

# EDMONTON HOME + GARDEN SHOW

# POST SHOW REPORT

2015 EDMONTON HOME + GARDEN SHOW

## BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the Edmonton Expo Centre, for four days of the Edmonton Home + Garden Show, making it a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 600 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



## 2.7 MILLION

PR MEDIA IMPRESSIONS



## 55,598

TOTAL ATTENDEES





## EXHIBITOR SNAPSHOT

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

- 79%** Stated their overall satisfaction with the show was "excellent," "very good" or "good"
- 74%** Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors
- 74%** Will "definitely" or "likely" exhibit at the show again
- 82%** Stated the quality of attendees present were "excellent," "very good" or "good"



"I've been part of Marketplace Events' home shows for years. I'm not only on stage, but I actually take booth space and have developed a sponsorship program to promote my own company, Baeumler Approved. These people are the best in the business and they know shows. They bring in high quality consumers, create a fresh show year after year and work with exhibitors and partners to maximize our investment. I've already renewed my space for 2016 and looking forward to being back at the Show."

- **Bryan Baeumler**, HGTV host of *Leave it to Bryan*, *House of Bryan* and *Disaster DIY*.

## VISITOR SNAPSHOT

**74%**

attended with spouse (meet both decision makers)



**94%**

of attendees are homeowners



**75%**

will only attend our show



**45%**

of visitors plan to spend up to \$10,000 with exhibitors who participated in the show in the next 12 months



## PROVEN RESULTS

We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience was 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!



## GETTING THE WORD OUT

Our creative campaign “real advice, real inspiration, real experts”, aimed at drawing attention to the people who get their hands dirty in their craft every day – experts like you! We received more than \$453,215 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$543,207 in PR value across a variety of mediums.

## MEDIA SAMPLES



## VOICING YOUR OPINION

### HERE'S WHAT EXHIBITORS IN THIS YEAR'S SHOW HAD TO SAY:

"I do appreciate your hard work and ongoing marketing efforts. It is very comforting for me to see how hard you are trying to make it interesting for every customer. The show is well advertised, well prepared, has a lot to offer."

**Margaret Pryzbyla** CUTCO Cutlery

"The marketing and communications staff at Marketplace Events provide a wealth of valuable information and tool to help companies prepare and plan for their tradeshow. We greatly appreciated the pre-show information on how to best promote our company at the show. Excellent resources and easy to reach. Thank you for the great service!"

**Edmonton Home + Garden Show Exhibitor**

"We always enjoy our experience at the Home and Garden Show. We will continue to return year after year."

**Kandee Stadnyk** Young Living Essential Oils

## SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Edmonton Home + Garden 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 55,598 visitors, we received only 1 request for a refund.

# EDMONTON HOME + GARDEN SHOW 2015 FRESH FEATURES



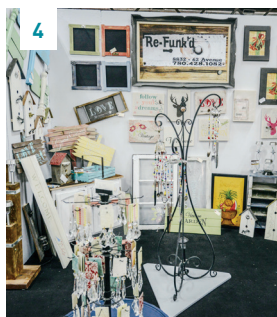
1



2



3



4



5



6

## 1. MAIN STAGE

presented by *The Edmonton Journal* & *Furnished by Signature Lane*

The main stage was the spot for exciting presentations with practical and innovative information. Visitors listened to Paul LaFrance, host of HGTV's *Decked Out*, and other top experts on home improvement projects.

## 2. SMART HOME

presented by *Wavefront Automation* & *The Edmonton Journal*, furnished by *F2 Furnishings*, landscaped by *RCL Canada Landscape Contractors & Supply*, designed by *Wicket Blue Interiors*

Visitors experienced the state of the art SMART Home furnished by F2 Furnishings. Visitors toured the 1,000 ft. home that had everything from innovative kitchen built-ins to custom cabinetry.

## 3. BACKYARD WARS

presented by *Greenland Garden Centre*

Four landscapers battled it out for the best backyard design at the first annual Backyard Wars. Visitors voted for their favourite garden and one contestant received a \$1,000 cash prize and another a free 10x10 booth space in the 2016 show!

## 4. REPURPOSED

presented by *96.3 Capital FM*

Guests were able to pick the brains of Alberta's top DIY-style vendors who restore and repurpose cast away or orphaned furniture and turn it into a one-of-a-kind treasure for everyone's style.

## 5. ASK AN EXPERT

presented by *K-97*

Visitors had direct access to industry's top professionals. Visitors brought their photos, paint swatches, questions and samples to get the best expert advice for their decorating, landscaping and renovation needs.

## 6. FLOFORM LOUNGE

presented by *Western Living Magazine*

After a long day at the show, visitors relaxed with a glass of wine and snacks, at the chic and design-inspired FloForm lounge.

## THANK YOU TO OUR SPONSORS & PARTNERS



## CALL TODAY TO SECURE YOUR SPACE!



**MICHELLE WHYTE**  
Exhibit Sales Consultant  
Companies A-J  
866-941-0673  
michellew@mpeshows.com



**KRISTY CAIRNS**  
Senior Exhibit Sales Consultant  
Companies K-Z  
866-941-0673  
kristyc@mpeshows.com



**TERRI HIGGINS**  
Show Manager  
778-475-1495  
terrih@mpeshows.com

## WE'VE GOT YOU COVERED!

EDMONTON  
RENOVATION  
SHOW

EDMONTON  
HOME  
+ GARDEN  
SHOW

ALLIANCE  
EDMONTON  
FALL  
HOME  
SHOW

Follow us on Facebook  
Home and Garden Events

Follow us on Pinterest  
pinterest.com/homeshows

Follow us on Twitter  
@HomeShowsAB

Read our Blog  
HomeandGardenBlog.com