

ALL NEW

WINNIPEG RENOVATION SHOW

POST SHOW REPORT

2016 WINNIPEG RENOVATION SHOW

BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the RBC Convention Centre for three days of the ALL NEW Winnipeg Renovation Show, kicking off the new year as a must see-event. With ideas in mind and money to spend, visitors eagerly walked the show to gain inspiration and meet with more than 125 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

14,299,874
PR MEDIA IMPRESSIONS



16,028
TOTAL ATTENDEES





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 satisfaction with the show was "excellent," "very good" or "good"
- 92% Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors
- 91% Will "definitely" or "likely" exhibit at the show again
- 87% said the show's consumer advertising campaign was "excellent," "very good" and "good"
- 87% said the show exceeded or met all of their objectives
- 100% Stated the quality of attendees present were "excellent," "very good" or "good"



"I've been part of Marketplace Events' home shows for years. I'm not only on stage, but I actually take booth space and have developed a sponsorship program to promote my own company, Baeumler Approved. These people are the best in the business and they know shows. They bring in high quality consumers, create a fresh show year after year and work with exhibitors and partners to maximize our investment.

- **Bryan Baeumler**, HGTV host of *Leave It to Bryan*, *House of Bryan* and *Disaster DIY*.

VISITOR SNAPSHOT

76%



attended with spouse (meet both decision makers)

95%



of attendees are homeowners

54%



of visitors plan to spend up to \$10,000 with exhibitors who participated in the show in the next 12 months

71%

are planning a kitchen or bathroom renovation

PROVEN RESULTS

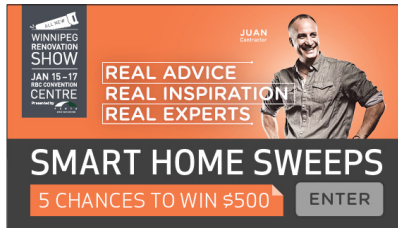
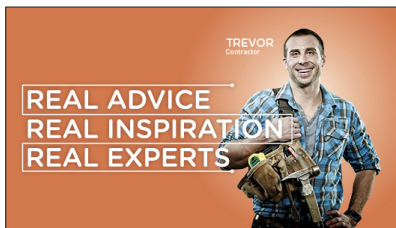
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience was only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Winnipeg shows you're missing an entire audience of customers!



GETTING THE WORD OUT

Our creative campaign “real advice, real inspiration, real experts”, with a focus on renovation, aimed at drawing attention to the people who get their hands dirty in their craft every day – experts like you! We received more than \$260,000 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the show garnered over \$505,497 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:

Great job with the show. Everyone was friendly, helpful and very easy to work with. Absolutely fantastic job promoting the shows and bringing the people in. I think this was the busiest I've seen it in the last 12 years. Looking forward to many more years exhibiting at the shows.

TREVOR FERENS
Coldspring

Having Bryan in the room instead of in a different conference room really boosted our sales by thousands of dollars! Great idea! Thank you so much!

ASHLEY IRWIN
Variety Manitoba

It was a very well organized and advertised show. The attendance was up significantly since the last year. Great company to work with.

MELANIE STUVE
Norwex

Very well organized! Excellent marketing prior to show led to fabulous show attendance! Great show!

ANGIE KENDEL
Maximum Impact Plus

Within the first week following this show we booked sufficient new business to more than pay all our costs! Great attendance! Qualified audience! No hesitations in doing this again next year!

KEVIN
KAT RENO

SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Winnipeg 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 16,028 visitors, we received only 8 requests for a refund.

WINNIPEG RENOVATION SHOW 2016 FRESH FEATURES



1. THE LIFESTYLE STAGE

presented by Kitchen Craft Cabinetry & appliances by Midland Appliance

Attendees who were hung up on their next home improvement projects got their stalled projects and stunted imaginations moving at The Lifestyle Stage, where HGTV star Bryan Baeumler and Winnipeg's top kitchen, bath and renovation experts offered easy advice and inspiration.



2. ASK A RENOVATOR

presented by the Manitoba Home Builders Association

Visitors had direct access to the industry's top professionals and avoided renovation disasters by using our expert resources for relevant, practical advice, free of charge with one-on-one complimentary 10 min consultations. Renovation crisis' - averted!



3. ASK A DECORATOR

presented by Inclusive Design Group

Attendees suffering from style paralysis and stumped on how to turn their house into a home received a complimentary 10-minute consultation at Ask a Decorator, where trained pros offered their tried-and-true design advice.

THANK YOU TO OUR SPONSORS & PARTNERS



CALL TODAY TO SECURE YOUR SPACE!



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