

WINNIPEG RENOVATION SHOW

POST SHOW REPORT

2017 WINNIPEG RENOVATION SHOW

BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the RBC Convention Centre, for three days of the second annual **Winnipeg Renovation 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 185 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.

39+ MILLION

PR MEDIA IMPRESSIONS



14,087

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"

93% Will "definitely" or "likely" exhibit at the show again

90% Stated the quality of attendees present were "excellent," "very good" or "good"

87% Will "definitely" recommend or are "likely to" recommend the show to other potential exhibitors

VISITOR SHOPPING STATS

92% 12,960 people shopping outdoor, exterior & landscaping

78% 10,988 people shopping for kitchens & bathrooms

64% 9,016 people shopping home décor, furnishings & design

35% 4,931 people shopping for flooring

VISITOR SNAPSHOT

77%

attended with spouse (meet both decision makers)



94%

of attendees were homeowners



76%

of visitors plan to spend up to \$25,000+ with exhibitors who participated in the show in the next 12 months



94%

will only attend our show

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 \$270,000+ in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over \$686,000+ 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 show, great crowds and excellent staff. The ladies do an excellent job organizing and promoting the show. Really great experience.

TREVOR FERENS

Coldspring

The Winnipeg Reno Show in 2017 was well attended by qualified consumers intent on moving ahead with a project in the near future.

ERROL BLATZ

TimberStone Distribution

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 14,087 visitors, we received 0 requests for a refund.

WINNIPEG RENOVATION SHOW 2017 FRESH FEATURES



1. THE LIFESTYLE STAGE

presented by Kitchen Craft Cabinetry & the Winnipeg Free Press
appliances provided by Midland Appliance World, flooring provided by Floor Country Canada
The Lifestyle Stage had exciting presentations with practical and innovative information from guest experts including Rob Evans and Mia Parres of HGTV's The Expandables, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.



2. YOU'VE GOT MAIL

presented by Integrity Painting in support of Siloam Mission
10 influential Winnipeggers used their creativity to turn a plain mailbox into a masterpiece using a provided \$50 budget and their imagination. 100% of silent auction proceeds benefitted Siloam Mission.

3. ASK A RENOVATOR

presented by the Manitoba Home Builder's 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 15 minute consultations. Renovation crisis' - averted!

4. THE DESIGN STUDIO

presented by Style Manitoba Magazine, designed by Fenwick & Company Interior Design
Visitors were able to swing by for a free 15 minute consultation with industry pros who helped nail down your design style, craft a home makeover plan, and offered tried-and-true design advice.



5. RENOVATION RUNWAY

presented by Home Decor & Renovations Magazine & KISS 102.3
designed by Shauna Johnson Design Inc. and Dollhouse Design
The latest trends in renovation were showcased from our exhibitors in this design-chic feature. Attendees were able to get creative inspiration on everything from hardwood flooring to fantastic fireplaces, beautiful baths, and luxurious lighting!

6. FLOFORM LOUNGE

presented by the Winnipeg Free Press, designed by 180 Design by Lisa, furnished by Dufresne
Visitors rested their weary feet and studied up on this spring's must-have home styles in the latest issue of Western Living magazine, with a well-deserved glass of wine in-hand.

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