

Exhibitor Training 2018

WINNIPEG
HOME
+ GARDEN
SHOW

APR 5-8
RBC CONVENTION
CENTRE

Sponsored by

Financeit 

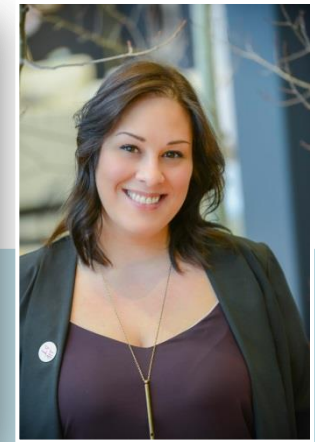
Today's Agenda

- Introductions
- Financeit
- Exhibit Like An Expert
- Questions?
- Facility Tour



Your Team

- **Jenn Tait**, Show Manager
- **Martin Egli**, Western Canadian Sales Manager
- **Kayla Donaldson**, Exhibit Sales Consultant
- **Stephanie Gatzionis**, Operations Coordinator
- **Zoe Watters**, Show | Office Administrator



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DATES / HOURS / LOCATION

THURSDAY, APRIL 5TH, 2018 12 PM - 9 PM
 FRIDAY, APRIL 6TH, 2018 12 PM - 9 PM
 SATURDAY, APRIL 7TH, 2018 10 AM - 9 PM
 SUNDAY, APRIL 8TH, 2018 10 AM - 6 PM

RBC CONVENTION CENTRE



What's Included with your Booth

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

0-100 ft ²	5 Badges
150-200 ft ²	7 Badges
250-300 ft ²	9 Badges
350-400+ ft ²	11 Badges

New Exhibitor Marketing



- **IN PRINT**
 - Icon next to your listing in the show guide
- **AT THE SHOW**
 - Icon “tent card” for your booth
 - Sign at the show entrance listing all new exhibitors
 - Floor decal placed in front of your booth
- **ONLINE**
 - Icon included with your online listing
 - Inclusion in the new exhibitor category listing



2017 RE-CAP!

23,014
TOTAL ATTENDEES



39.3+ MILLION
PR MEDIA IMPRESSIONS



EXHIBITOR SNAPSHOT

The results speak for themselves! Exhibitors shared their experience in the post-show survey. Here's what was reported:

- 97% Stated their overall satisfaction with the show was "excellent," "very good" or "good"
- 89% Will "definitely" or "likely" exhibit at the show again
- 86% Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors
- 83% Stated the quality of attendees present were "excellent," "very good" or "good"

VISITOR SNAPSHOT

79%

attended with spouse (meet both decision makers)



95%

of attendees are homeowners



83%

will only attend our show



82%

of visitors plan on spending up to \$25,000 with an exhibitor within 12 months of the show



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



2018 Show Features

- **NEW Sundial Kithouse – Net Zero Home**, *landscaped by Galay Landscaping*
Say goodbye to high energy bills and hello to smart living (and design!) at the Sundial Kithouse – Net Zero Home! Designed to use little energy for space heating/cooking, hot water, and appliances, this energy-saving space produces as much energy as it consumes over the course of the year with roof-mounted solar panels. The best part? By working together with MB Hydro, the homeowner does not pay for any power over the course of the year. Now that's smart living!
- **NEW Planted**, *presented by Rust-Oleum Consumer Brands Canada, Plants provided by Lacoste Garden Centre*
Five of Winnipeg's most influential bloggers will get creative with growing their greens by reimagining a plain planter into a unique piece fit to spruce up any patio. From multiple colours to functionalities, PLANTED proves that even the most basic of pieces can be transformed into something special with a little inspiration. Stop by to pick your favourite entry and learn more about your chance to win, as each creator will be giving away their piece to a lucky winner through their social feeds!
- **NEW Dining Al Fresco**, *designed by Dollhouse Design*
 - Outdoor entertaining dreams come alive at Dining Alfresco! Walk through three displays designed by Dollhouse Design, perfect for any style. From family friendly or modern chic to masculine and boho, you'll be sure to walk away with inspiration to make your next garden party the best one yet.
- **Urban Barn Main Stage**, *presented by The Winnipeg Free Press, flooring provided by XL Flooring*
- **The Lounge**, *presented by Western Living Magazine, designed by Premier Companies*
- **The Design Studio**, *presented by Style Manitoba, sponsored by Cloverdale Paint, designed by Adorn Interior Decorator Service*
- **Workshop Series**, *furniture provided by Blue Moon*
- **Ask a Renovator**, *presented by the Manitoba Home Builder's Association*
- **Scattered Seeds Pop Up Market**



Celebrity Sightings

**KORTNEY & DAVE WILSON
HOSTS OF HGTV CANADA'S
MASTERS OF FLIP**



**CARSON ARTHUR
STAR OF HGTV'S
HOME TO WIN**



**TIFFANY PRATT
STAR OF HGTV'S
HOME TO WIN**



**TODD TALBOT
CO-HOST OF
VANCOUVER'S
LOVE IT OR LIST IT**

EXHIBIT LIKE AN EXPERT

KAYLA DONALDSON AND MARTIN EGLI



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



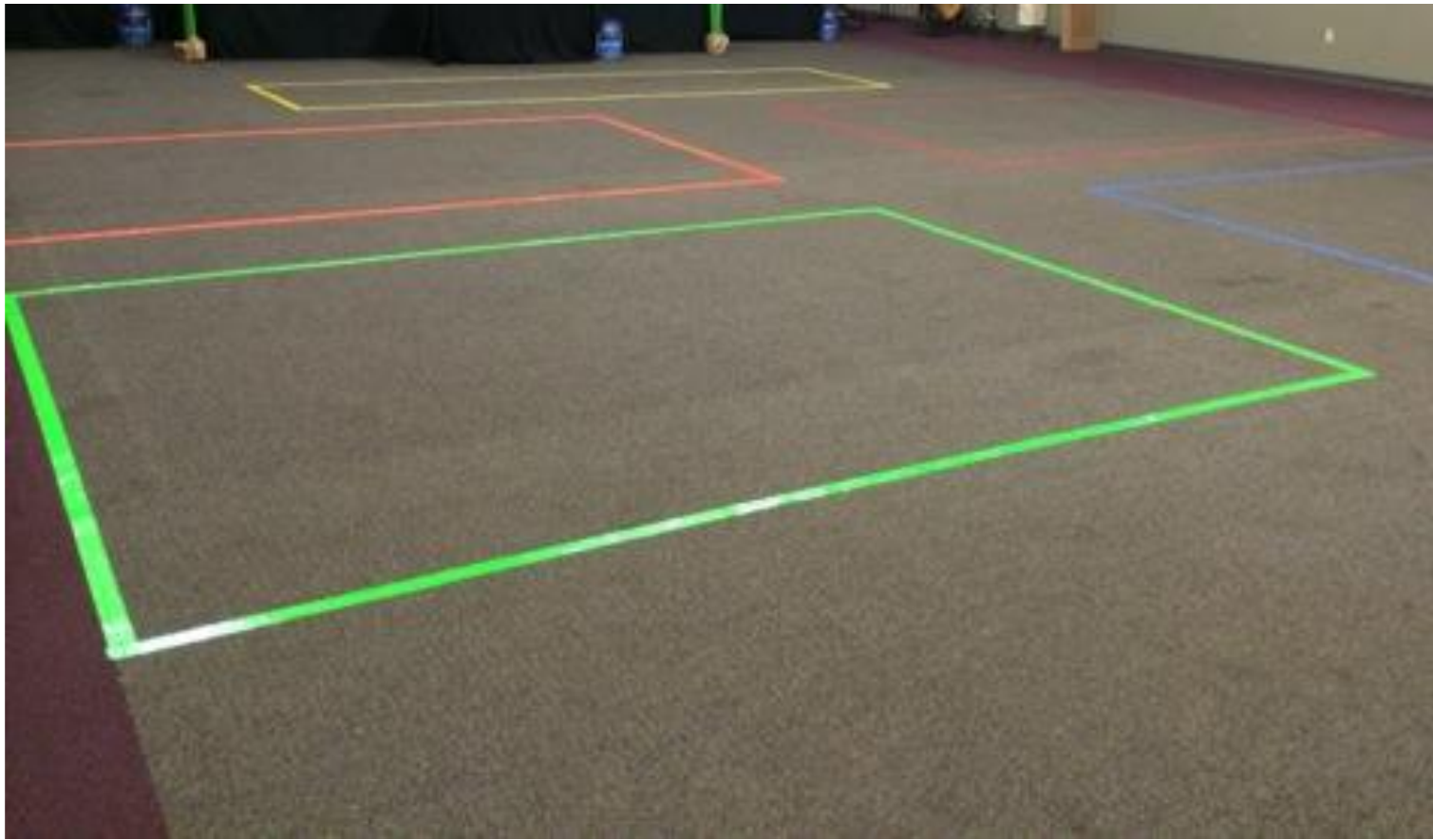
20 X 20

DECIDE HOW MUCH SPACE

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



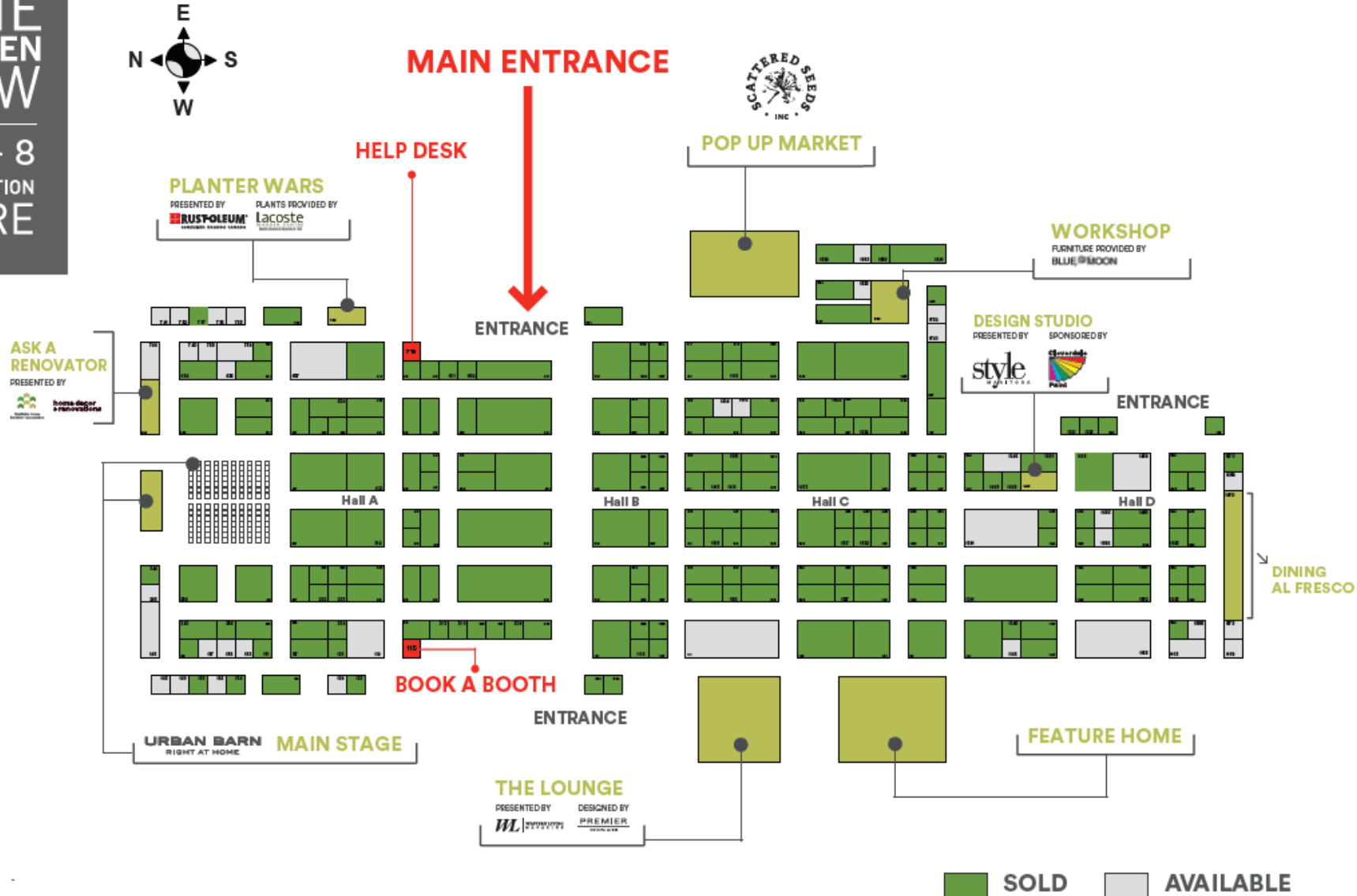
DECIDE HOW MUCH SPACE



CHOOSE AND BOOK YOUR BOOTH

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HOME
+ GARDEN
SHOW

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PLAN YOUR BOOTH

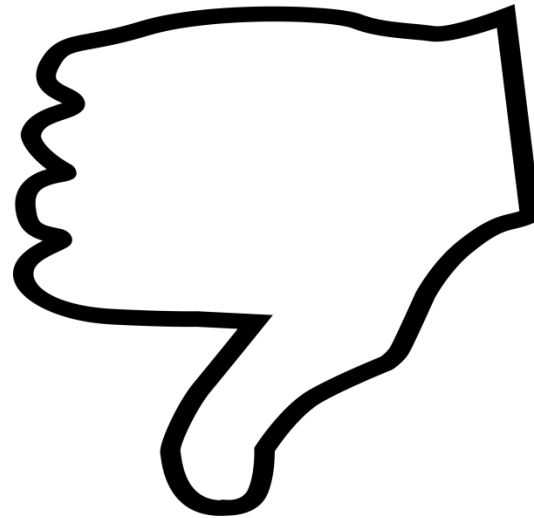
1. This is your show room!

Put your best foot forward

2. 3 Second Rule –

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

EXHIBIT SPACE DON'TS



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



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

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 to live by 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

Visit us at the show!

Buy now Save \$3

*On regular adult admission only

[CLICK HERE](#)

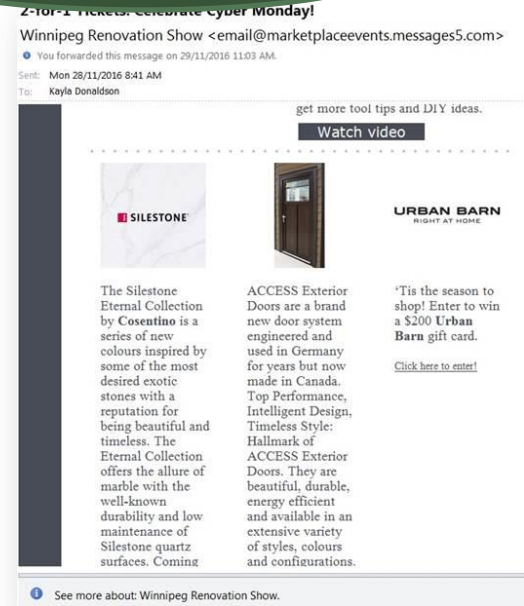
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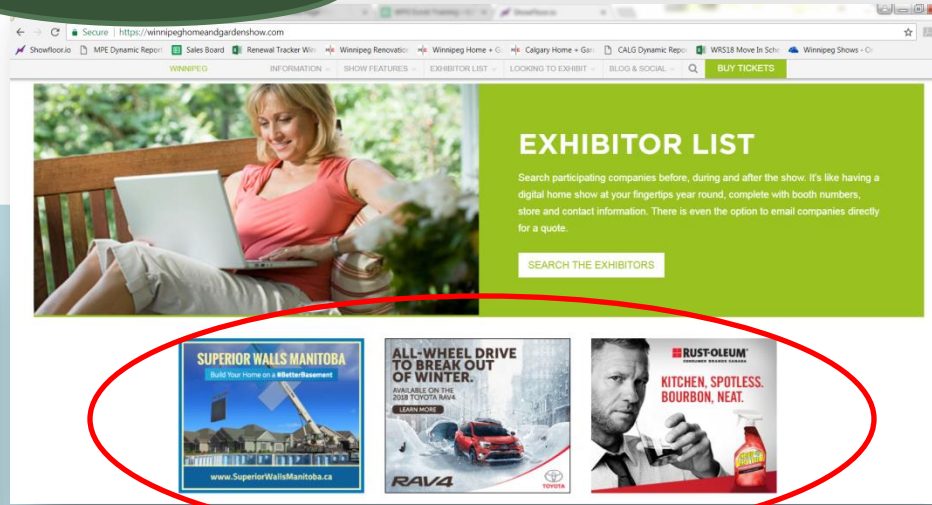
APR
05
TO
08

EXTRA MARKETING Email Blast Inclusion

- Email blast inclusion (8,174+)
 - Web banner
 - Floor decals
 - Logo ID on floor plan (20x20+)
 - Stage presentation
-
- Product sponsor
 - Feature sponsor



Web Banner



Floor Decals



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://winnipeghomeandgardenshow.com/exhibitor-spotlight>

Exhibitor Testimonials:

- Used on the following year's marketing materials. A new submission page has <http://winnipeghomeandgardenshow.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
 - Fair Trade
- 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 8:00pm to drive in
- Be out by 12pm on Monday



MARKETING SOLUTIONS

A division of Marketplace Events

OUR AUDIENCE

WEBSITES & SOCIAL MEDIA



93% of show visitors are **homeowners**



73% attend with their spouse/partner – *both decision makers are present!*



87% of attendees are between the ages of **35-65**



54% female | **46%** male



Above average household income of **\$110,000**



73% attend with a project in mind



Show Twitter Accounts:
42,730 followers



Home+Garden Events:
100,714 followers



Instagram Accounts:
8,298 followers



Home+Garden Blog
345,165 page views
61,536 visits/sessions
54,232 unique visitors



Show Websites
6,316,174 page views
2,345,513 visits/sessions
1,847,651 unique visitors



Consumer Database:
599,036 opt-ins

THREE PRODUCT GROUPS

TO SUPPORT YOUR BUSINESS



Custom Printing

- Exhibit Display & Signage
- Campaigns/Direct Mail
- Sales Material
- Show Signage
- Branded Content
- Attendee Lists



Digital

- Email Marketing
- Social Media
- Websites
- SEO/SEM
- Geo-fencing
- Branded Content
- Targeted Banner Ads
- Video Pre-Roll
- YouTube



Sales & Training

- Lead Management – Lead Forms, Lead Input and Verification
- Sales Calls – Lead Warming
- Sales Scripts

NEED A BOOTH? WE CAN HELP!

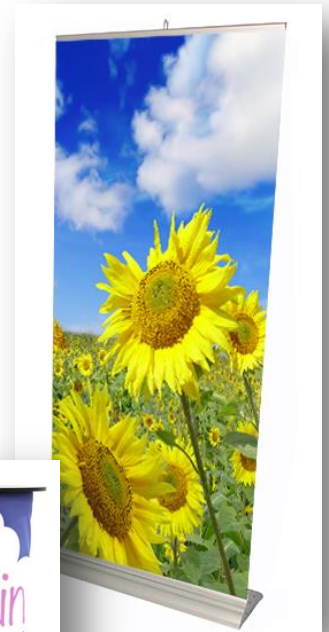
You have **3 seconds** to capture your customer's attention.

3-piece Exhibit Display:

- 1 - Back Panel with frame
- 1 - Podium Banner Wrap
- 1 - Narrow Banner with Base

Includes design, 2 Display Lights, storage container

\$2,400 Investment





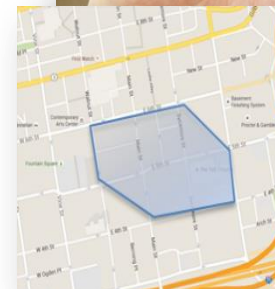
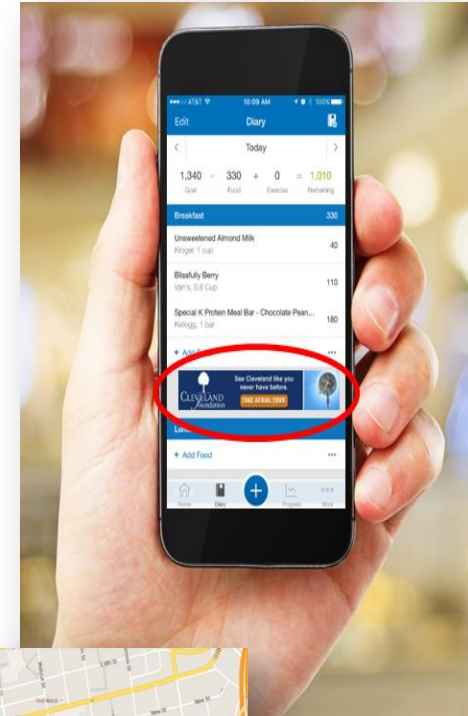
GEO-FENCING | EVENT TARGETING

Serve your company's digital ad to our show attendees

- Geo-Fence the show venue
- Geo-fence your competition or where your customers shop
- Geo-fence targeted zip codes and neighborhoods – reach customers where your product or services are hitting a desired consumer with the appropriate household income

What can you expect? Estimated Impressions - 100,000-125,000 and an Estimated 100+ click-thrus to your website for participating in this campaign.

\$1980.00 /month investment



FACEBOOK ADVERTISING

Why should you advertise on Facebook? Facebook has over 2 billion active users and has focused targeting criteria – narrowing your audience to the demographic you are looking for.

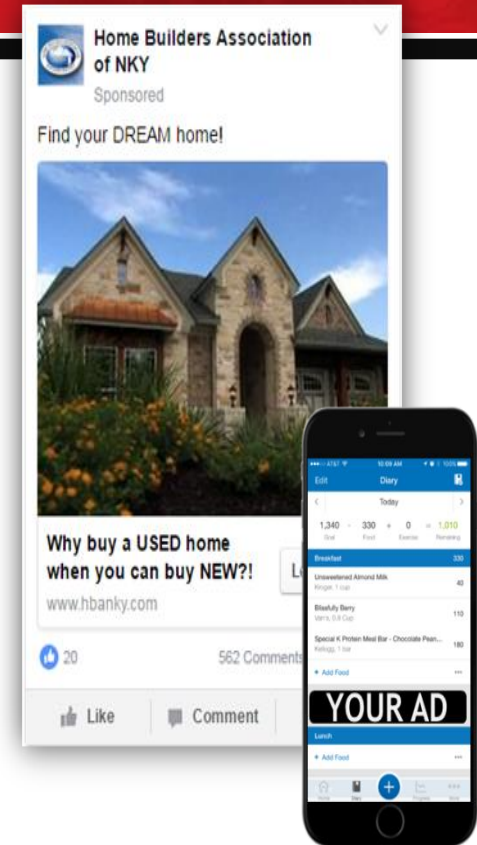
Why does MPE advertise on Facebook? Our own promotion of our shows using Facebook has resulted in a 176% increase in show ticket sales since 2012. Across all shows, we currently have 155,000 FB followers. Facebook is in the top 3 as a driver to our show websites

MPE uses a Facebook **Custom Audience** which is a **highly effective** ad targeting option that lets advertisers find their existing audiences among people who are on Facebook.

How can we do this for you? We will combine:

- **Your consumer email database**
- **The show's On-line Ticket Buyer database**
- **The consumer email database for the show**

**All of this targets show attendees allowing you to extend show offers,
expand your reach and increase brand awareness after the show!**



**Facebook Custom
Audience Advertising
\$1,950.00/month**

WE DELIVER RESULTS

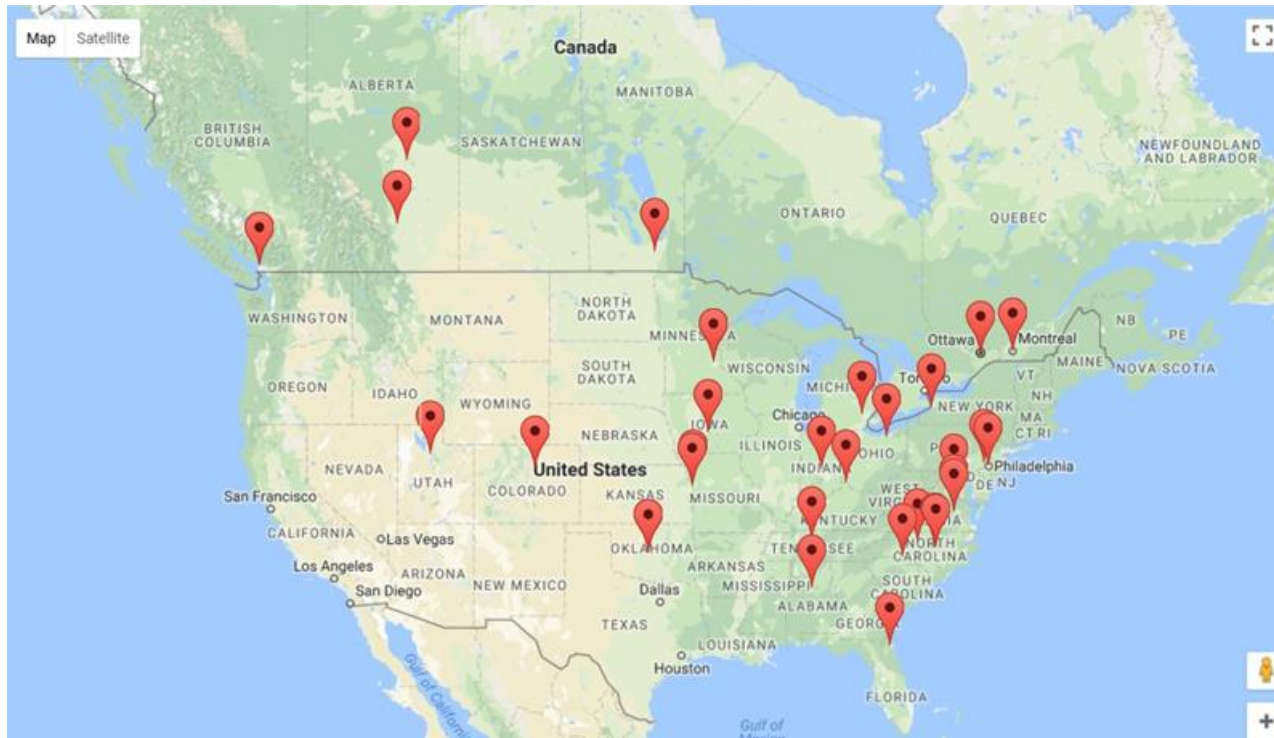
**We have been
delivering your
customers to our
shows...
Now let us drive
them to your
business.**



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HOME SHOW SUCCESS STORIES



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

PRIZES!

- **Banner Ad on official show website**
 - **\$1,500 value**
- **Consumer eblast to our database**
 - **\$500 value**
- **20 tickets to the show**
 - **\$240 value**



THANK YOU FOR
ATTENDING!
QUESTIONS?

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