



Voicing Your Opinion

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

"We have been participate in the Edmonton Home & Garden Show and The Edmonton Renovation Show for the last 20+ years consecutively. **It is the spend that we commit to year after year without a second guess.** The opportunity that we have as a business, to visit with past customers and meet new folks, is ideal in this setting. The reps from the show do all that they can to make the experience great!"

— Acclaimed

"Having the opportunity to meet tens of thousands of local homeowners, to shake their hands and look them in the eyes as I answer their questions, has resulted in **more qualified leads and more booked projects than any other marketing method I've employed in the past 6 years.** Small business owners know they have to be very smart with their marketing budget. Dollars wasted on promo materials, print ads or even social media ads rarely convert to a sale. First Class Interior Painting Inc. has been a repeat vendor in the Marketplace Events Home Shows over the past several years because of how effective it is not just immediately but also in the long run. We regularly book projects from clients we met at a show 2-3 years ago. Marketplace Events has created an environment where we can build trust with our prospective client base. See you at the next show!"

— First Class Interior Painting

Over 30% of exhibitors have renewed their space for January 2019, including:

City of Edmonton - Fire Rescue Services | Advanced Remediation Solutions Inc | Wealth Economics.ca | Can-Cell Industries | Leather Better | Con-Tile Industries Ltd | Royal Treats Ltd. | Njoi Trujilli Beach Residences Honduras | Them Little Rascals Mini Donuts/ Prairie Concessions | Culligan Water | CertaPro Painters | Clement L. Draperies | Arbor Memorial Services | Greentree Outdoor Living | SynVix Investments Inc o/a Dermalactives | Norwex Enviro Products | Advantage Orthotics | Lizwoerks Sales Inc. | Tupperware | Canadian Beeseal | JayWest Country Homes Ltd. | Home Style Construction Ltd | Inline Solutions - Floor Coatings/Storage Solutions | Remax Real Estate - Troy Haymour | Aerus Electrolux Canada | First Class Interior Painting Inc | Brockman Construction | Polar Windows | ADT Security Services Canada, Inc | Acclaimed! Heating, Cooling and Furnace Cleaning | Countertop Expressions | Bath Solutions of Edmonton | Edmonton Bath Products Ltd. | First Call Heating & Air Conditioning | ShelfGenie of Alberta | Cedar Tree Flooring | Vivint | Interlock Industries | Titanium Exclusive Cookware Inc. | Alair Homes | Solaris | Haro's Roofing | Energy Savers Insulation | Bath Fitter | Batten Industries | Air Central Inc. | Duxton Windows & Doors | GreenFox Windows and Doors | Barcol Doors & Windows | Ultimate The Exterior Renovators | Peak Improvements Ltd. | Action Flooring & Design Abilities | Hometech Windows and Doors | Direct Energy | World of Spas (Edmonton) | Ocean Sales Ltd | Redfern Enterprises Ltd.

Exhibitor Snapshot

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

100%

stated their overall experience working with the show team was "excellent", "very good", or "good"

93%

stated their overall satisfaction with the show was "excellent", "very good", or "good"

93%

stated that they are "definitely" and "likely" to exhibit in the show again in the future

73%

stated the quality of attendees present at the show "excellent", "very good", or "good"

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 Edmonton shows you're missing an entire audience of customers!



Getting the Word Out

Our new creative campaign “Your Project. Our Experts”, with a focus on helping consumers organize and manage their home renovations, aimed at drawing attention to the people who get their hands dirty in their craft everyday – experts like you! We received more than \$178,500 in paid and promotional media, including print, television, out-of-home and online. Plus, the show garnered over \$576,710 in PR value across a variety of mediums, finishing with an audience of over 2.1 million reached through PR coverage.

Advertising Samples



THE MAIN STAGE

PRESENTED BY DESIGNED BY

Expert advice for every home! Don't miss HGTV Canada's Bryan Baeumler, alongside Alberta-based experts sharing their tips and trips for a successful home renovation project. From improvement projects and tried-and-true advice, hear it here first, straight from the experts. With exciting presenters and presentations, you will leave the show with the ability to earn bragging rights in your neighbourhood!



Bryan Baeumler
HGTV Canada's Bryan Inc.

SAVE \$5 BUY TICKETS ONLINE
PROMO CODE: MAINSTAGE
Available at

Home and Garden Events
 @YEGhomeshows #ERS18



EDMONTONRENOVATIONSHOW.COM

PRODUCED BY



Visitor Snapshot

99%

of attendees have a project in mind

93%

of attendees are homeowners

76%

of attendees attended with their spouse (both decision makers)

MORE THAN HALF

of attendees have a renovation budget of up to \$50,000

Satisfaction Guaranteed

Any attendee who was not completely satisfied with the Edmonton Renovation 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 19,749 visitors, we didn't receive any refund requests!

Fresh Features

2018 Edmonton Renovation Show



1. THE MAIN STAGE

PRESENTED BY THE EDMONTON JOURNAL

HGTV's Bryan Baeumler, and Alberta-based experts shared their tips and tricks for a successful home renovation project, leaving visitors with the ability to earn bragging rights in their neighbourhood!

2. TRICKS OF THE TRADE

PRESENTED BY HOMES & LAND OF EDMONTON

Visitors brought their demo plans and blueprints, and dropped in for a 15-minute free consultation with the city's top home improvement and renovation experts to help gain clarity on their home projects.

3. BACKYARD BEER GARDENS

PRESENTED BY CISN 103.9FM, DESIGNED BY WICKET BLUE, LANDSCAPED BY GARDEN WARRIORS LTD.

When your beer is as good as the settings around you, you need somewhere equally amazing to Instagram it. Located right next to the Main Stage, visitors were right in the middle of all of the action, with games, food trucks and inspiration.

4. RENOVATION RUNWAY

PRESENTED BY WESTERN LIVING, CHED 630, DESIGNED BY WICKET BLUE INTERIORS

Renovation Runway showcased the latest trends from our exhibitors in this design-chic feature. Whether you wanted to take on the traditional or keep it contemporary, you were inspired with dazzling new ideas that will ensure your renovations are the talk of the town.

5. CAMPING CHIC

LANDSCAPED BY TERRANOVA LANDSCAPING

Experts displayed the ins and outs of their DIY campers while offering space-saving designs and tips! From regulations to rust-proofing, the result will be a cozy home-away-from-home on wheels for a fraction of the cost.

Call Today To Secure Your Space!



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