

CALGARY  
FALL  
HOME  
SHOW

# Post Show Report

## 2017 Calgary Fall Home Show

### Big crowds. Big success.

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park, for four days of the **Calgary Fall Home 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.



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## 78 Million

PR Media Impressions

## 27,815

Total Attendees





## Exhibitor Snapshot

"The Calgary Home Shows allows us to make a great first impression to potential new clients, helps us increase our sales and have greater brand legitimacy. This gives us the opportunity to begin to earn a customer's trust right from the very first conversation."

**SCOTT DEJONG**, *Trivana Homes*

"There is no doubt how important the Calgary Home Shows have been for the success of our company. We started off with 100 sq.ft. in 1 show, and have now expanded into a multi-show Western Canada sponsorship deal. Being at the show allows us to get in front of consumers who otherwise wouldn't seek out our business."

**KEITH RILEY**, *RenovationFind.com*



"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, Baessler 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."

- **BRYAN BAESSLER**, *HGTV's House of Bryan*

## Visitor Snapshot

**95%**



of attendees  
are homeowners

**85%**



of attendees have  
a project in mind

**More than half**  
of attendees have  
a renovation budget  
of up to \$50,000



**59%**

of attendees are  
female



**41%**

of attendees are male

## Proven Results

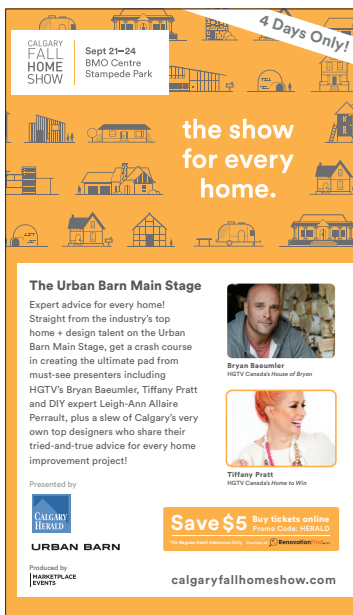
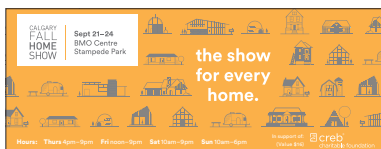
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Calgary shows you're missing an entire audience of customers!



## 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 \$505,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$1.19 million in PR value across a variety of mediums, with over 78 million audience reach generated by the PR coverage.

## Media Samples



## GET SOCIAL WITH US



Home and Garden Events  
– 102,602 fans



@YYCHomeShows  
– 5,189 followers



@YYCHomeShows  
– 2,262 followers

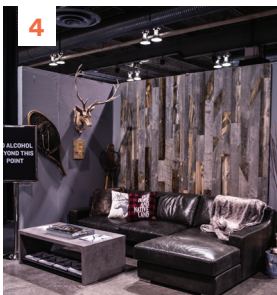


## Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Calgary Fall Home 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 27,815 visitors, we received only 1 request for a refund.



# Calgary Fall Home Show Fresh Features



## 1. URBAN BARN MAIN STAGE

Presented by Postmedia

The Urban Barn Main Stage saw must-see presenters including HGTV's Bryan Baeumler, Tiffany Pratt and DIY expert Leigh-Ann Allaire Perrault, plus a slew of Calgary's very own top designers shared their tried-and-true advice for every home improvement project.

## 2. DIY INSPIRATIONS: ONE NIGHTSTAND CHALLENGE

Presented by Rust-Oleum® Consumer Brands Canada® in support of Habitat for Humanity Southern Alberta

Calgary's most stylish tastemakers were challenged to take a nightstand from basic to bold, using only Rust-Oleum® Consumer Brands Canada paints and stains and a frugal \$50 design budget. Silent auction bids were placed with 100% of auction proceeds benefitting Habitat for Humanity.

## 3. ASK A DESIGNER

With Martin Lee Design

Attendees visited this feature for free, one-on-one consultations with an Interior Designer from local firm, Martin Lee Design. No appointment needed! In just 10 minutes, expert advice had them well on their way to creating their dream home.

## 4. CANADIANA WINE LOUNGE

Presented by Western Living and 98.5 Virgin Radio, designed by WW Design Studio

Visitors relaxed with all-Canadian wines, cheeses and bites and adorned with true north-inspired style. They sat back with drink in hand, browsed the newest issue of Western Living and were inspired to stay for another round or two!

## 5. DINNER BY DESIGN

Visitors were amazed by awe-inspiring tablescapes created by internationally celebrated designers and local talent from the annual Dinner by Design events. Extraordinary three-dimensional dining installations, from the lavish and romantic to the outrageous and whimsical, inspired design enthusiasts, foodies and dinner party hosts alike.

## 6. WORKSHOP SERIES

Presented by Outside the Shape and Heart & Swirl

Guests were able to discover a new hobby, uncover a new passion, and meet some lovely like-minded people at a variety of exciting workshops, while they enjoyed complimentary wine tastings and local food samples. They created their own unique handcrafted home décor and goods alongside Calgary's best artisans.

Thank you to our partners & sponsors



WE'VE GOT YOU COVERED!

CALGARY RENOVATION SHOW

CALGARY HOME + GARDEN SHOW

CALGARY FALL HOME SHOW

Call today to secure your space!



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