CALGARY HOME +DESIGN SHOW

POST SHOW REPORT 2015 CALGARY HOME + DESIGN SHOW

BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park for four days of the 2015 Calgary Home + Design Show, making it a must-attend event again this year. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 350 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

60 MILLION PR MEDIA IMPRESSIONS







30,666

TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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

- **97%** of exhibitors were pleased with the quality of exhibits & exhibitors at the show
- 87% were happy with the quality of attendees at the show
- 87% are open to recommend the show to other potential exhibitors
- **90%** of exhibitors were impressed with the quality of the shows features



"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

63% attended with spouse (meet both decision makers)

of attendees are homeowners

90%

69% will only attend



will only attend our show

75%

of visitors plan to spend up to \$10,000+ with an exhibitor within 12 months of the show

PROVEN RESULTS

We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. This means that 96% of visitors to each show are a unique audience. If you're only exhibiting in just one of our Calgary Shows, you're missing out on an entirely unique audience of customers!





GETTING THE WORD OUT

Our creative campaign "where it all comes together," developed a functional one-stop shop appeal to motivate consumers to find everything they needed for their home under one roof. We have received more than \$585,000 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$835,000 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 Calgary Home + Design Show is a great opportunity to meet with potential customers face to face. I found the people attending were quality buyers/shoppers and not just people looking for a way to kill time on the weekend. The timing of the show is perfect for my company as we transition into the colder months.

DARRELL SARAFINCHAN Aeroseal Duct Sealing Calgary

The Home and Design show is always a great venue for us to network and gain exposure. Consumers trust the companies being represented at this show and are usually seriously looking for home and design solutions. This year's crowd had a great energy and like the year before, we came out with new leads, contracts and work for our company. We look forward to participating in next year's show!

SEPEHR SHOARINEJAD Nu Automations

As a new exhibitor at the 2015 Calgary Home and Design Show, we could not have been happier with the excitement Calgarians showed us towards our new outdoor flooring business for condo balconies! Set-up, takedown, and the actual show itself was all well organized and clearly explained, and there was always a representative on the floor to help us "newbies" with any questions. We were also thrilled to be awarded the Happiest Exhibitors, and truly had a lot of fun!

YVONNE HERMANN Kandy Outdoor Flooring Inc.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Calgary Home & Design Show was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 30,666 visitors, we received only 2 requests for a refund.

CALGARY HOME + DESIGN SHOW 2015 FRESH FEATURES













THANK YOU TO OUR PARTNERS & SPONSORS

1. TRAIL APPLIANCES MAIN STAGE

presented by Calgary Herald, furnished by Urban Barn

This year our stage had very exciting presentations that drew in huge crowds. Guests included HGTV stars Bryan + Sarah Baeumler, design duo Janette Ewen and Jef Hancock, as well as other local talents.

2. SAMSUNG JUNIOR CHEF CHALLENGE

presented by Samsung & CTV

Visitors were able to watch two school-aged home cooks battle it out onstage with the help of Calgary's top chefs. The duos raced against time to create the perfect entrée and dessert. Expert judges then chose a winner who went home with \$5,000 worth of Samsung appliances and headphones.

3. CURATE BY ALY VELJI

Visitors were able to shop for the best Canadian-made art, home goods and accessories. Must-haves included pieces from Zoe Pawlack, Vancouver Candle Co., Mtharu and more.

4. GROWING FOR GIVING

designed by Dafoe Design, products provided by Golden Acre Garden Sentre Visitors were able to purchase one of ten gorgeous outdoor planters created by the green thumbs at Dafoe Design. All proceeds were given to Discovery House.

5. ASK A DESIGNER

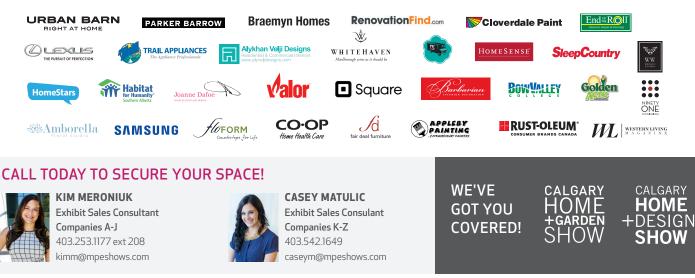
presented by CREB®Now, designed by WW Design Studio, furniture provided by Fair Deal Furniture

Visitors had direct access to industry-leading designers for one-on-one complimentary 10 minute consultations. Visitors came prepared with photos, Pinspiration, floorplans and questions to make their dream home a reality.

6. FLOFORM LOUNGE

presented by Western Living, Cambria and 101.5 Kool FM, designed by Parker Barrow

Visitors were able to sit down and relax with a well-deserved beverage in-hand. Right in the heart of the action, visitors were able to flip through the latest *Western Living*, while admiring the creativity of Parker Barrow.



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