

# OTTAWA HOME + REMODELLING SHOW 2017 FRESH FEATURES



### 1. THE MAIN STAGE

presented by Ottawa Garage Makeovers  
The Main Stage had exciting presentations with practical and innovative information from guest experts including HGTV Canada's Mike Holmes Jr., and Ottawa's top renovation and design experts who shared their tried-and-true advice for every home improvement project.

### 2. #HOMESWEETOTTAWA CHALLENGE

partnered with Habitat for Humanity & Your Reno Guys  
In celebration of Canada's 150th birthday this year, the city's most notable influencers were challenged to capture the unique beauty of Ottawa, having their images displayed at the show. Guests bid on their favourite photo with 100% of the proceeds benefitting Habitat for Humanity Greater Ottawa. We raised over \$1,915 to benefit Habitat for Humanity.



### 3. REFRESHED FURNITURE: POP UP SHOP

presented by Malenka Originals  
No matter what your personal décor style is, these one-of-a-kind pieces may just be what your home has been missing. Visitors browsed the work of local artisans to spot their next statement pieces, including vintage dressers, an eye-catching coffee table, or a rustic picture frame.

### 4. TRY DIY: DECOR REIMAGINED

presented by Malenka  
This inventive workshop allowed DIY-ers to test out leading industry products on furniture and décor items on display. From chalk paint to waxes, these beginner-friendly products helped transform previously neglected and out-of-date furniture into brilliant, show-stopping pieces.



### 5. COACH HOUSE VILLAGE

partnered with Permacon, Lumbec, EkoBuilt & City of Ottawa  
Visitors marvelled at these micro masterpieces and were amazed at just how far a few hundred square feet can go. Local builders showcased their homes and explained the benefits of micro living. The City of Ottawa was onsite to give live advice to curious shoppers.

### 6. TEST A TOOL

presented by Makita  
Ottawa's top tool manufacturer was onsite demonstrating the latest in tool and renovation techniques, allowing visitors to find the perfect tool to help finish their next project, all while offering expert tips and advice.

## THANK YOU TO OUR SPONSORS & PARTNERS



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# POST SHOW REPORT

2017 OTTAWA HOME + REMODELLING SHOW

## BIG CROWDS. BIG SUCCESS.

Tens of thousands of homeowners converged at the EY Centre, for four days of the Ottawa Home + Remodelling 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 175 exhibitors and experts to discuss their projects. Here's a recap of the exciting marketplace these visitors experienced.



## 3.7+ MILLION PR MEDIA IMPRESSIONS



17,024  
TOTAL ATTENDEES







## EXHIBITOR SNAPSHOT

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

- 89% Stated their experience working with the show team were "excellent," "very good" or "good"
- 83% Stated their overall satisfaction with the show was "excellent," "very good" or "good"
- 78% Stated their overall satisfaction with the show was "excellent," "very good" or "good"
- 72% Will "definitely" or "likely" exhibit at the show again


## OVER 42% OF EXHIBITORS HAVE RENEWED THEIR SPACE FOR JANUARY 2018, INCLUDING:

Bell Canada | Aberdeen Development Group | Alliance Security | Bath Fitter | Budget Blinds | Canadian Security Team | Capital Memorial Gardens | CertaPro Painters Ottawa | Climate Works Heating & Cooling | Comfort Corner Corporation | Construction Viking | Copperstone Kitchens | Decorating Den Interiors- The CPI Team | Dewdad Inc. | Dustin's Design & Drafting | Edward Jones | Epicure | European Meat-Speziale Fine Foods | Euro-Star Windows & Doors | Four Seasons Sunrooms | Granite Transformations | Handyman Connection | Hutchinson Homes & Renovations | Hydro Ottawa Limited | J.A.Y Holdings | Lagois Drafting and Construction Inc. | Leather Better | London Eco-Roof Manufacturing Inc. | Magnum Roofing | Manotick Kitchen and Bath | Njoi Marketing Ltd. | Northco | OakWood Renovation Experts | Ocean Sales | Ottawa General Contractors | Realpro Health Co. | Redfern Enterprises Ltd. | RenovAction Home Improvements Ltd. | Ring Electric Inc. | Roof Peak Ltd. | Rydel Roofing Inc. | StandSure Contracting Design and Build | Synergy 3 Construction | Techno Metal Post/Cogetech | Ten Design Builds | The Crack Doctor Waterproofing Group | The Fireplace Center & Patio Shop/ Advanced Prefabs | The Guest Room | The Leisure Store Inc. | The Painter's Daughter | The Painter's Daughter | Titanium Exclusive Cookware Inc. | Top Hat Home Comfort Services | Truelock Interlock | Unidem Sales Inc. | Wow One Day Painting

### 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 Ottawa shows you're missing an entire audience of customers!

## VISITOR SNAPSHOT

**74%**  attended with spouse (meet both decision makers)

**91%**  of attendees are homeowners

**70%**  of visitors plan to spend up to \$25,000 + with exhibitors who participated in the show in the next 12 months

**79%** will only attend our show



## 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 \$248,000 in paid & promotional media including print, radio, television, out-of-home & online. Plus, the Show garnered over 3.7 million 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:

On behalf of OakWood, I want to commend you and your team for providing us with one of the best Home Shows we have been a part of in over 38 years. We received quality leads that are interested in the services we provide which makes it far easier for us to close the sale. Thank you for doing a great job.

**JOHN LIPTAK**  
PRESIDENT & CEO, OAKWOOD GROUP

## SATISFACTION GUARANTEED!

Any attendee who was not completely satisfied with the Ottawa Home + Remodelling 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 17,024 visitors, we received only 12 requests for a refund.