

# 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)



90%

of attendees are homeowners



69%

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

**CALGARY HOME + DESIGN SHOW**  
 SEPT 17-20  
 BMO CENTRE  
 STAMPEDE PARK  
 FALL 2015

**WHERE IT ALL COMES TOGETHER**  
THU SEPT 17 10AM-5PM / FRI SEPT 18 10AM-5PM / SAT SEPT 19 10AM-5PM / SUN SEPT 20 10AM-5PM  
[CALGARYHOMESHOW.COM](http://CALGARYHOMESHOW.COM)

**CALGARY HOME + DESIGN SHOW**  
 SEPT 17-20  
 BMO CENTRE  
 STAMPEDE PARK

**WHERE IT ALL COMES TOGETHER**

**CALGARY HOME + DESIGN SHOW**  
 SEPT 17-20  
 BMO CENTRE  
 STAMPEDE PARK

**WHERE IT ALL COMES TOGETHER**

**SAVE \$4**  
 BUY TICKETS ONLINE  
 PROMO CODE: CONDO

The Calgary Home + Design Show, where ideas, advice and inspiration all come together, for 4 days only! Find innovative products and shop great deals with over 350 retailers & industry experts. Satisfaction guaranteed – or the price of admission is on us.

[CALGARYHOMESHOW.COM](http://CALGARYHOMESHOW.COM)

**CALGARY HOME + DESIGN SHOW**  
 SEPT 17-20  
 BMO CENTRE  
 STAMPEDE PARK

**WHERE IT ALL COMES TOGETHER**

**ON NOW!**

The Calgary Home + Design Show is the ultimate authority of all things design, entertaining and home improvement. With big names like Bryan and Sarah Bauml, stars of HGTV's House of Bryan 3 plus more than 350 exhibitors, there's expert insight, innovation and inspiration for stylish living at every turn. Satisfaction guaranteed – or the cost of admission is on us.

**SEE CELEBRITY GUEST EXPERTS!**

SARAH & BRYAN BAUMLER  
 2014 HGTV House of Bryan

ULTIMATE UPCYCLING CHALLENGE

**ULTIMATE UPCYCLING CHALLENGE: TAKE A SEAT!**  
 Calgary's top media personalities, designers and tastemakers will turn trash into fab for a cause. Armed with Rust-Oleum products and a small design budget, each participant will upcycle a pre-loved chair from ReStore into something truly custom-worthy. Bid on your favourite seat at our silent auction (100% of proceeds benefit Habitat for Humanity Southern Alberta).

PRESENTED BY  
**RUST-OLEUM**

IN SUPPORT OF  
**Habitat for Humanity**  
**ReStore**

**REGULAR ADMISSION:**  
 THURS 4PM-5PM / FRI 10AM-5PM / SAT 10AM-5PM / SUN 10AM-5PM  
 ADULTS \$15 / \$10 / \$5 / \$5 (CHILDREN 12 & UNDER FREE)

**SAVE \$3** BUY TICKETS ONLINE  
 COURTESY OF **RenovationFind**

[CALGARYHOMESHOW.COM](http://CALGARYHOMESHOW.COM)

**CALGARY HOME + DESIGN SHOW**

BUY TICKETS ONLINE  
**SAVE \$3**

**WHERE IT ALL COMES TOGETHER**

**CALGARY HOME + DESIGN SHOW**  
 SEPT 17-20  
 BMO CENTRE  
 STAMPEDE PARK

## 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



## 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 Centre**

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.

## THANK YOU TO OUR PARTNERS & SPONSORS

**URBAN BARN**  
RIGHT AT HOME

**PARKER BARROW**

**Braemyn Homes**

**RenovationFind.com**

**Cloverdale Paint**

**End & Roll**  
Interior Design & Renovations

**LEXUS**  
THE PURSUIT OF PERFECTION

**TRAIL APPLIANCES**  
The Appliance Professionals

**Alykhan Velji Designs**  
Residential & Commercial Interiors  
www.alylveljidesigns.com

**WHITEHAVEN**  
Starborough since it should be

**ME**

**HOMESENSE**

**SleepCountry**

**WW**  
DESIGN STUDIO

**HomeStars**

**Habitat for Humanity**  
Southern Alberta

**Joanne Dafoe**  
CONCEPTUALIZER AND DESIGNER

**Valor**

**Square**

**Parhamian**  
INTERIOR DECORATION

**BOW VALLEY**  
COLLEGE

**Golden Acre**

**99.1**  
FM

**Amborella**  
Floral Studio

**SAMSUNG**

**FloFORM**  
Countertops, floor life

**CO-OP**  
Home Health Care

**fd**  
fair deal furniture

**APPLEBY PAINTING**  
EXTRAORDINARY PAINTERS

**RUST-OLEUM**  
CONSUMER BRANDS CANADA

**WL**  
WESTERN LIVING  
MAGAZINE

## CALL TODAY TO SECURE YOUR SPACE!



**KIM MERONIUK**  
Exhibit Sales Consultant  
Companies A-J  
403.253.1177 ext 208  
kimm@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 Twitter  
@HomeShowsAB



Read our Blog  
HomeandGardenBlog.com

**CALGARYHOMESHOW.COM**

PRODUCED BY  
**MARKETPLACE**  
EVENTS