

CALGARY
HOME
+ GARDEN
SHOW

Post Show Report

2018 Calgary Home + Garden Show

MAKE IT YOURS

Tens of thousands of homeowners converged at the BMO Centre, Stampede Park for four days of the **Calgary Home + Garden 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 550 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



86+ million

PR Media Impressions

44,161

Total Attendees



Over 49% of exhibitors have renewed their space for Spring 2019, including:

2% Realty | A1 Contractors EST 1987 | AB Granito Ltd | AC Concrete Ltd | Ace Painting | Action Furnace | ADT Security Services Calgary | Air Central Inc | Akron Roofing | Alberta Best Home Plumbing + Heating Ltd. | Alberta Hardwood Flooring 1985 (Cgy) Ltd | Alberta Mortgage Brokers Association | Alberta Mountain Air Heating & Air Conditioning | All Weather Windows Ltd. | Apple Fitness | Arbonne | ArborCare Tree Service Ltd. | Arpi's Industries Ltd | Art Smart Design | Asonic Roofing and Construction Ltd. | Basco Defogging | Bath Fitter | Batten Industries | Bayshore Inn Resort & Spa | Beaver Plastics/Logix ICF | Bella Turf | Beyond Foam Insulations Ltd. (BASF) | Big City Developments Inc | Black Forest Wood Co. Ltd. | Blue Grass Garden Centre | Bow River Hearing | Bravo Health / Interactive Health | Budget Blinds | BuildIT Custom Contracting | BURSCO Landscape Centres | Busy Beaver Construction | Caldek Sundeck Systems | Calgary Co-op Home Health Care | Calgary Countertops | Calgary Custom Closets | Calgary Custom Windows | Calgary Elite Roofing | Calgary Interiors Corp | Calgary North Decorating | Calgary Tent & Awning Ltd. | Calgary Tractorland Ltd | Calgary Weatherdek | Calgary Workforce Roofing | Canada Outdoor Kitchen | Canadian Timberframes | Can-Cell Industries | Can-West Concrete Cutting & Coring Inc | Century Chiropractic Wellness Centre | CertaPro Painters | Chinook Home Improvement Centre | CLS Landscape Supply Ltd | Concorde Distributing | Culligan Water | Culligan Water / Water Solutions | Curb-Ease Continuous Concrete Borders | Custom Rollout Drawers | Cut It Sales | Cutco Cutlery (Vector Mktg.) | Cyclo Vac Central Vacuum | Decked Out Vinyl Products | Deerfoot Carpet & Flooring Inc | Desert Sun Patios Ltd. | Direct Energy | Discovery Dream Homes | Distinct Heating & Cooling | Distinctively Paint | Divine Flooring Ltd. | DLR Vinyl Products | Durabuilt Windows & Doors | Dynamo Decor | Eagle Lake Professional Landscape Supply | Earl's Paintworks | Eco Lighting Solutions | Ecowater Systems Calgary | Ekko Cabinetry Ltd. | Elite Trade Painting | Elle Golf | Emco Corporation - HVAC Division / TRANE | End of the Roll | Expocrete Concrete Products Ltd. | Fire Ant Contracting | Firefly Plumbing Inc | First Class Fencing | Floorscapes Inc | Four Seasons Sunrooms | Frontier Power Products | Garage Living | GEM Inc./Euroshield | Gienow Renovations by Ply Gem | God Roofing & Exteriors Ltd. | Going Nuts | Golden Acre Renovations | Grounds Control Landscaping | Handyman Connection | Hearth Fireplace Depot | Hi-Calibre Views Inc. | Hickory Dickory Decks Calgary | Hiddenbed Canada Direct | High Standard Installation LTD | Hi-Lite Creations Ltd. | Hi-Tech Painting (1991) Ltd. | Homebath Renovators | Home-Rail (Calgary) LTD. | Hutch Kitchen | InfiniteAloe | Interlock Roofing (MASTER) | J P Square Contracting Ltd | James Hardie | JayWest Country Homes Ltd. | Jerome's Appliance Gallery | JR Watkins | JVR Landscape | Kay 2 Contracting Ltd | Knight Plumbing Heating & Air Conditioning Ltd | Kwik Kerb Scenic Acres | Lambert Paving | Leak Doctor | Leather Better | Lemon Heaven/Pucker Power Inc. | Lincoln Exterior Renovations | Little Monkey Metal Works | Litwiller Renovations + Custom Homes | Lizwoerks Sales Inc. | Lynne's Window Treatments Inc. | MadeGood - Riverside Natural Foods Ltd. | Maple Leaf Self Storage Inc | Mapleilles Canada | Marvel Cabinetry + Renovations | MAXgreen Windows, Siding and Roofing | Meerkat Roofing | Melanson Homes & Construction | Michaud Toys | MojiLife | Monique Morrison - Red Shoe Realtor | Mountain Fresh Canada Ltd. | Naiad Irrigation Systems | NATIONAL SALES | New Look Cabinets and Interiors | North Star Academy | Norwex | Ocean Sales Ltd | One Stop Security | Ornamental Landscape Maintainers LTD. | Overhead Door Co. of Calgary | Panchuk Partners | Paradise Leisure Products | Patiline - Hot Tubs, Patio & More | Pella Western Canada | Perfect Turf Calgary | Pete the Plumber Ltd. | Phantom Screens of Southern Alberta | Plasti-Fab Ltd. | PODS - Mobile Storage of Calgary | Polar Windows | Praks Practical Interiors Ltd | Pure Health Chiropractic | Pure Restoration Inc. | Randall's Fine Blinds | Real Estate Council of Alberta | Redfern Enterprises Ltd. | Regency Irrigation Ltd. | Reiners | Relax Hot Tubs & Patio | Ridgecrest Developments | Riverbend Timber Framing | Royal LePage Benchmark - Hripko, Nelson & Partners | RTA Contracting | Rubber Stone / Sierra Stone (Calgary) Ltd. | Rusch Projects | Rustic Ranch Furniture | Rusty Designs | S.I.S. Supply Install Services | Safesidewalks Canada | Scentsy | Secure-Rite Mobile Storage Inc. | Select Sunrooms (2004) Ltd. | Selkirk Stone Distributors Ltd/ Timberwolf Hearth | Seller Direct Real Estate | SeneGence International | Shed Solutions | Shift Air Mechanical Ltd. | Simple Spaces | SkyFire Energy Inc. | Sleep Country Canada | Solaris | South Peak Roofing + Exteriors | Spray-Net Calgary | Springfree Trampoline | Spring's Servicing & Heating Ltd | Sprung's Western Tent & Awning LtdLeft | Student Works Painting | Suncoast Enclosures | Sundeck Solutions Inc | Super Form Products Ltd. | Supreme Roofing Solutions | Sureway Window Fashions | SynVix Investments Inc o/a Dermalactives | The Awning Factory | The Cabinet Doctor Ltd. | The City of Calgary Planning Development | The City of Calgary Waste & Recycling Services | The City of Calgary Water Services | The Landscape Artist | The Pampered Chef | The Wealthy Edge. | Tile + Stone Source International | Timbertown Building Centre Ltd. | Titanium Exclusive Cookware Inc. | Top Spray (div. of Spray Lakes Sawmills) | Town of Vulcan | Toyota Canada c/o Desperado Marketing | Trail Appliances | Tupperware (Royal T Distributors) | Turn Key Renovations | Twisted Rock Terrascape & Design Inc. | Ukrainian Fine Foods | Ultra-Lite Overhead Doors | Uncommon Wine Rooms | United Roofing Inc. | University First Class Painters | Urban Oasis Development Inc | Urban Rubber Paving | Vacuum Wholesalers | Velux Canada Inc. | Vivint Smart Home Security | West Quality Construction Inc | Wicker Land Patio | World Health (IFH International Fitness Holdings) | World of Spas | Young Living | Zone Garage | ZZ Construction

Voicing Your Opinion

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

"The Calgary Home Shows have been and will continue to be something that we at the Black Forest Wood Co look forward to every year. We have been attending these shows for over twenty years now and as a result to its success, we have decided to attend the Home Renovation Show in January for the first time ever! The team that hosts these events are well prepared, easy to deal with and give us nothing short of unbelievable customer service. We are already planning ahead to the next show!"

— Jason Gray,
Black Forest Wood Company

The 2018 Home and Garden show was a great opportunity for us to interact with our current clients and many potential future clients. This has allowed us the chance to talk to so many people in just a few days and answer any questions they may have had about heating, air-conditioning and plumbing. Creating a personal relationship is very important to us, the Home and Garden show allows us to do that. Arpi's Industries has been around for 55 years and the Home and Garden show continues to help us provide services to all Calgarians."

— Jeff Johnson, Arpi's Industries

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 new creative campaign “Make It Yours”, with a focus on helping consumers organize and manage their home renovations, tailored to their dreams and ideas, looking for advice and inspiration from experts like you! We received more than \$312,000 in paid and promotional media, including print, television, out-of-home and online. Plus, the show garnered over \$1.7 million in PR value across a variety of mediums, finishing with an audience of 86 million reached through PR coverage.

Advertising Samples



ENTER TO WIN A \$5,000 GIFT CERTIFICATE COURTESY OF CANADA OUTDOOR KITCHENS

NOTE THAT ALL FIELDS ARE MANDATORY

NAME _____

ADDRESS _____ POSTAL CODE _____

CITY _____

PHONE _____ EMAIL _____

YES, I would like to receive future discount ticket offers & show updates from the Calgary Home Shows

YES, I would like to receive information from Canada Outdoor Kitchens

YES, I would like to receive information from the Calgary Herald

SAVE \$5 BUY TICKETS ONLINE PROMO CODE: HERALD

COURTESY OF **RenovationFind.com**

Enter to win at the Canada Outdoor Kitchens booth #347

Home and Garden Events @YYCHomeShows #CHGS18 CALGARYHOMEANDGARDENSHOW.COM

URBAN BARN HOME + GARDEN STAGE

Presented by **Urban Barn**

Seeking sweet relief for a home improvement project? Look no further than Canada's most popular designers, gardeners, and home improvement specialists on the Home + Garden Stage including HGTV Canada's Peter Dinklage, Tim Potvin, and HGTV Canada's Home to Win stars Tiffany Pratt and Carson Arthur, who will join a lineup of local pros to share insight to help you with your home and garden game.

SAVE \$5 BUY TICKETS ONLINE PROMO CODE: HERALD

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CALGARY HOME + GARDEN SHOW

BMO CENTRE STAMPEDE PARK MARCH 1-4

4 DAYS ONLY!

SAVE \$5 BUY TICKETS ONLINE PROMO CODE: SUN

COURTESY OF **RenovationFind.com**

*Valid on regular adult admission only

SPONSORS: **TOYOTA**, **SleepCountry**, **RUST-OLEUM**, **URBAN BARN**, **Cloverdaje Paint**

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PRODUCED BY **MARKETPLACE EVENTS**

Visitor Snapshot

96%

of attendees have a project in mind

92%

of attendees are homeowners

70%

of attendees attended with their spouse (both decision makers)

MORE THAN HALF

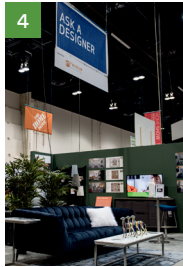
of attendees have a renovation budget of up to \$50,000

Satisfaction Guaranteed

Any attendee who was not completely satisfied with the Calgary Home + Garden 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 44,161 visitors, we didn't receive any requests for a refund.

Fresh Features

2018 Calgary Home + Garden Show



1. URBAN BARN HOME + GARDEN STAGE

PRESENTED BY GOLDEN ACRE AND CALGARY HERALD
Celebrity presenters including HGTV's *Love It or List It Vancouver* star, Todd Talbot, and HGTV Canada's *Home to Win* stars Carson Arthur and Tiffany Pratt, joined a line-up of local favourites that delivered insight to up your home and garden game.

2. TINY HOME VILLAGE

Visitors explored these wonderfully small (but mighty!) mobile homes, marvelling at each tiny home's unique design features, inventive use of space and upscale finishes.

3. WORKSHOP SERIES

PRESENTED BY HEART & SWIRL AND OUTSIDE THE SHAPE
Visitors stepped inside Outside the Shape's beautifully curated boutique space and shopped from locally crafted home goods, beauty + wellness finds and more. They were also able to create their very own abstract canvas with some of Calgary's best artists, all while enjoying complimentary wine tastings and local food samples.

4. ASK A DESIGNER

PRESENTED BY REVOLVE FURNISHINGS
Visitors brought their Pinterest dream boards, paint swatches and floor plans to the experts at Revolve Furnishings for a 10-minute free consultation to help gain clarity on their home projects.

5. RETRO RENEWAL

DESIGNED BY WICKET BLUE INTERIORS
Rosalyn Lazaruk of Wicket Blue Interiors illustrated how to update your space with retro vibes, all while maintaining a modern feel, by combining retro graphic patterns, colours, textures and décor in a fresh way.

6. HOME DEPOT KIDS WORKSHOPS

PRESENTED BY HOME DEPOT
Kids aged 5-12 were able to put on a (tiny) toolbelt and build something awesome at this free workshop space – packed with glue, hammers and a variety of hands-on workshops and wood-working projects, kids (and parents) were able to walk away with a mini-masterpiece.

Call Today To
Secure Your Space!



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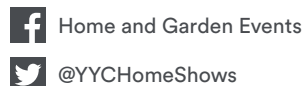
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