

WINNIPEG RENOVATION SHOW

Post Show Report

2018 Winnipeg Renovation Show

Your Projects. Our Experts.

Tens of thousands of homeowners converged at the RBC Convention Centre, for three days of the Winnipeg Renovation 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.



75+ million

PR Media Impressions

17,130

Total Attendees





Voicing Your Opinion

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

"We were very satisfied with our first appearance at this event."

— Shannon, Steinbach Credit Union

"The 2018 Winnipeg Renovation show was very well organized. The media coverage and advertising done by Marketplace brought out a big crowd each day. We ended up with a huge amount of solid leads to start off our season."

— Klinton Lischynski, Deck City



"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 *Bryan Inc.*

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 experience working with the show team was "excellent", "very good", or "good"

95%

stated their overall satisfaction with the show was "excellent", "very good", or "good"

92%

stated the number of attendees present at the show "excellent", "very good", or "good"

85%

stated that they are "definitely" and "likely" to exhibit in the show again in the future

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 Winnipeg shows you're missing an entire audience of customers!



Getting the Word Out

Our new creative campaign “Your Project. Our Experts”, with a focus on helping consumers organize and manage their home renovations, aimed at drawing attention to the people who get their hands dirty in their craft everyday – experts like you! We received more than \$200,000 in paid and promotional media, including print, television, out-of-home and online. Plus, the show garnered over \$1.4 in PR value across a variety of mediums, finishing with an audience of over 75 million reached through PR coverage.

Advertising Samples

WINNIPEG RENOVATION SHOW
January 12-14
RBC Convention Centre

The Winnipeg Renovation Show
is back from January 12-14, 2018 at the RBC Convention Centre. From HGTV Canada's Bryan Baemler on The Lifestyle Stage presented by Kitchen Craft Cabinetry to free consultations with the pros at Ask a Renovator, plus more than 200 home improvement companies to choose from, we have everything you need to make your home goals happen. Satisfaction guaranteed – or the price of admission is on us!

2-FOR-1 BUY TICKETS ONLINE
PROMO CODE: #PREPRESS
Courtesy of: **ASK A RENOVATOR**

Bryan Baemler
HGTV's Bryan Inc.

Home and Garden Events
@homedesignMB #WRS18

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JAN 12-14
RBC Convention Centre

Visitor Snapshot

98%

of attendees have a project in mind

96%

of attendees are homeowners

77%

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 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 17,130 visitors, we received only 11 requests for a refund.

Fresh Features

2018 Winnipeg Renovation Show



1. THE LIFESTYLE STAGE

PRESENTED BY KITCHEN CRAFT CABINETRY AND THE WINNIPEG FREE PRESS, APPLIANCES PROVIDED BY MIDLAND APPLIANCE WORLD, FLOORING PROVIDED BY XL FLOORING HGTV Canada star Bryan Baeumler and local pros alike presented their tips and tricks to get those stalled projects and stalled imaginations moving. Winnipeg's top chefs cooked up their favourite dishes and spilled their home chef secrets.

2. DOUBLE TAKE

PRESENTED BY VIRGIN RADIO, DESIGNED BY DOLLHOUSE DESIGN
Guests took insider cues from Dollhouse Design and discovered how to recreate high-end looks without breaking the bank. Visitors explored different spaces brought to life with two different budgets and tried to spot the difference.

3. THE DESIGN STUDIO

PRESENTED BY STYLE MANITOBA, DESIGNED BY ADORN INTERIOR DECORATOR SERVICE, SPONSORED BY CLOVERDALE PAINT
Decorators and designers offered up free 15-minute consultations helping visitors nail down their design style, craft a home makeover plan, and offer tried-and-true design advice

4. DREAM PLAYHOUSE

DESIGNED BY INTERIORS BY KRISTIN, IN SUPPORT OF HABITAT FOR HUMANITY MANITOBA
Built for play, these Dream Playhouses were on display with awe-inspiring details. Visitors placed their bid for the chance to take a playhouse home! All proceeds from the auction benefited Habitat for Humanity Manitoba.

5. THE GREAT CRATE CHALLENGE

PRODUCTS PROVIDED BY RUST-OLEUM
Five of Winnipeg's most stylish bloggers were creative - or should we say, crate-ive (see what we did there?) - by reimagining the humble wooden crate into beautifully versatile pieces of storage or home décor.

6. ASK A RENOVATOR

PRESENTED BY THE MANITOBA HOME BUILDER'S ASSOCIATION AND HOME DÉCOR AND RENOVATIONS MAGAZINE
Visitors brought their demo plans and blueprints, and dropped in for a 15-minute free consultation with the city's top home improvement and renovation experts to help gain clarity on their home projects.

We've Got You Covered



Call Today To Secure Your Space!



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