

EDMONTON HOME + GARDEN SHOW

POST SHOW REPORT

2016 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.



2.95 MILLION

PR MEDIA IMPRESSIONS



52,825

TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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

- 73% Stated their overall satisfaction with the show was "very satisfied" and "satisfied"
- 64% Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors
- 73% Stated the number of attendees present were "excellent," "very good" or "good"
- 66% 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

74%

attended with spouse (meet both decision makers)



94%

of attendees are homeowners



76%

will only attend our show



64%

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 Edmonton 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 \$695,562 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$659,185 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:

"The team is awesome! Not only does Marketplace Events offer an incredible lucrative platform for us to display our brand but they offer many training courses to make the best out of this opportunity. Plain and simply with all much due pleasantries aside, we in our first week already tripled our investment. We will be in every show as long as it runs!"

RYAN CRAWFORD
Furnace Solutions

"The Edmonton Home and Garden show seems to attract serious buyers, several people visit our booth ready to purchase."

NED STANOJEVIC
Leduc Overhead Door Inc.

"This is a great opportunity to have exposure to potentially thousands of consumers that are interested in what you have."

JOHN BESLER
Golden Spike Lumber

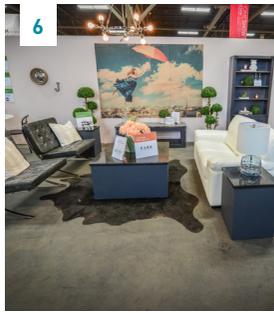
"We have been involved with The Edmonton Home + Garden Show for the past 5 years, and each year it has been great!"

RICH HOCKNEY
Home Rail (Edmonton) Ltd.

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 52,825 visitors, we received only 2 requests for a refund.

EDMONTON HOME + GARDEN SHOW 2016 FRESH FEATURES



1. MAIN, GARDEN & COOKING STAGES

Presented by The Brick and the *Edmonton Journal*, 630 CHED & The Tomato Food & Drink

The Main, Garden & Cooking Stages 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 Cheigny from HGTV's *Timber Kings*, plus other Canadian home, garden and lifestyle authorities.

2. THE DESIGN HOME

Presented by the *Edmonton Journal*, Designed by Wicket Blue Interiors, Furnished by Reside Furnishings & Landscaping by RCLcanada

Visitors toured this 1,000 sq. ft. show home featuring 2016's latest trends in design and decor; with everything from custom cabinetry to the newest furniture, home accessories and lighting design.

3. SPRING GARDEN MARKET & GARDEN HOSE WREATH WORKSHOPS

Presented by Cory Christopher and Fresh FM

Attendees got to perk up their spaces with the season's most beautiful blooms and plants at this fresh floral and wreath arranging workshop.

4. WALK IN THE PARK

Presented by RCLcanada and 96.3 Capital FM

Visitors enjoyed an abundance of green space filled with large trees, decorative paving stone patios and a stunning water feature. Plus, visitors received one-on-one consultations and architectural drawings with RCLcanada's award winning designer.

5. THE ULTIMATE UPCYCLE CHALLENGE: PLANTED

Presented by Rust-Oleum, In Support of Habitat for Humanity/ReStore

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 Edmonton with supplies provided by Rust-Oleum Consumer Brands Canada. 100% of proceeds benefitted Habitat for Humanity Edmonton.

6. FLOFORM LOUNGE

Presented by FLOFORM, Designed by House of j Interior Design

Visitors rested their weary feet and studied up on this spring's must-have home styles, with a well-deserved bevvy in-hand.

ADDITIONAL FEATURES INCLUDED

Backyard Wars presented by CISN Country, Fashion + Furniture Fairway presented by Kingsway, He Shed She Shed Beer Gardens, presented by Shed Solutions, 100.3 The Bear, TSN 1260, furnished by Patio Solutions and Landscaped by HML Landscape; Ask an Expert, presented by K97 and designed by Elite Interior Design; Floral Design Competition, presented by Heather De Kok Floral Design and 91.7 The Bounce; Ask a Tech - The Car Experts, presented by Go Auto; Food Truck Alley, presented by 104.9 Virgin and the Telus Future Home.

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WE'VE GOT YOU COVERED!



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