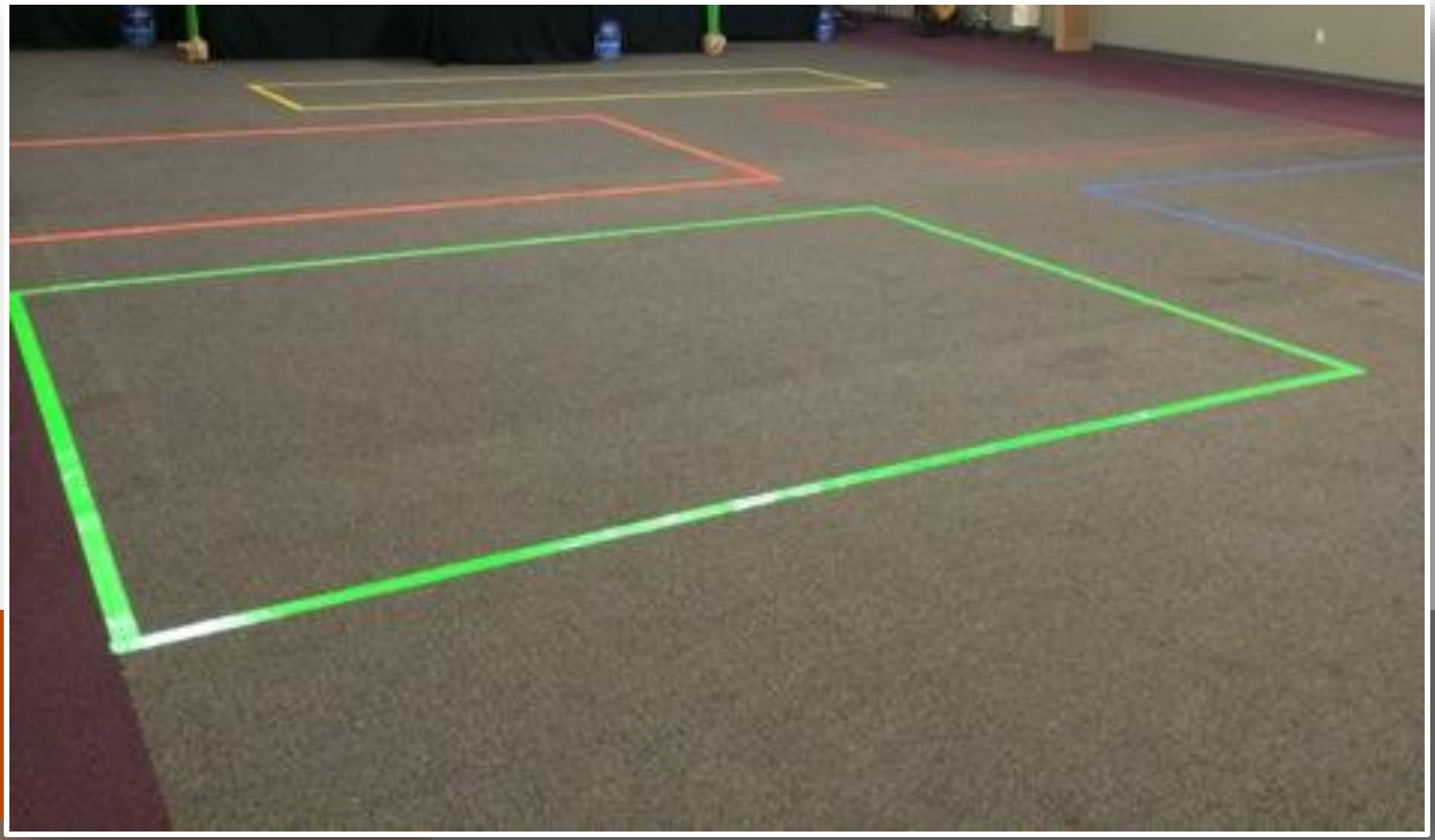
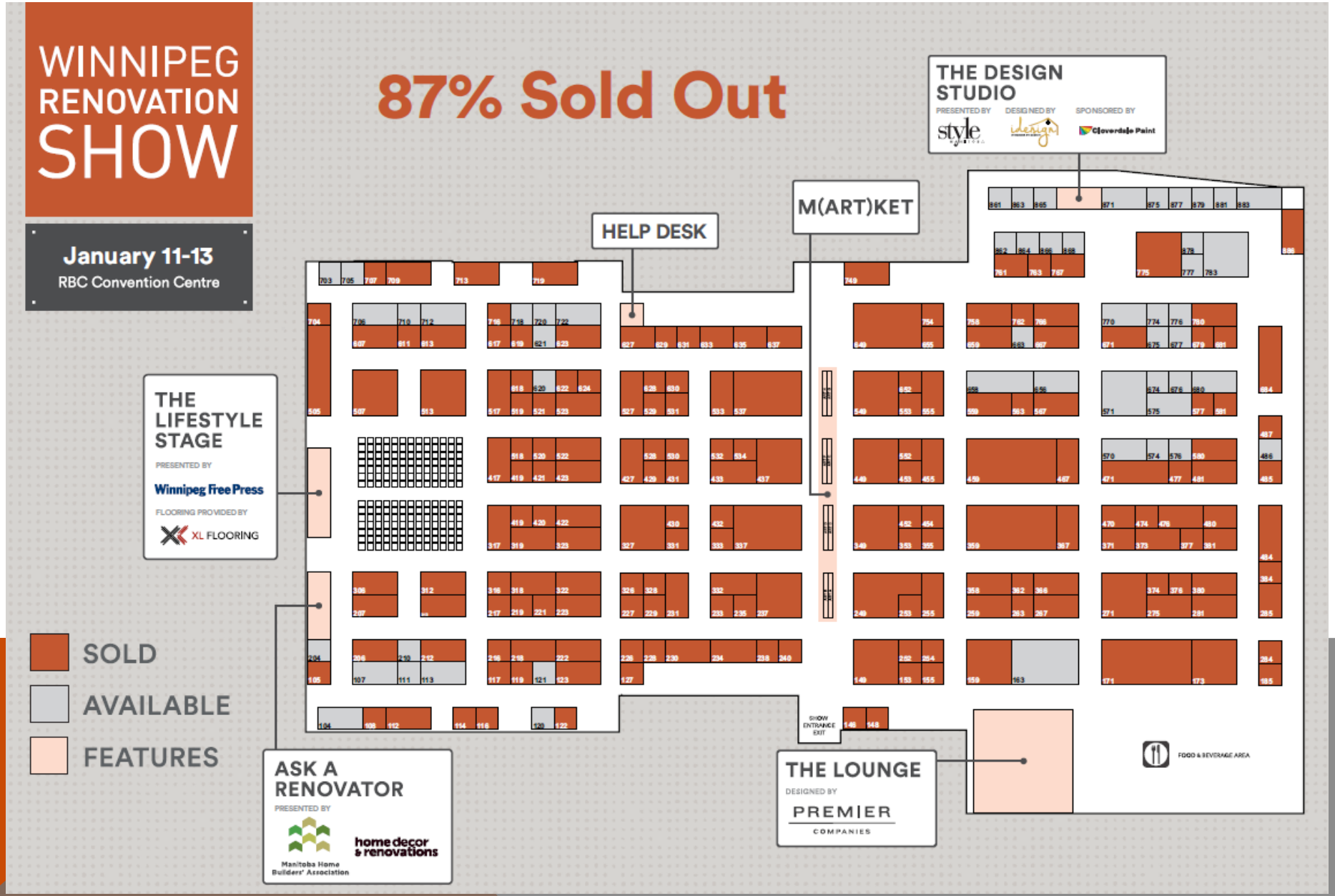


CHOOSE AND BOOK YOUR BOOTH



PLAN YOUR BOOTH

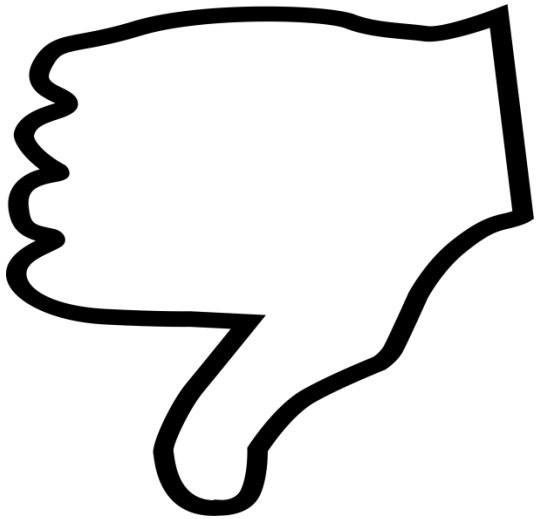
1. **This is your show room!**

   Put your best foot forward

2. **3 Second Rule** –

   Company Name, What you do, Why you do it better

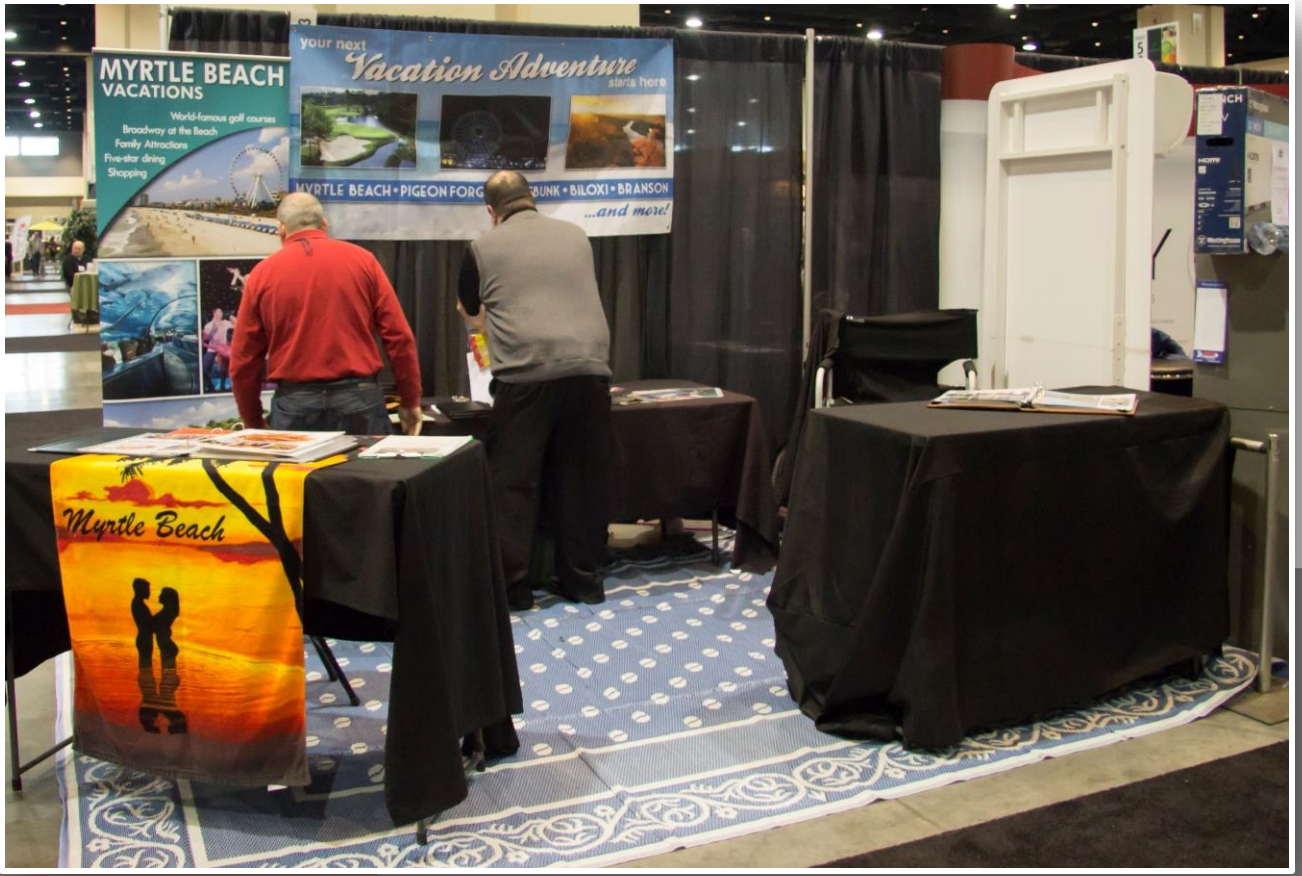
EXHIBIT SPACE DONT'S



NO SALES ARE HAPPENING HERE!

TOO MUCH GOING ON

CARPET DOES NOT COVER BOOTH SPACE, TABLE SKIRTING IS AWFUL

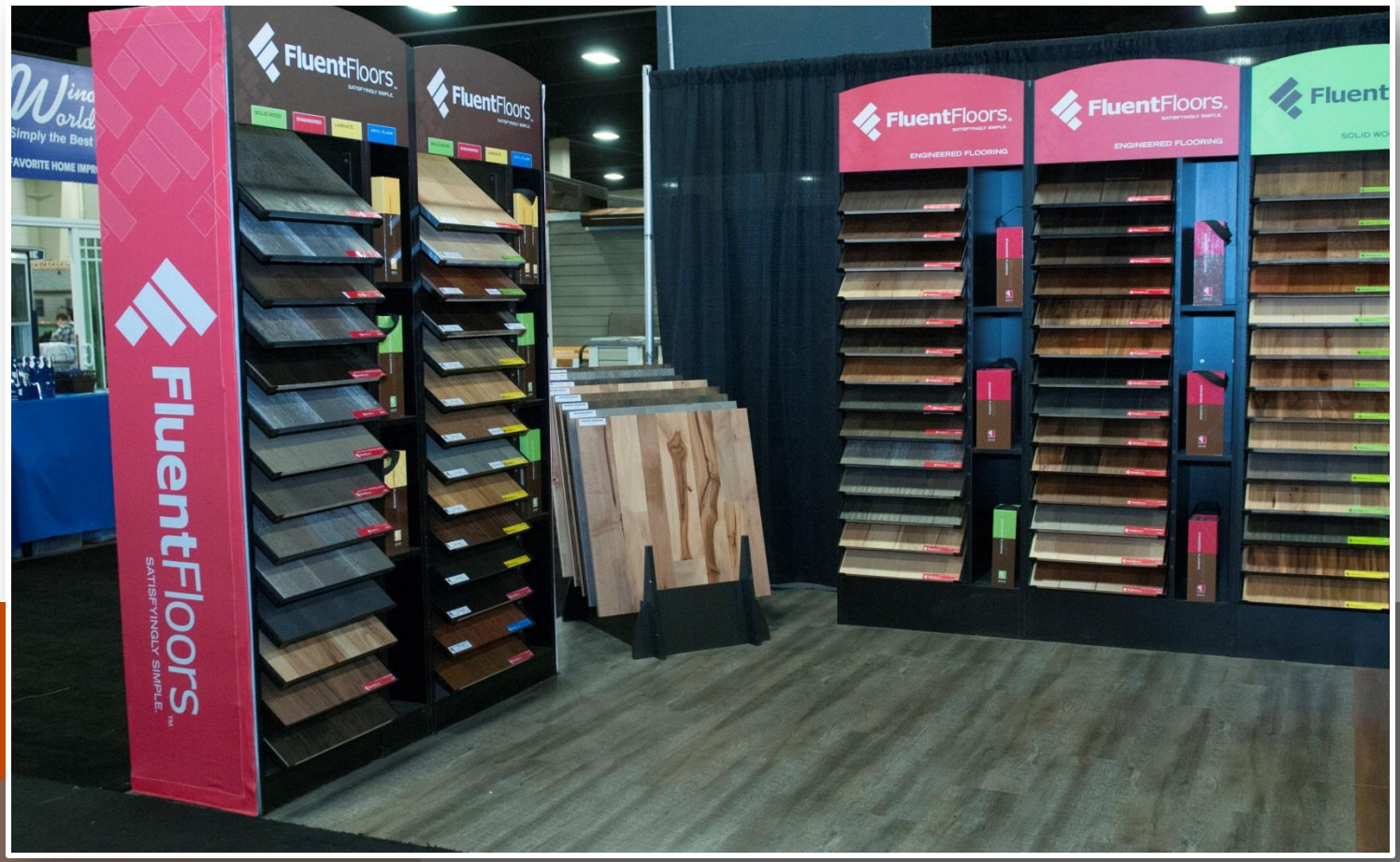


NEEDS IMPROVEMENT

SHOULD BE IN A 10X20 BOOTH

EXHIBIT SPACE DO'S!

CARPET OR FLOORING IS REQUIRED IN ALL BOOTHS



EXCELLENT SIGNAGE, WARM AND INVITING

AMAZING WHAT YOU CAN DO WITH 100 SQUARE FEET!

10X10 INLINE BOOTH

10X20 BOOTH

BATHROOMS
CUSTOM HOMES
KITCHENS
LUXURY RENOVATIONS & ADDITIONS

Exhibit Space

MUST DO's

- READ the Exhibitor kit
- Flooring
- Signage
- Stay within your booth confines
- Check the Move-in Schedule
- Online Exhibitor Listing

PLAN FOR SALES

1. **What is Your Sales Goal?**

   How are you going to get there?

   System for tracking leads (sample lead card)

2. **How are you going to excite your staff?**

   Incentives, contests?

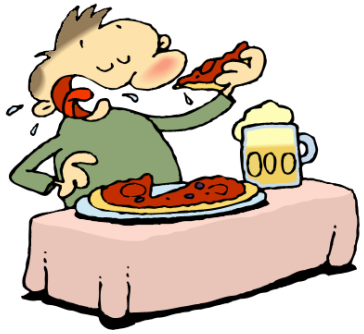
3. ***Schedule to be there early! Do not leave early!***

DO YOU SEE SOMETHING WRONG WITH THIS PICTURE?

TEXTING, READING, TABLECLOTH…

HOW NOT TO EXHIBIT

- Don't overstaff your booth
- Don't text or talk on phone
- Don't hold a buffet in your booth
- Don't go MIA
- Don't stalk attendees in the aisles
- Don't complain
- Don't treat the show like a vacation from the office



- **Literature and Giveaways** - should be strategically planned
- **Neatness Counts**

TIPS FROM YOUR SHOW TEAM

- The best attire you can wear is a SMILE
- Better late than never is not a motto at our shows
- Create a warm and inviting space
- Use your prospect's name
- Know your competition
- Make friends with your neighbours

PLAN FOR SUCCESS

- Establish expectations prior to the show
  - When should leads be called?
  - What order?

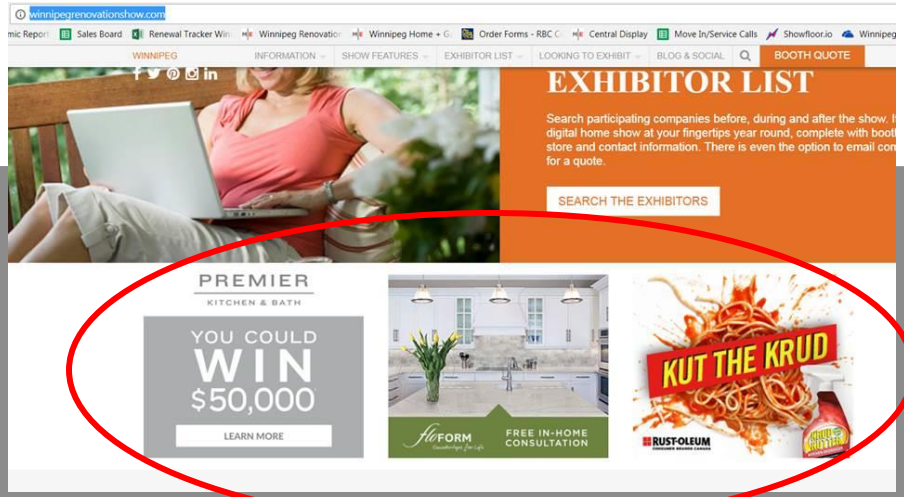
- Consider a mailer, email blast to opt ins, etc.

Web Button

EXTRA MARKETING

- Web banner
- Floor decals
- Logo ID on floor plan (20x20+)
- Stage presentation

- Product sponsor
- Feature sponsor



FREE MARKETING

Exhibitor Spotlights:

- Looking for more exposure and/or would like to be more active on social media?
- Exhibitors may have blogs created about their products by submitting this form which we will then share across social. http://winnipegrenovationshow.com/exhibitor-spotlight

Exhibitor Testimonials:

- Used on the following year's marketing materials. A new submission page has **http://winnipegrenovationshow.com/TEST**

AFTER THE SHOW

- Get feedback from employees
- Provide feedback to show staff
- Start planning for next show!

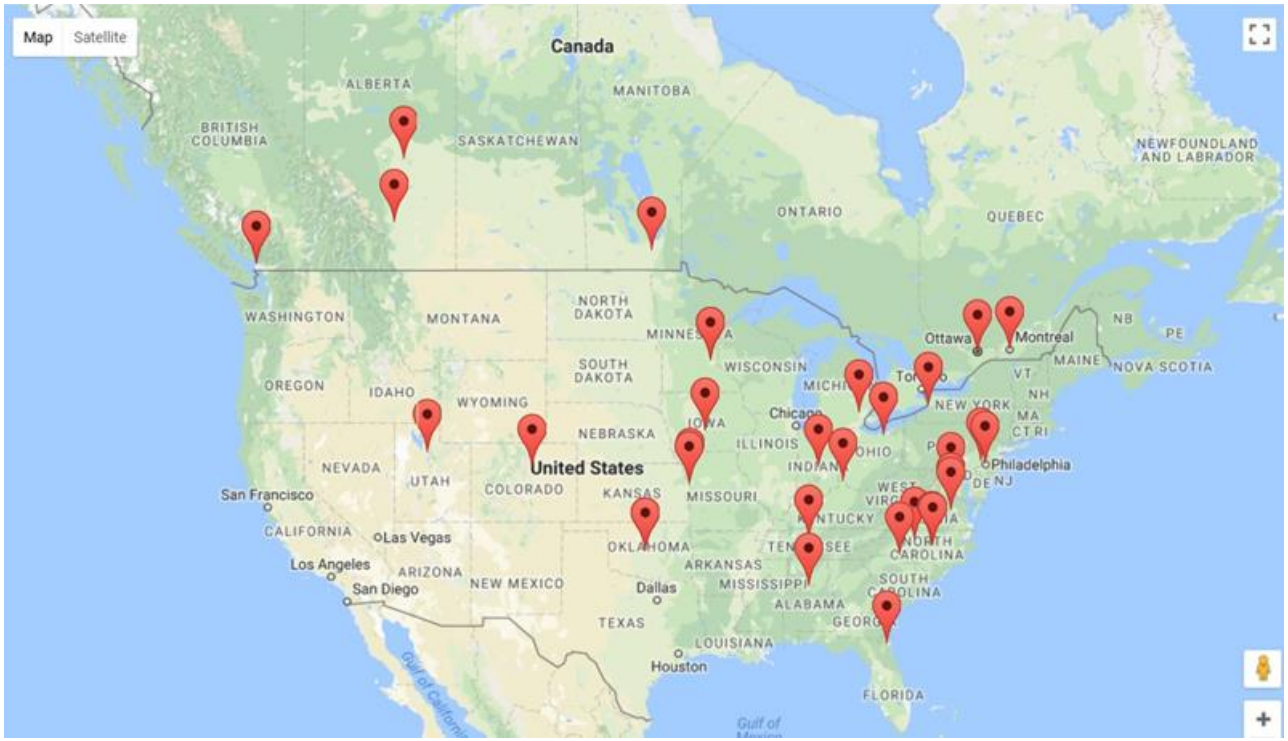
SET-UP

- Obey the Move-in schedule
  - Check the Website
- Safety is on you within your space
- Central Display
- RBC Convention Centre

TEAR DOWN

- **NO EARLY TEAR DOWN**
- The first hour to roll up carpet
- Doors open about 7:00pm to drive in
- Be out by 12pm on Monday

HOME SHOW SUCCESS STORIES



https://www.youtube.com/watch?v=CNuTjWnhp9g&feature=youtu.be

PRIZES!

- Banner Ad on official show website
  - $1,500 value
- Show Guide Logo ID
  - $250 value
- 20 tickets to the show
  - $240 value

THANK YOU FOR ATTENDING!

QUESTIONS?

@wpghomeshows

Are you on social media? Follow us to keep up with all things Winnipeg Home Shows! Maybe you'll even be featured on our page!