

# Post Show Report

2016 Vancouver Home + Design Show

## Big crowds. Big success.

Tens of thousands of homeowners converged at the Vancouver Convention Centre West, for four days of the **Vancouver Home + Design 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 350 trusted brands and local companies to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



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**231,157,168**

PR Media Impressions

**39,446**

Total Attendees





## Voicing your opinion

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

"As exhibitors we are so happy to be back at the convention centre... the fresh venue brought a great audience out to the show this year, we thoroughly enjoyed being at the show and the conversations we had with our future clients!"

[ROZ SCREETON, TQ Construction](#)

"Excellent location. Lots of traffic and interest. Lots of leads. Very supportive staff."

[MEL RABABY, Gotcha Covered](#)

"Great new location and new floor plan together with the wonderful, always helpful organizers team makes it an enjoyable and rewarding experience."

[SHAKUN JHANGIANI, Shakun Contemporary Art](#)

"There was a lot of volume of customers in 4 days - all looking for great ideas and info for home & design."

[BRYAN LEBLANC, #1 Liberty Homes Ltd.](#)



"I've been at many home shows and events throughout my career, but there is something special about Marketplace Events. The team is fabulous to work with and they really want everyone to have a successful show experience. They bring in quality customers who have projects in mind for their homes. In my opinion, the Vancouver Home + Design Show is the perfect opportunity to have your company exposed to thousands of customers in one weekend. I loved my time at the show!"

- **Todd Talbot**, co-host of *Love It or List It Vancouver*

## Exhibitor Snapshot

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

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**95%** stated the quality of exhibits/exhibitors were "excellent", "very good", or "good"

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**91%** stated their overall satisfaction with the show was "excellent", "very good", or "good"

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**91%** stated they "would definitely" or "likely to" recommend the show to another potential exhibitor or colleague

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**89%** stated their overall experience working with the show team was "excellent", "very good", or "good"

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## Proven Results

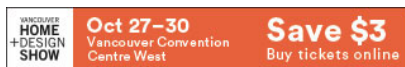
We manage multiple shows in the same markets and our geotracking analysis shows the average cross-over audience is only 4%. 96% of visitors are a unique audience. If you exhibit in just one of our Vancouver shows you're missing an entire audience of customers!



## 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 \$816,000 in paid & promotional media, including print, radio, television, out-of-home and online. Plus, the show garnered over \$2.6 million in PR value across a variety of mediums, with over 231 million audience reach generated by the PR coverage.

## Advertising Samples




## Visitor Snapshot

69%  attended with spouse (meet both decision makers)

87%  of attendees are homeowners

89%  will recommend our show to family and friends

71%  of visitors plan on spending up to \$25,000+ with exhibitors within 12 months of the show

## Satisfaction Guaranteed!

Any attendee who was not completely satisfied with the Vancouver Home + Design 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 39,446 visitors, we received only 2 requests for a refund.



# Vancouver Home + Design Show Fresh Features



## 1. THE URBAN BARN MAIN STAGE presented by Vancouver Sun

The Urban Main Stage had exciting presentations with practical and innovative information from guest experts including Mia Parres & Rob Evans, stars of HGTV Canada's *The Expandables*, Colin & Justin, stars of W Network's *Game of Homes* and *Cottage Life's Cabin Pressure*, and Todd Talbot, co-host of *Love It or List It Vancouver*, plus other Canadian authorities who shared their tried-and-true advice for every home improvement project.

## 2. THE TELUS FUTURE HOME POWERED BY TELUS PUREFIBRE™

Visitors were able to tour the super-wired 560 square foot home to see just how revolutionary TELUS PureFibre™ network is. This was a one-stop shop on everything "back to the future". With their evolutionary technology, the TELUS Future Home showcased their TELUS PureFibre™ network that connects communities across Western Canada better than ever before.

## 3. ASK A DESIGNER presented by Kids Help Phone and Homes for the Holidays supported by BCIT Interior Design Program

The industry's top designers met with visitors who brought along their paint swatches, floorplans and home project plans, to share their practical advice, free of charge with one-on-one complimentary 10-minute consultations.

## 4. SMART HOME presented by BC Hydro, designed by Jamie Banfield Design

Designer, Jamie Banfield, combined stylish west coast design with smart products from Best Buy to create an inviting space that will suit the needs and lifestyle of everyone in your home. Guests toured the home learning how they can improve their home's energy efficiency while keeping style top of mind.

## 5. DIY RUNWAY presented by Rust-Oleum Consumer Brands Canada in support of Habitat for Humanity Society of Greater Vancouver

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 ReStore Vancouver with supplies provided by Rust-Oleum Consumer Brands Canada. 100% of the proceeds benefitted Habitat for Humanity Society of Greater Vancouver.

## 6. FLOFORM LOUNGE presented by Western Living Magazine

Visitors rested their weary feet and studied up on this fall's must-have home styles in the latest issue of *Western Living Magazine*, with a well-deserved bevvy in-hand.

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