

POST SHOW REPORT

2015 EDMONTON FALL HOME SHOW

BIG CROWDS. BIG SUCCESS.

Thousands of homeowners converged at the Edmonton Expo Centre for three days at the 2015 Edmonton Fall Home Show, making it a must-attend event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 200 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

1,439,154
PR MEDIA IMPRESSIONS



15,802
TOTAL ATTENDEES





EXHIBITOR SNAPSHOT

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

- 78%** of exhibitors were pleased with the quality of exhibits & exhibitors at the show
- 86%** were happy with the quality of attendees at the show
- 81%** are open to recommend the show to other potential exhibitors
- 80%** of exhibitors were impressed with the quality of the shows features



JOIN THESE EXHIBITORS WHO HAVE RENEWED THEIR SPACE FOR FALL 2016

Action Flooring & Design Abilities | Epicure | Allstate Insurance | Frontier Power Products | Hardwood Direct | Iconic Estate Homes Inc | Sherwood Flooring | Investors Group Financial Services | Suncoast Enclosures | Advantage Orthotics | Aerus Electrolux Canada | Air Central Inc. | It Works | Jaywest Country Homes Ltd. | Scentsy Leather Better | Lily Silk Art | Servus Credit Union | Lizwoerks Sales Inc. | Made in the Shade Blinds and More | Sunsational Decks & Flooring | Arbor Memorial Services Njoi Beach Residences Honduras | Attersall Marketing Ltd. | Beaver Plastics/Logix ICF Bethune Oriental Medicine Center | C. Wilde Designs Inc. | Canadian Arena Products Ltd. | Beaver Plastics/Logix ICF | Cancom Development | Titanium Exclusive Cookware Inc. | Tupperware | Wild Boutique | Bethune Oriental Medicine Center | Norwex Enviro Products | Ocean Sales Ltd | Prairie Concessions/ The Little Rascals Mini Donut | The Foam King | Batten Industries | Tile + Stone Source International | Batten Industries World of Spas (Edmonton) | Cutco Cutlery (Vector Mktg.) | Direct Buy of Edmonton Redfern Enterprises Ltd. | Simple Shower Solutions | SynVix Investments Inc

VISITOR SNAPSHOT

72%



attended with spouse (meet both decision markers)

91%



of attendees are homeowners

51%



will only attend our show

70%



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

PROVEN RESULTS

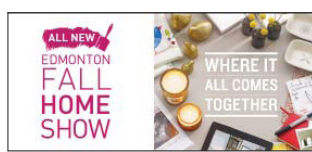
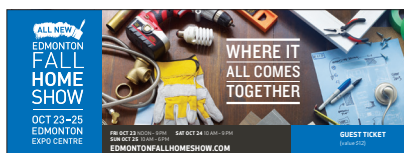
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. This means that 96% of visitors to each show are a unique audience. If you're only exhibiting in just one of our Edmonton Shows, you're missing out on an entirely unique audience 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 \$255,000 in paid & promotional media including print, radio, television, & online. Plus, the Show garnered over \$454,322 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:

“I was very impressed with the way this show was organized. Every show put together by Marketplace Events is a great show for my company. Your attention to detail is superb.”

MARGARET PRZYBYLA
CUTCO

“Get to meet the people they are very friendly and staff was great to work with.”

TERRY MARTIN
B A S Production

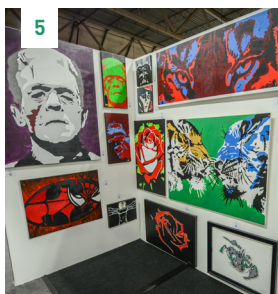
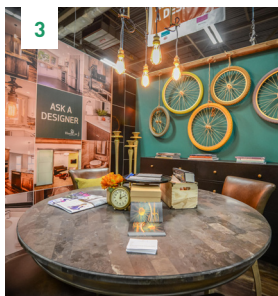
“It is great to be able to get our name out there to so many people at one spot.”

KELLY MERRELL
Ideal Tile & Terrazzo Ltd.

SATISFACTION GUARANTEED!

Any visitor who was not completely satisfied with the Edmonton Fall Home 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 15,800 visitors, we received only 1 request for a refund.

EDMONTON FALL HOME SHOW 2015 FRESH FEATURES



1. MAIN STAGE

Presented by **Edmonton Journal** and **Furnished by Urban Barn**

This year's main stage was filled with design inspiration. Guests were able to learn from the Parker Barrow creative team, Janette Ewen & Jef Hancock, *Cityline* star Leigh Ann Allaire Perrault, and hometown favourite, DIY Mommy, Christina Dennis.

2. UPCYCLE CHALLENGE

Presented by **Rust-Oleum** in Support of **Habitat for Humanity Edmonton**

This year, visitors were able to bid on chairs, upcycled by local media personalities, designers and tastemakers equipped with Rust-Oleum products and a \$50 design budget. 100% of the proceeds benefitted the Habitat for Humanity Edmonton.

3. ASK A DESIGNER

Presented by **96.3 Capital FM**

Visitors had direct access to industry-leading designers for one-on-one complimentary 15 minute consultations. Visitors came prepared with photos, Pinspiration, floorplans and questions to make their dream home a reality.

4. FLOFORM LOUNGE

Presented by **Western Living**

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.

5. M(ART)KET

Presented by **CISN Country 103.9 FM**

Visitors were able to browse curated collections from four local painters, photographers and sketch artists – helping them get their home décor down to a fine art.

6. FLORAL WORKS + WREATHS

by **Cory Christopher**

Visitors were able to join the Cory Christopher creative team for wreath and flower workshops, helping visitors prepare their homes inside and out for the changing of seasons.

THANK YOU TO OUR PARTNERS & SPONSORS



CONTINUING EDUCATION

WE'VE
GOT YOU
COVERED!

EDMONTON
RENOVATION
SHOW

EDMONTON
HOME
+ GARDEN
SHOW

EDMONTON
FALL
HOME
SHOW

CALL TODAY TO SECURE YOUR SPACE!

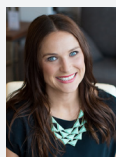


MICHELLE WHYTE

Exhibit Sales Consultant
Companies A-H

866.941.0673 ext 202

michellew@mpeshows.com



KRISTY CAIRNS

Senior Exhibit Sales Consultant
Companies I-N

866.941.0673 ext 209

kristyc@mpeshows.com



ALEX BLACK

Exhibit Sales Consultant
Companies O-Z

866.941.0673 ext 213

alexblack@mpeshows.com



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