

# Post Show Report

## 2016 Ottawa Fall Home Show

### Big crowds. Big success.

Tens of thousands of homeowners converged at the EY Centre, for four days of the **Ottawa 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.



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# 4 Million

PR Media Impressions

# 15,150

Total Attendees





## Exhibitor Snapshot

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

- 91%** stated the quality of exhibits/exhibitors were "excellent", "very good", or "good"
- 97%** stated their overall experience working with the show team was "excellent", "very good", or "good"
- 88%** stated their overall satisfaction with the show was "excellent", "very good", or "good"
- 82%** stated they "would definitely" or "likely to" recommend the show to another potential exhibitor or colleague



The Ottawa Fall Home Show has become an integral part of the design landscape in the nation's capital. I have taken part in many facets of the show from simply walking the floor as a guest, engaging crowds as a presenter and working on the popular feature room with the team at Marketplace Events and my experience has been incredibly positive. The entire team is professional and passionate about putting together a show that the design community in Ottawa can be proud to be a part of. Each year as we prepare to wrap up the show I begin to look forward to the next year's show!

- **Mary Taggart**, Publisher/Editor-in-Chief, *Ottawa At Home* magazine

## Visitor Snapshot

**74%**



attended with spouse (meet both decision makers)

**94%**



of attendees are homeowners

**83%**



will recommend our show to family and friends

## Proven Results

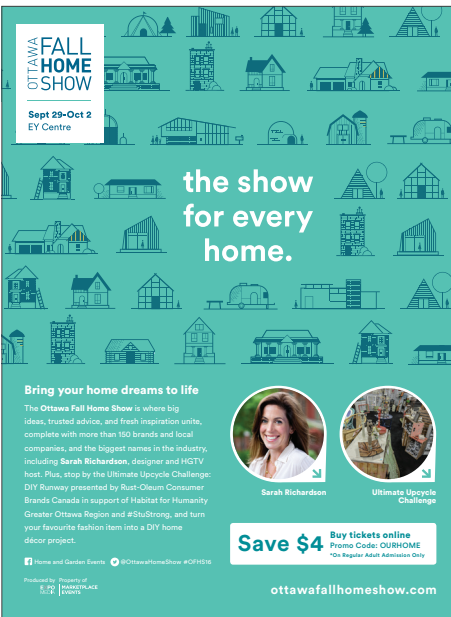
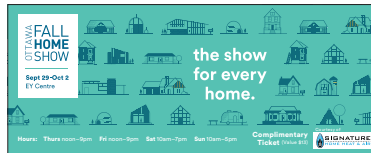
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience was only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Ottawa shows you're missing an entire audience of customers!



# 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 \$330,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$47,770 in PR value across a variety of mediums, with over 4 million audience reach generated by the PR coverage.

## Media Samples



# VOICING YOUR OPINION



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

“For us as a company it is worth the trip to Ottawa, dynamite show team, great mix of exhibitors, quality customers and the perfect time of year for a Home show.”

LINDA  
Unidem Sales Inc.

“Working with the staff, from booking space and utilities to move-in and out, is always an absolute pleasure. We are routinely last-minute exhibitors, but from arrival to departure, it feels as though we had booked months in advance! It's a very organized team of professionals.”

Anonymous Exhibitor  
Quote taken from our 2016 Ottawa Fall Home Show survey

## Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Ottawa 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 15,150 visitors, we received only 16 requests for a refund.

# Ottawa Fall Home Show Fresh Features



## 1. THE MAIN STAGE

designed by Artemano

The Main Stage had exciting presentations with practical and innovative information from guest experts including designer and HGTV host, **Sarah Richardson**, and editor-in-chief of *Ottawa at Home* magazine, **Mary Taggart**, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.

## 2. KUB FROM THE MICRO-LOFT SERIES

presented by Bonneville Homes, décor by Artemano, landscaping by Permacon, security by ADT

Visitors were able to tour the 1,000 sq.ft. home to see innovative ways to make their small spaces amazingly well-equipped, while learning how to make the most of small bathrooms, kitchens and more with design inspiration from this minimalistic feature

## 3. THE HIGH-LOW FEATURE ROOM

presented by *Ottawa at Home* and La-Z-Boy Galleries

Consumers were challenged to spot the bargain. They were tested with figuring out which section was decorated with bargain pieces. Upon voting, visitors were entered into a draw where one lucky winner won \$10,000 shopping spree at La-Z-Boy Furniture Galleries.

## 4. HOUSING DESIGN AWARDS

designed by Greater Ottawa Home Builders' Association

Local designers, builders and professional renovators were invited to show off their talents and design genius in a competition, all vying for the top spot of the People's Choice Award. Visitors were able to peruse the selection, get inspired, and vote for their favourite.

## 5. ULTIMATE UPCYCLE CHALLENGE: DIY RUNWAY

presented by Rust-Oleum Consumer Brands Canada, Habitat for Humanity and The Ottawa Hospital

Silent auction bids were placed on unique home décor items created by the city's top media, lifestyle and design personalities using rescued items from with supplies provided by Rust-Oleum Consumer Brands Canada. 100% of the proceeds benefitted Habitat for Humanity Greater Ottawa Region and #StuStrong.

## 6. THE ART SCENE

Art can be one of the most defining aspects of a home and, at this year's show, visitors were able to browse tasteful and awe-inspiring art by renowned local artists that range in both style and media.

Thank you to our Partners & Sponsors



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