

CALGARY HOME + GARDEN SHOW

POST SHOW REPORT

2016 CALGARY HOME + GARDEN SHOW

BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park, for four days of the Calgary 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 650 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



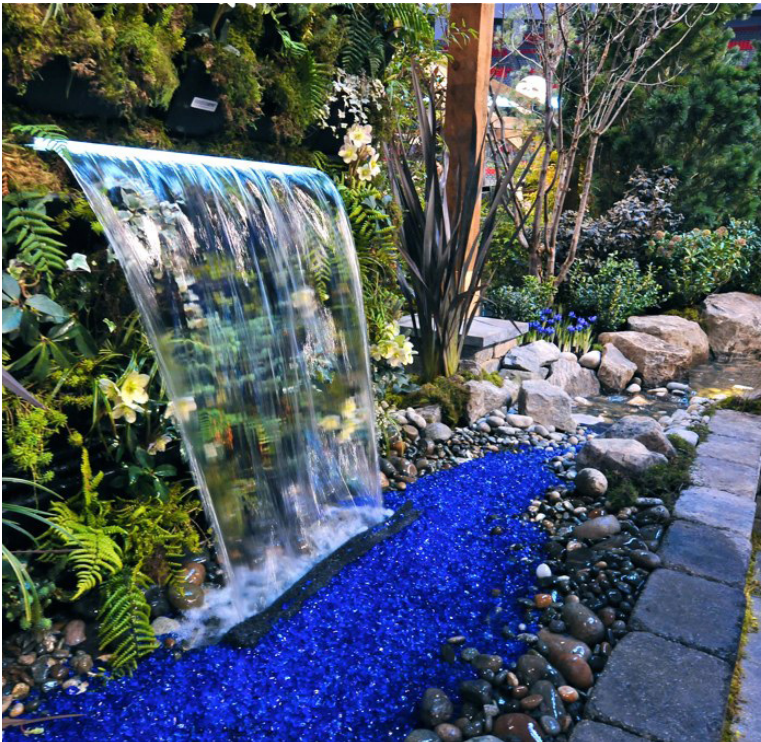
67 MILLION

PR MEDIA IMPRESSIONS



60,084

TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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


- 77% Stated their overall satisfaction with the show was "very satisfied" and "satisfied"
- 72% Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors
- 82% Stated the number of attendees present were "excellent," "very good" or "good"
- 71% Will "definitely" or "likely" exhibit at the show again



"As a speaker at home shows throughout North America, I recognize the value that Marketplace Events brings to each one of their events. With exceptional teams for each location, they create the link between the consumer and the retailers in a way that benefits both. Visitors to Marketplace Events' home shows get a world-class experience in an intimate environment where they feel comfortable and confident in planning their home renovations."

- **Carson Arthur**, HGTV's *Critical Listing* and *Home to Win*

VISITOR SNAPSHOT

70% 
attended with spouse (meet both decision makers)

94% 
of attendees are homeowners

84% 
will only attend our show

67% 
of visitors plan to spend \$1,000 - \$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 Calgary shows you're missing an entire audience of customers!



GETTING THE WORD OUT

Our creative campaign “real advice, real inspiration, real experts”, with a focus on renovation, aimed at drawing attention to the people who get their hands dirty in their craft every day – experts like you! We received more than \$872,000 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$1.15 million in PR value across a variety of mediums.

MEDIA SAMPLES

CALGARY HOME + GARDEN SHOW
FEB 25-28
BMO CENTRE
STAMPEDE PARK

**REAL ADVICE
REAL INSPIRATION
REAL EXPERTS**

SANDRA
Real Estate Agent

4 DAYS ONLY

CALGARY HOME + GARDEN SHOW
FEB 25-28
BMO CENTRE
STAMPEDE PARK

**REAL ADVICE
REAL INSPIRATION
REAL EXPERTS**

MARK
Megan & Jennifer
TREVOR

SAVE \$4
BUY TICKETS ONLINE
PROMO CODE: RENOVATION
*NEW REGISTRATION POLICY & CONDITIONS

The Calgary Home + Garden Show is the most trusted resource for every home improvement project, inside and out. With big names like André Chevinny from HGTV's Timber Kings and more than 650 exhibitors and a slew of exciting new features, there's real advice, real inspiration and real experts at every turn.

CALGARYHOMEANDGARDENSHOW.COM

PRESENTED BY MARKETPLACE EVENTS

CALGARY HOME + GARDEN SHOW

**FEB 25-28
BMO CENTRE
STAMPEDE PARK**

THOMAS ROCHOW
Oasis Landscaping

CALGARY HOME + GARDEN SHOW

**REAL ADVICE
REAL INSPIRATION
REAL EXPERTS**

FEBRUARY 25-28
BMO CENTRE, STAMPEDE PARK, CALGARY

VOICING YOUR OPINION



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

“The Home & Garden show is a good way for us to get leads and book appointments for estimates. It's a way of getting exposure in our industry in the Calgary marketplace.”

MARK HERRINGTON
Royal Railing Ltd.

“This show is well-attended and provides a great opportunity for our business to generate sales.”

MARINA CHABBERT
Top Spray

“Excellent opportunity to build our local brand and get face to face with potential customers to communicate our differentiators compared to our competition.”

SCOTT DEJONG
Trivana homes inc

“We always find the Home and Garden show a great way to connect with potential clients well before we are able to commence our seasonal work. We can work out all the details and designs so that when weather allows, we are able to get going on their projects right away.”

THOMAS ROCHOW
Oasis Landscaping

SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Calgary 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 60,084 visitors, we received only 3 requests for a refund.

CALGARY HOME + GARDEN SHOW 2016 FRESH FEATURES



1. HOME + GARDEN STAGE

Designed by WW Design Studio & presented by the *Calgary Herald* and *Calgary Sun*
The Main Stage had exciting presentations with practical and innovative information from guest experts including Carson Arthur, host of HGTV's *Critical Listing* and *Home to Win* and André Chevigny from HGTV's *Timber Kings*, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.

2. REVOLVE HOME

Presented by Revolve Furnishings & CREB@ NOW
Garage provided by by Gladiator@ GarageWorks

Visitors toured this modern 1,000 square foot stunner, featuring jaw-dropping modern fixtures, furniture, accessories, and lighting design by Revolve Furnishings. Plus, the adjacent garage from Gladiator@ GarageWorks, proved that dream homes exist for your vehicle, too!

3. ASK AN EXPERT

Presented by KiSS 95.9 FM

Visitors had direct access to the industry's top renovation, design and landscaping professionals for relevant and practical advice, free of charge with one-on-one complimentary 10 min consultations.

4. LIVING GREEN WORKSHOPS

Presented by Blue Grass Garden Centre

The experts from Blue Grass Garden Centre demonstrated how to build your very own indoor garden with compatible plants and materials from start to finish.

5. THE ULTIMATE UPCYCLE CHALLENGE: PLANTED

Presented by Rust-Oleum Consumer Brands Canada

Silent auction bids were placed on unique garden planters created by the city's top media, lifestyle and design personalities using rescued items from ReStore Calgary with supplies provided by Rust-Oleum Consumer Brands Canada. 100% of proceeds benefitted Habitat for Humanity Southern Alberta.

6. FLOFORM LOUNGE

Presented by FLOFORM and *Western Living Magazine*
designed by David Crosson Design Collective

Visitors rested their weary feet and studied up on this spring's must-have home styles in the latest issue of *Western Living Magazine*, with a well-deserved bevvy in-hand.

ADDITIONAL FEATURES INCLUDED

Repurposed Gardens, designed by Dafoe Design; The Flower Market, presented by Amborella Floral Studios; The Beer Gardens, presented by Shed Solutions, furnished by Patio Solutions and Landscaped by CLS Landscape Supply; Family Day presented by CO-OP; Food Truck Eatery, presented by YYC Food Trucks; Test Drives, presented by Toyota; Help Desk presented by 96.9 Jack FM.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO SECURE YOUR SPACE!



JODI VERESCHAGIN
EXHIBIT SALES CONSULTANT
Companies A - J
403-253-1177 ext: 208
jodiv@mpeshows.com



CASEY MATULIC
EXHIBIT SALES CONSULTANT
Companies K - Z
403-542-1649
caseym@mpeshows.com

WE'VE GOT YOU COVERED!

CALGARY
HOME
+ GARDEN
SHOW

CALGARY
HOME
+ DESIGN
SHOW

Follow us on Facebook
Home and Garden Events

Follow us on Pinterest
pinterest.com/homeshows

Follow us on Instagram & Twitter
@HomeShowsAB