

WINNIPEG  
RENOVATION  
SHOW

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JAN 12 - 14  
RBC CONVENTION  
CENTRE

Exhibitor Training  
2017

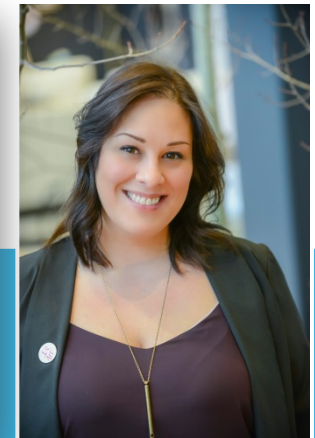
# Today's Agenda

- Introductions
- Exhibit Like An Expert
- Questions?
- A word from an Exhibitor
- Facility Tour



# Your Team

- Jenn Tait, Show Manager
- Martin Egli, Western Canadian Sales Manager
- Kayla Donaldson, Exhibit Sales Consultant
- Stephanie Gatzionis, Operations Coordinator
- Zoe Watters, Show | Office Administrator



# DATES / HOURS / LOCATION

FRIDAY, JANUARY 12<sup>TH</sup>, 2018      12 PM - 9 PM  
 SATURDAY, JANUARY 13<sup>TH</sup>, 2018    10 AM - 9 PM  
 SUNDAY, JANUARY 14<sup>TH</sup>, 2018    10 AM - 6 PM

RBC CONVENTION CENTRE



## What's Included with your Booth

- Staff Badges
- 8ft. High Pipe & Drape
- Online Exhibitor Listing
- 4 Complimentary Tickets

0-100 square feet	=	5 free badges
150-200 square feet	=	7 free badges
250 – 300 square feet	=	9 free badges
350 – 400 square feet	=	11 free badges

# New Exhibitor Marketing

- **IN PRINT**
  - Icon next to your listing in the show guide
- **AT THE SHOW**
  - Icon “tent card” for your booth
  - Sign at the show entrance listing all new exhibitors
  - 1x1 floor decal placed in front of your booth
- **ONLINE**
  - Icon included with your online listing
  - Inclusion in the new exhibitor category listing



*see the* **new exhibitors**

## SEARCH BY CATEGORY

- Appliances, Water Systems and Household Products
- Associations & Non Profits
- Cleaning Products and Service

# 2017 RE-CAP!

**14,087**  
TOTAL ATTENDEES



**39+ MILLION**  
PR MEDIA IMPRESSIONS



## 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 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

# PARKING

The RBC Convention Centre has two separate climate controlled underground parkades (North & South) to accommodate up to 700 vehicles.

## SPECIAL EVENTS

Under half hour	\$2.00
Under 1 hour	\$4.00
Under 2 hours	\$6.00
Under 3 hours	\$9.00
Under 4 hours	\$12.00
Under 5 hours	\$15.00
Up to 12 hours	\$18.00
12-24 hours	\$22.00
Evening	\$10.00
Pre-collect	\$10.00



# 2018 Show Feature Updates



- **The Lounge**, *designed by Premier*
- **The Design Studio**, *presented by Style Manitoba Magazine*
- **Lifestyle Stage**, *presented by Kitchen Craft Cabinetry & the Winnipeg Free Press*
- **Ask A Renovator**, *presented by the Manitoba Home Builders Association and Home Décor & Renovations Magazine*
  
- **NEW Double Take**, *designed by Dollhouse Design*
  - Take insider cues from Winnipeg's own Dollhouse Design and discover how to recreate high-end looks without breaking the bank. Walk through this feature for a lesson in economics and explore different spaces brought to life with two different budgets. Can you tell the difference?
  
- **NEW M(art)ket**
  - Dress up those naked walls with a stop at M(art)ket. Add that much-needed finishing touch to your space with one-of-a-kind pieces from this curated collection of canvases, prints, and photographs by 8 local artists will be featured down centre aisle showcasing and selling art pieces
  
- **NEW The Great Crate Challenge**
  - Five of Winnipeg's most stylish bloggers will get creative - by reimagining the humble wooden crate into a beautifully versatile piece of storage or home décor. From shelving to stash books, to a rustic spot for cozy blankets, or even flipped over to become a quaint perch, each crate creator will be giving away their piece to a lucky winner through their social feeds!
  
- **NEW Dream Playhouse**, *designed by IDESIGN in support of Habitat for Humanity*
  - Built for play, you won't want to miss this incredible creation with awe-inspiring details. Even better, place your bid for the chance to take this playhouse home! This masterpiece will be auctioned off with proceeds benefiting Habitat for Humanity.



# Celebrity Sightings




**BRYAN BAEUMLER**

**BRYAN BAEUMLER  
FROM HGTV'S LEAVE IT  
TO BRYAN AND HOUSE  
OF BRYAN!**

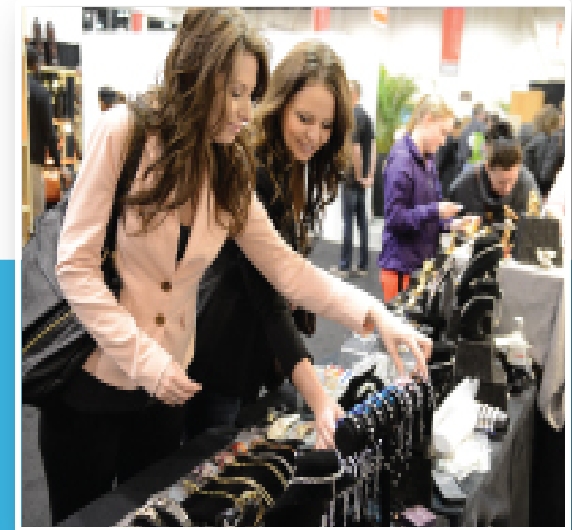
**PRESENTING ON THE  
LIFESTYLE STAGE  
FRIDAY & SATURDAY**

# TOP REASONS TO EXHIBIT NOW

1. **Efficient Use Of Time** - *connect with hundreds of prospects and customers in a short amount of time, in one location! It costs 62% less to close a lead generated from a show than one in the field* \*Center for Exhibit Industry Research
  2. **More Focused and Isolated Leads**
  3. **Bold and Unique Advertising with Minimal Risk**
  4. **Effective Use of Marketing Dollars** – *measurable results!*
- 

# FACE TO FACE SELLING TO QUALIFIED BUYERS

- Vibrant Marketplace for Serious Shoppers
- Permission Based Marketing / Sales



# YOUR SAFEST BET. PERIOD.



# DECIDE HOW MUCH SPACE



**10 X 10**



**10 X 20**



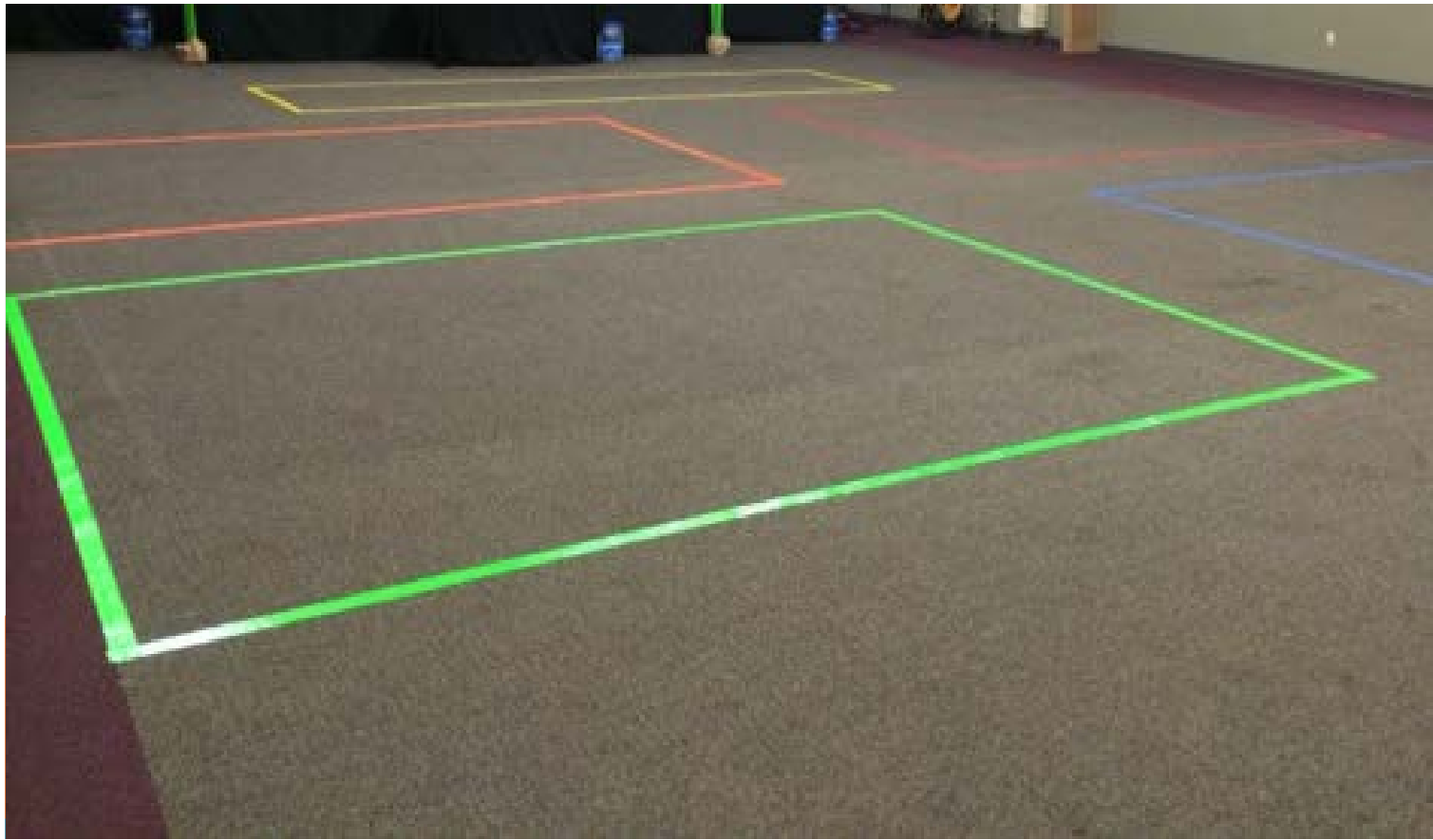
**20 X 20**

# DECIDE HOW MUCH SPACE

- Show Budget
- Product Selection
- Desired Objectives
- 10x10 space – 3 seconds, 3 steps



# DECIDE HOW MUCH SPACE



# CHOOSE AND BOOK YOUR BOOTH

## GET YOUR SPOT BEFORE IT'S GONE!





# PLAN YOUR BOOTH

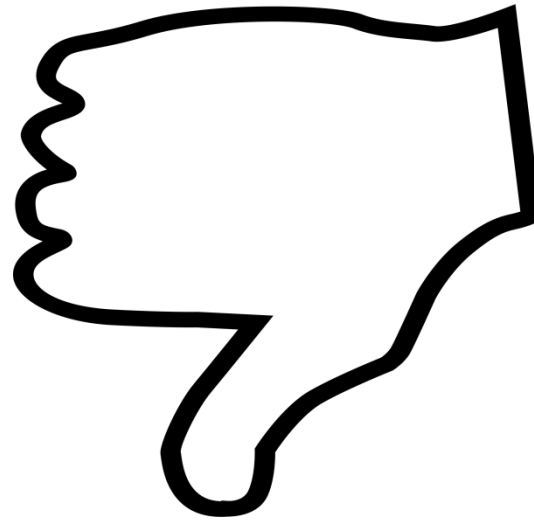
## 1. This is your show room!

*Put your best foot forward*

## 2. 3 Second Rule –

*Company Name, What you do, Why you do it better*

# EXHIBIT SPACE DON'TS



# NO SALES ARE HAPPENING HERE!



# TOO MUCH GOING ON



# CARPET DOES NOT COVER BOOTH SPACE

## TABLE SKIRTING IS AWFUL



# NEEDS IMPROVEMENT



# SHOULD BE IN A 10X20 BOOTH



# EXHIBIT SPACE DO'S!





# CARPET OR FLOORING IS REQUIRED IN ALL BOOTHS



# EXCELLENT SIGNAGE, WARM AND INVITING



# AMAZING WHAT YOU CAN DO WITH 100 SQUARE FEET!



# 10X10 IN LINE BOOTH



# 10X20 BOOTH



# Exhibit Space

## MUST DO's

- READ the Exhibitor kit
- Flooring
- Signage
- Stay within your booth regulations
- Check the Move-in Schedule
- Online Exhibitor Listing

# PLAN FOR SALES

## 1. What is Your Sales Goal?

*How are you going to get there?*

*System for tracking leads*

## 2. How are you going to excite your staff?

*Incentives, contests?*

## 3. *Schedule to be there early! Do not leave early!*

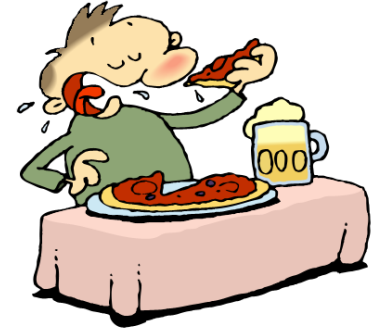
# DO YOU SEE SOMETHING WRONG WITH THIS PICTURE? TEXTING, READING, TABLECLOTH...





# HOW NOT TO EXHIBIT

- Don't overstaff your booth
- Don't text or talk on phone
- Don't hold a buffet in your booth
- Don't go MIA
- Don't stalk attendees in the aisles
- Don't complain
- Don't treat the show like a vacation from the office



- Literature and Giveaways - should be strategically planned
- Neatness Counts



# TIPS FROM YOUR SHOW TEAM

- 👍 The best attire you can wear is a SMILE
- 👍 Better late than never is not a motto to live by at our shows
- 👍 Create a warm and inviting space
- 👍 Use your prospect's name
- 👍 Know your competition
- 👍 Make friends with your neighbours



# PLAN FOR SUCCESS

- Establish expectations prior to the show
  - When should leads be called?
  - What order?
- Consider a mailer, email blast to opt ins, etc.

Web Button



# EXTRA MARKETING

- Email blast inclusion (7,400+)
- Web banner
- Floor decals
- Logo ID on floor plan (20x20+)
- Stage presentation
- Product sponsor
- Feature sponsor

**2-for-1 Tickets: Celebrate Cyber Monday!**

Winnipeg Renovation Show <email@marketplaceevents.messages5.com>

You forwarded this message on 29/11/2016 11:03 AM.

Sent: Mon 28/11/2016 8:41 AM

To: Kayla Donaldson

get more tool tips and DIY ideas.

[Watch video](#)



The Silestone Eternal Collection by Cosentino is a series of new colours inspired by some of the most desired exotic stones with a reputation for being beautiful and timeless. The Eternal Collection offers the allure of marble with the well-known durability and low maintenance of Silestone quartz surfaces. Coming



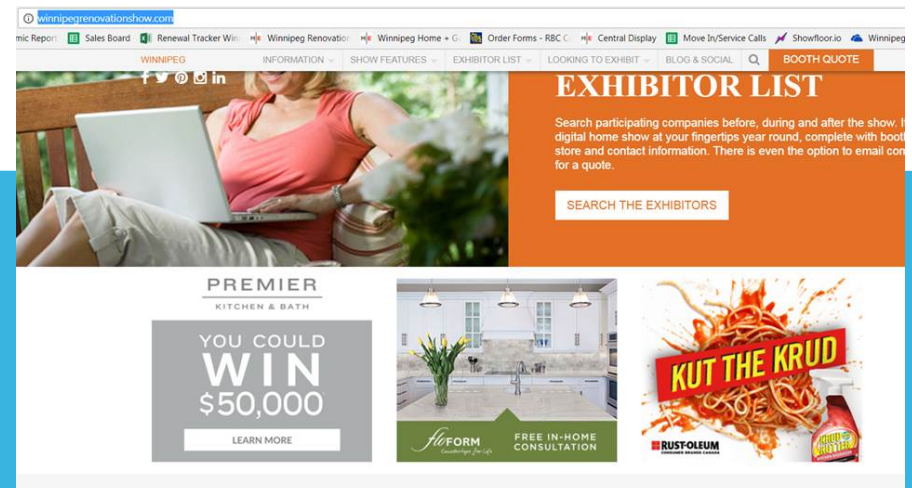
**URBAN BARN**  
RIGHT AT HOME

ACCESS Exterior Doors are a brand new door system engineered and used in Germany for years but now made in Canada. Top Performance, Intelligent Design, Timeless Style: Hallmark of ACCESS Exterior Doors. They are beautiful, durable, energy efficient and available in an extensive variety of styles, colours and configurations.

'Tis the season to shop! Enter to win a \$200 Urban Barn gift card.

[Click here to enter!](#)

See more about: Winnipeg Renovation Show.



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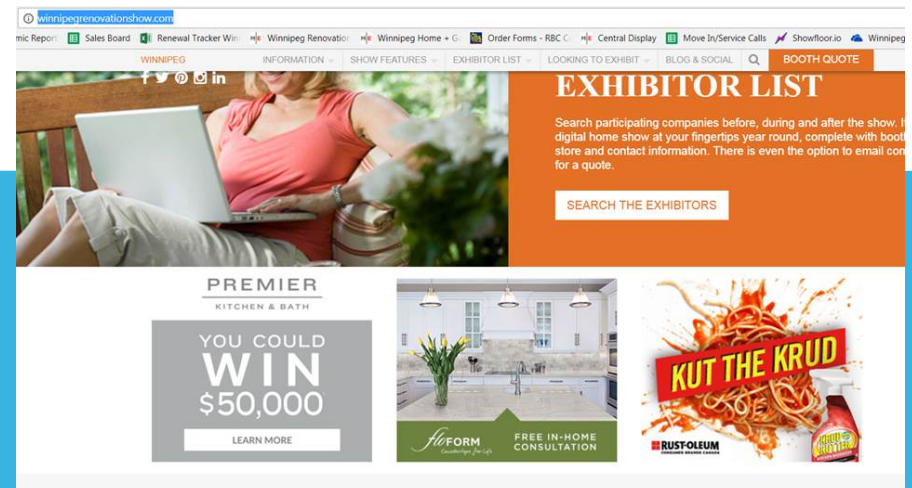
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# FREE MARKETING

## Exhibitor Spotlights:

- Looking for more exposure and/or would like to be more active on social media?
- Exhibitors may have blogs created about their products by submitting this form which we will then share across social.

<http://winnipegrenovationshow.com/exhibitor-spotlight>

## Exhibitor Testimonials:

- Used on the following year's marketing materials. A new submission page has

<http://winnipegrenovationshow.com/TEST>



# AFTER THE SHOW

- Get feedback from employees
- Provide feedback to show staff
- Start planning for next show!



# SET-UP

- Obey the Move-in schedule
  - Check the Website
  - Fair Trade
- Safety is on you within your space
- Central Display

# TEAR DOWN

- **NO EARLY TEAR DOWN**
- The first hour to roll up carpet
- Doors open about 8:00pm to drive in.
- Be out by 2pm on Monday



# **MARKETING SOLUTIONS**

A division of Marketplace Events

# OUR AUDIENCE

## WEBSITES & SOCIAL MEDIA



**93%** of show visitors are **homeowners**



**73%** attend with their spouse/partner – *both decision makers are present!*



**87%** of attendees are between the ages of **35-65**



**54%** female | **46%** male



Above average household income of **\$110,000**



**73%** attend with a project in mind



**Show Twitter Accounts:**  
42,730 followers



**Home+Garden Events:**  
100,714 followers



**Instagram Accounts:**  
8,298 followers



**Home+Garden Blog**  
345,165 page views  
61,536 visits/sessions  
54,232 unique visitors



**Show Websites**  
6,316,174 page views  
2,345,513 visits/sessions  
1,847,651 unique visitors



**Consumer Database:**  
599,036 opt-ins

# THREE PRODUCT GROUPS

TO SUPPORT YOUR BUSINESS



## Custom Printing

- Exhibit Display & Signage
- Campaigns/Direct Mail
- Sales Material
- Show Signage
- Branded Content
- Attendee Lists



## Digital

- Email Marketing
- Social Media
- Websites
- SEO/SEM
- Geo-fencing
- Branded Content
- Targeted Banner Ads
- Video Pre-Roll
- YouTube



## Sales & Training

- Lead Management – Lead Forms, Lead Input and Verification
- Sales Calls – Lead Warming
- Sales Scripts

# NEED A BOOTH? WE CAN HELP!

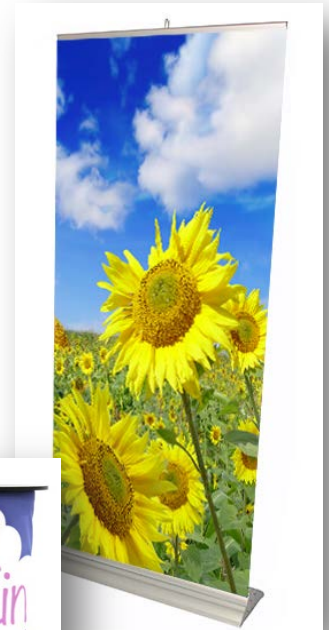
You have **3 seconds** to capture your customer's attention.

## 3-piece Exhibit Display:

- 1 - Back Panel with frame
- 1 - Podium Banner Wrap
- 1 - Narrow Banner with Base

Includes design, 2 Display Lights, storage container

**\$2,400 Investment**





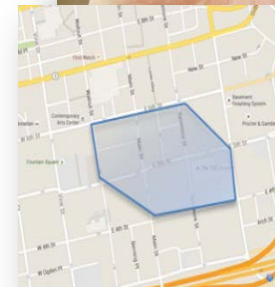
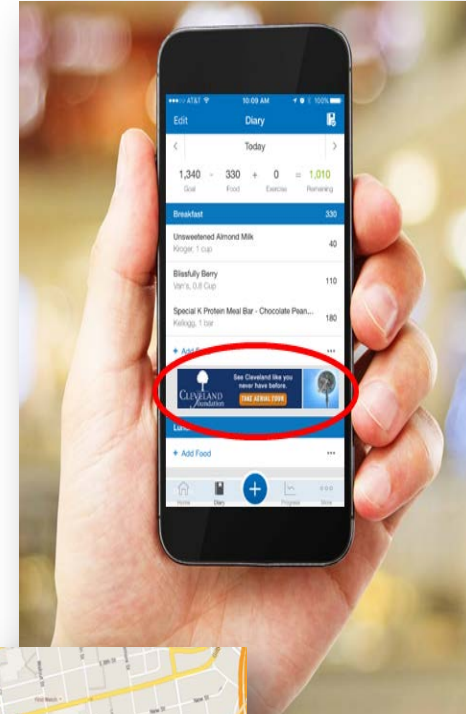
# GEO-FENCING | EVENT TARGETING

Serve your company's digital ad to our show attendees

- Geo-Fence the show venue
- Geo-fence your competition or where your customers shop
- Geo-fence targeted zip codes and neighborhoods – reach customers where your product or services are hitting a desired consumer with the appropriate household income

**What can you expect?** Estimated Impressions - 100,000-125,000 and an Estimated 100+ click-thrus to your website for participating in this campaign.

**\$1980.00 /month investment**



# FACEBOOK ADVERTISING

**Why should you advertise on Facebook?** Facebook has over 2 billion active users and has focused targeting criteria – narrowing your audience to the demographic you are looking for.

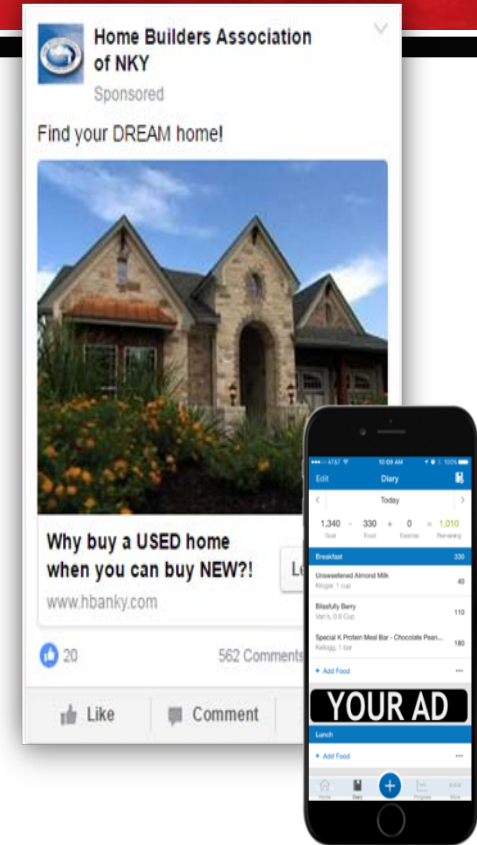
**Why does MPE advertise on Facebook?** Our own promotion of our shows using Facebook has resulted in a 176% increase in show ticket sales since 2012. Across all shows, we currently have 155,000 FB followers. Facebook is in the top 3 as a driver to our show websites

MPE uses a Facebook **Custom Audience** which is a **highly effective** ad targeting option that lets advertisers find their existing audiences among people who are on Facebook.

**How can we do this for you? We will combine:**

- **Your consumer email database**
- **The show's On-line Ticket Buyer database**
- **The consumer email database for the show**

**All of this targets show attendees allowing you to extend show offers,  
expand your reach and increase brand awareness after the show!**



**Facebook Custom  
Audience Advertising  
\$1,950.00/month**



# WE DELIVER RESULTS

**We have been  
delivering your  
customers to our  
shows...**

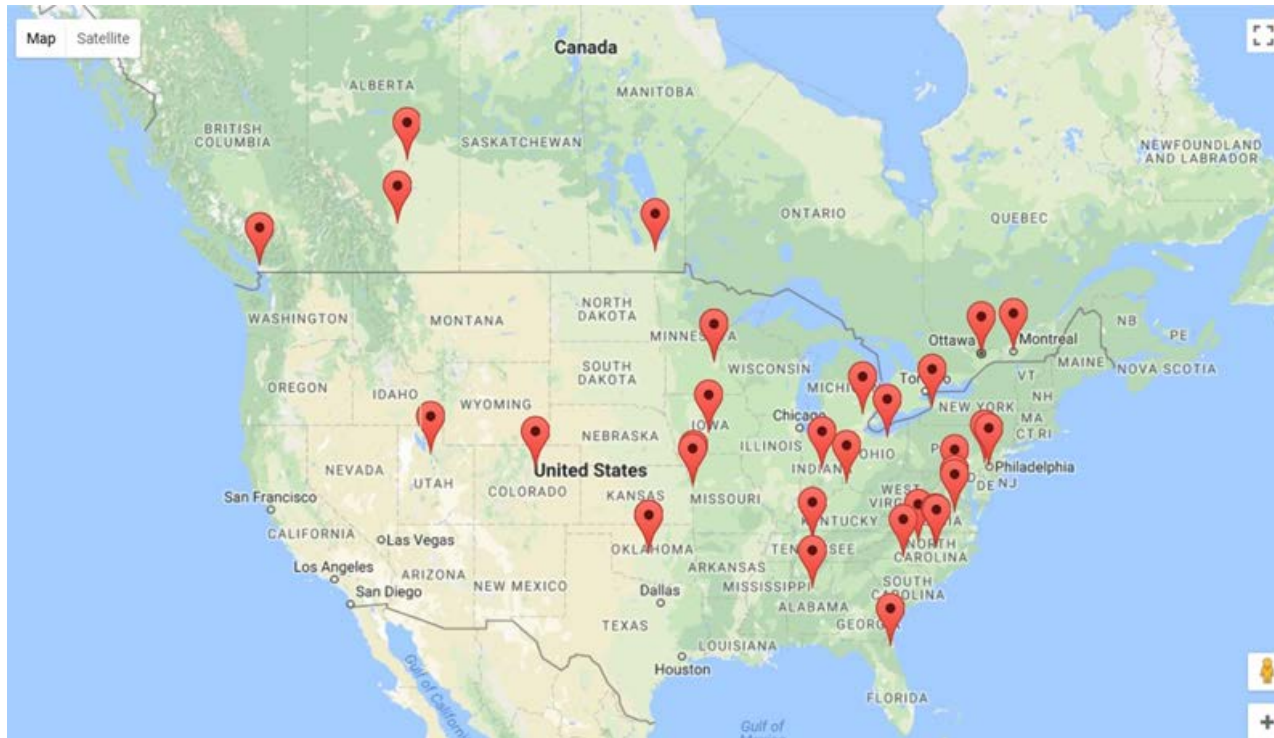
**Now let us drive  
them to your  
business.**



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# HOME SHOW SUCCESS STORIES



<https://www.youtube.com/watch?v=CNuTjWnhp9g&feature=youtu.be>

# PRIZES!



**THANK YOU FOR  
ATTENDING!**

**QUESTIONS?**

