

Post Show Report

2016 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 **Calgary Home + Design Show**, where they found big ideas, trusted advice, and fresh inspiration. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 350 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



67 Million

PR Media Impressions

29,332

Total Attendees





Exhibitor Snapshot

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

- 72%** stated their overall satisfaction with the show was "excellent", "very good", or "good"
- 85%** stated the quality of exhibits/exhibitors were "excellent", "very good", or "good"
- 97%** stated their overall experience working with the show team was "excellent", "very good", or "good"



"I've been at many home shows and events throughout my career, but there is something special about Marketplace Events. The team is fabulous to work with and they really want everyone to have a successful show experience. They bring in quality customers who have projects in mind for their homes. In my opinion, the Calgary Home + Design Show is the perfect opportunity to have your company exposed to thousands of customers in one weekend. I loved my time at the show!"

- **Todd Talbot**, co-host of *Love It or List It Vancouver*

Visitor Snapshot

70%

attended with spouse (meet both decision makers)



91%

of attendees are homeowners



89%

will recommend our show to family and friends



79%

of visitors plan on spending up to \$25,000+ with exhibitors within 12 months of the show



Proven Results

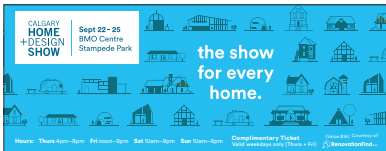
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Calgary shows you're missing an entire audience of customers!



Getting the word out

Our creative campaign “the show for every home”, with a focus on home improvement for any property, aimed at drawing attention to the people who get their hands dirty in their craft everyday – experts like you! We received more than \$681,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$1.44 million in PR value across a variety of mediums, with over 67 million audience reach generated by the PR coverage.

Media Samples



CALGARY HOME + DESIGN SHOW Sept 22-25 BMO Centre Stampede Park

the show for every home.

Bring your home dreams to life

The Calgary Home + Design Show is where big ideas, trusted advice, and fresh inspiration unite. Complete with more than 350 brands and local companies, and the biggest names in the industry, including Master Contractor Rob Evans & Designer Mia Parres from *The Exponent* and *Home to Win* on HGTV Canada, and TV Network's Todd Talbot, co-host of *Love It or List It Vancouver*.

Save \$4 Buy tickets online Promo Code: NEWCONDO

Produced by **MARKETPLACE EVENTS** calgaryhomeshow.com

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4 DAYS ONLY!

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CALGARY HOME + DESIGN SHOW **the show for every home.**

CALGARY HOME + DESIGN SHOW **Sept 22-25** BMO Centre Stampede Park **Save \$3** Buy tickets online courtesy of **RenovationFind.com**

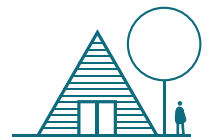
VOICING YOUR OPINION



Here's what exhibitors in this year's show had to say:

“This was our first event with you and your team. Excellent overall experience and we'll be sure not to miss every opportunity in the future with your events. Dustin was very helpful throughout and Jodi was very pleasant to deal with. Thank you kindly.”

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Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Calgary Home + Design 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 29,332 visitors, we received only 5 requests for a refund.

Calgary Home + Design Show Fresh Features



1. TRAIL APPLIANCES MAIN STAGE presented by Postmedia, furnished by Urban Barn

The Main Stage had exciting presentations with practical and innovative information from guest experts including Designer **Mia Parres** & Master Contractor **Rob Evans**, stars of HGTV Canada's *The Expandables*, and **Todd Talbot**, star of *Love It or List It Vancouver*, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.

2. TELUS FUTURE HOME presented by Telus

Visitors were able to tour the super-wired 560 square foot home to see just how revolutionary TELUS PureFibre™ network is. This was a one-stop shop on everything "back to the future". With their evolutionary technology, the TELUS Future Home showcased their TELUS PureFibre™ network that connects communities across Western Canada better than ever before.

3. ASK A DESIGNER presented by CREB®Now and designed by Privé Design Studio and Designing Spaces

Visitors were able to bring their paint swatches, floorplans and home project plans to the industry's top designers for relevant and practical advice, free of charge with one-on-one complimentary 10-minute consultations.

4. WORKSHOP SERIES designed by Feathering My Nest's Lacey Haskell presented by 98.5 Virgin Radio

Visitors were able to learn from the pros in a hands-on workshop series curated by Calgary's favourite DIY blogger, Lacey Haskell of Feathering My Nest. From FAT Painting to embroidery, hand lettering to kokedama, visitors created their very own unique handcrafted home décor alongside Calgary's best artisans.

5. ULTIMATE UPCYCLE CHALLENGE: DIY RUNWAY presented by Rust-Oleum Consumer Brands Canada in support of Habitat for Humanity Southern Alberta

Silent auction bids were placed on unique home décor items 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 the proceeds benefitted Habitat for Humanity Southern Alberta.

6. FLOFORM LOUNGE presented by Cambria, KooL 101.5, Western Living magazine designed by WW Design Studio

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

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