

EDMONTON
FALL
HOME
SHOW

Post Show Report

2017 Edmonton Fall Home Show

Big crowds. Big success.

Tens of thousands of homeowners converged at the Edmonton Expo Centre, for three days of the **Edmonton 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 200 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



2,051,416

PR Media Impressions

16,000

Total Attendees





Exhibitor Snapshot


OVER 40% OF EXHIBITORS HAVE RENEWED THEIR SPACE FOR FALL 2018 INCLUDING:

Abracadabra Distribution Inc • Action Flooring & Design Abilities • ADT Security Services Edmonton • Advantage Orthotics • Aerus Electrolux Canada • Air Central Inc. • Arbor Memorial Services • Art Smart Design • Behaviour (for the benefit of Telus) • Bethune Oriental Medicine Center • Canadian Beeseal • Can-Cell Industries • Cancom Development • Canz Building Products Inc. • Celebration Homes • Culligan Water • Cutco Cutlery (Vector Mktg.) • Divine Hardwood Flooring (Edm.) • Duxton Windows & Doors • Edmonton Bath Products Ltd. • Epicure - Stella Slywka Independent Consultant • First Class Interior Painting Inc • Furnace Solutions • Hiddenbed Canada Direct • JayWest Country Homes Ltd. • Knight Doors and Windows • Leather Better • Leduc Overhead Door Inc. • Lizwoerks Sales Inc. • Molly Maid • Njoi Trujill Beach Residences Honduras • Norwex Enviro Products • Optimera/Nerium Skincare • Peak Improvements Ltd. • Polar Windows • Redfern Enterprises Ltd. • ShelfGenie of Alberta • Sleep Country Canada • SynVix Investments Inc o/a Dermalactives • Tile + Stone Source International • Titanium Exclusive Cookware Inc. • Total Orthotics • Tradepartner.ca INC / Trade Direct Customs Homes • Tupperware • Vivint • Wealth Economics.ca • World of Spas (Edmonton) • Yorkton Group


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!


Visitor Snapshot

91% 
of attendees
are homeowners

86% 
of attendees have
a project in mind

71% 
of attendees will only
attend our show

69% 
attended with
spouse (meet both
decision makers)

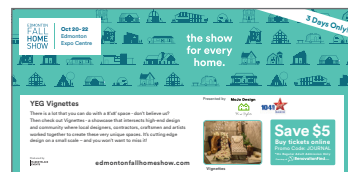
More than half 
of attendees have a
renovation budget of
\$50,000



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 \$202,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$755,000 in PR value across a variety of mediums, reaching an audience of over 2 million, generated by the PR coverage.

Media Samples



GET SOCIAL WITH US



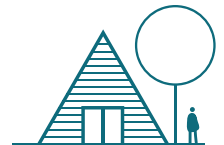
Home and Garden Events



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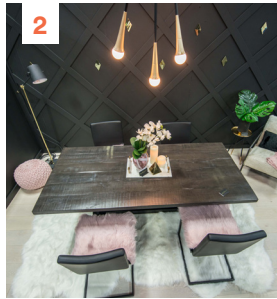
@YEGHomeShows



Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Edmonton 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 16,000 visitors, we received only 2 requests for a refund.

Edmonton Fall Home Show Fresh Features



1. URBAN BARN MAIN STAGE

presented by *Edmonton Journal*, furnished by Urban Barn

The Main Stage had exciting presentations with practical and innovative information from guest experts including HGTV's *Masters of Flip*, Kortney + Dave Wilson, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.

2. ASK A DESIGNER

presented by *New Homes and Condos Magazine* and *Homes & Land Magazine*

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 15-minute consultations.

3. YEG VIGNETTES

presented by Capital 96.3FM

Teams compiled of local designers, contractors, craftsmen and artists worked together to create 8'x8' Vignettes that displayed their talents in new and unique ways. The finished spaces were open to the public in September, and Edmontonians selected their top favourites to be brought to the show for visitors to tour. It's cutting edge design on a small scale!

4. DIY INSPIRATION: NOTABLE NIGHTSTAND CHALLENGE

presented by Rust-Oleum® Consumer Brands Canada in support of Habitat for Humanity

Edmonton'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 Southern Alberta.

5. CANADIANA LOUNGE

Designed by House of j, furnished by Home Envy Furnishings, presented by *Western Living* and TSN/The Gregor Show

Visitors cozied up with relaxed with all-Canadian wines, cheeses and bites 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.

6. DESIGN THROUGH TIME

presented by Jostar Interiors

Time went backwards as you walked through several eras of interiors from the past 150 years and celebrated how design has grown into what it is today. The journey started with a 19th century bathroom, and ended with a beautiful contemporary bathroom bringing you back to the present.

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