



Presented by **RE/MAX**



post show report

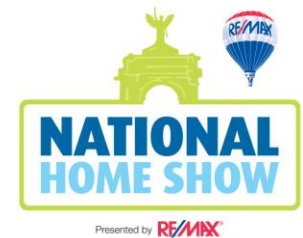
February 18-27, 2011

Dear Exhibitor,

Thank you for being a part of the **Show!** We invite you to explore the 2011 National Home Show presented by RE/MAX Post Show Report for insight into the show and everything it had to offer our consumers. Included in these pages are the demographics of our attendees, and the high quality features that draw qualified, targeted buyers, along with the media coverage that **Marketplace Events** receives, which together work to attract your target customer.

We would like to take this opportunity to **thank you** for the success of the **2011 National Home Show**. The show's success is dependant on our exhibitors and the strength of their products and services.

We **aspire** to exceed your expectations by producing shows that deliver the best results. Our **mission** is to create uniquely vibrant marketplaces that connect qualified home enthusiasts with trusted home improvement companies. We want to be recognized around the world as your first choice in advertising and marketing!



Sincerely,
National Home Show Team

“The show was very well organized and very well managed. The National was the best exposure ever!”
2011 National Home Show Exhibitor

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show attendance

Each year the **National Home Show** informs, entertains and inspires approximately **145,000 – 160,000** visitors. This is a fluctuating number from year to year based on weather and competitive events. This year, we are pleased to announce that the Shows' attendance increased by **12%** from the previous year. Crowds were ready to shop, find ideas and get advice from more than **700** of Toronto and the GTA's finest retailers and industry experts.

visitor profile

Target Audience:

94% of attendees are homeowners

87% are between the ages of **25 – 64**

62% Female and **38%** Male

\$98k+ average household income

92% are pleased with the value for the cost of admission

75% were satisfied or very satisfied with the show

88% would recommend this show to family & friends

62% rate National as better than other shows they've attended in the past

67% do not attend any other show for the previous 12 months

Buying Habits:

82% follow up with an exhibitor via their website or go directly to their store

80% plan to make a purchase with an exhibitor on site or within six months of the show

feedback

Through our consumer thank you e-blast and web site, we receive a great deal of feedback relating to specific products and services at the show. We take all feedback into consideration and review the comments to use them to improve the show. This allows the show to continue to have a fresh new look every year with various home-related products and retailers. .

Exhibitor Testimonials

"Your show supplied me with over \$200,000+ in revenue in only 9 months. The show was really successful for our company and our investment was only approximately \$4,000! I highly recommend it."

Tima Dragomautz, Rustic Restorations

"Thank you for all you did for us at our first National Home Show. You kept checking on us every day, making sure we had whatever we needed. The show was very well organized and very well managed. The National was the best exposure ever"

Betty and David Aggerholm, Free Light

"Just wanted to let you know how great the show was, how much fun we had, how wonderful you and your staff were. We are very happy we participated in the show. I'm missing it already! I look forward to working with you next year and doing the show again."

Rose, Lido Cabinets

Visitor Testimonials

"Our new home will be ready in March 2012, my husband and I are first time new home owners and this show was very beneficial for us. We will most definitely be attending the Fall 2011 and the 2012 National Home show in hopes of finding new exhibitors and more home decor ideas!"

"Loved the Home Show again. Found exactly what we were looking for!!"

"The show was well laid out and the vendors were great at answering questions."

"It was a great show and we were able to connect with several vendors on some home renovations we are doing this year"

advertising campaign

The National Home Show receives **over a million dollars** in media exposure through the development of an integrated marketing campaign targeting homeowners with a home project in mind. In addition to our strategic media buy that began January 27th and ended on February 27th, our 85,000+ opt-in database allowed us to also promote both the Show and our exhibitors all year round! This year we introduced a new advertising campaign; “Restore. Renew. Refresh”. The campaign adopted a lifestyle message to inspire and motivate consumers while also focusing around the large selection and great deals at the show within design/décor, home renovation/remodeling and gardening/landscaping.

In addition to aggressive paid advertising, we grew partnership programs with influential media including the Toronto Star. The Toronto Star, Canada’s highest read daily paper, came on as a partner again this year presenting the Boulevard of Dreams and Justin + Colin.

Furthermore, our public relations team works continuously with the media to secure editorial and develop unique story ideas to ensure our Show remains positioned as the must-attend event of the season!

A full list of advertising partners is included below.

public relations

Contributing to the Show’s success was the extensive exposure from the media around our exhibitors, celebrities and features. Media exposure included:

Magazine House and Home, Reno & Decor Magazine, Homes Magazine, Condo Life Magazine, Active Adult Magazine, B Magazine

Newspaper Toronto Star, Metro News, Globe & Mail, National Post, Toronto Sun, Ming Pao, Epoch Times, Eye Weekly

Radio CHUM FM, CHFI 98.1, Boom 97.3, 680 News, CFRB, AM 640, Classical

Out-of-Home GTA Elevator Networks (in 994 elevators) and strategic coupon distribution

Television HGTV, Global, CTV, CP24, CityTV, Breakfast Television, CityLine, CHCH – Hamilton, Rogers TV – Daytime Toronto, OMNI



Internet houseandhome.ca, HGTV.ca, thestar.com, yourhome.ca , Google keyword search and Google ads, Blog.to.com, Canadaeventscalendar.com, Canadian House and Home, Canoe.ca, CTV Connect, Dolce, Event Now, Event Setter, NOW Magazine – online, Snap, The Hour, Toronto Events, Toronto Kiosk.Ca, Toronto Life,Toronto.ca, Toronto.com, Torontoartsandevents.com, Torontoist.com, Toronto Plus, TorontoSeeker.com, Tourism Toronto, What's On Ontario, YAHOO! Upcoming, Eye Weekly, Hi-Rise Community Newspaper, METRO Toronto, National Post - Post Toronto, The Globe and Mail, The Toronto Star, The Toronto Sun, Toronto 24 Hour, Youtube, Facebook, Twitter

Other In store-signage and online presence with Sears, and coupon distribution in multiple Benix, Bombay and Bowring stores.

website

Our website increased dramatically in popularity reaching more than **611,054** page views plus **218,055 visits** and **158,747** unique visitors. Many exhibitors took advantage of posting the *free* website button to drive traffic to the show. To encourage pre-show ticket purchases, our ad campaign directed consumers to the site to “buy online and save \$3” and to plan their visit to the show. Take advantage of our online customers and ask your sales representatives about our online web banner advertising opportunities available year round on our websites.

opt-in database / online newsletter

With the increase in online ticketing, contests and promotions our opt-in email consumer database has grown to over **84,641** and steadily growing! This has led to an improved scope of offerings in online advertising initiatives – ask your sales representative on how you can promote your booth at our show and drive traffic to your stores throughout the year. (This is a great resource to announce a store opening, sales and new product launches.)

ticket programs

We weren't taking any chances this year! To ensure we brought in the crowds, in addition to building our paid ticket programs, we also developed a very strategic complimentary ticket program targeting new attendees through exhibitors, the media, charity, sponsors, partners, design and renovation associations.

Our **Corporate Ticket Program** has more than doubled its success compared to previous years! We approach top Toronto businesses, events and industry associations to purchase bulk tickets at a discounted rate, hoping to connect with some new consumers who otherwise wouldn't hear about the show. The response was great and this year's efforts to increase our connections had amazing results. In addition to the Corporate Ticket Program the **RE/MAX VIP Ticket Program** was another great success and these qualified attendees continue to grow.

promotions + contests

This year's contests were more popular than ever resulting in increased entries and media exposure for both the show and our participating exhibitors. Here's just a few...

- \$5000 GE Appliance Package in partnership with Boom 97.3
- Hourly giveaways on opening day and on weekends & family day courtesy of Ryobi, Hoover, Dirt Devil * Milwaukee
- Giveaways to the first 200 people through the door on certain dates courtesy of Benix, Bombay and Bowring
- Family trip for 4 to the Bahamas, courtesy of Our Lucaya Beach & Golf Resort & The Islands of Bahamas, Partnered with CHUM FM
- Sears contest giveaway to win a Kenmore Elite Front Load High Efficiency laundry team, courtesy of Sears
- Continued to use Twitter www.twitter.com/homeshowsTO, increased followers, drive traffic to the website and provide content.
- Launched new Facebook fan page with regular updates, ticket discounts and contests.



PLUS 2011 Special Days included:

Monday, February 21st - Family Day, presented by Rogers

Wednesday, February 23rd - Sears Day

Friday, February 25th - Toronto Star Day

events + features

The 2011 Boulevard of Dreams

presented by Toronto Star



The 2011 Boulevard of Dreams was presented by the Toronto Star. It featured 2 incredible model homes, a man cave and 9 gardens.

The Glass House was built by Concept PolygHome with interiors by Debbie Travis. The Quality Home was built by Quality Homes with interiors by Sears. The Ryobi Mancave was built by Summerwood Products, featuring interiors by Ramsin Khachi.

This year the gardens were brought forth from the backyard to the front curb to welcome each visitor to the show. Several of the best landscape designers and contractors came together to design a neighbourhood garden theme.

SPONSORS:

Toronto Star, Concept PolygHome, Debbie Travis, Quality Homes, Sears, Ryobi, Summerwood Products, Khachi Design Group, Eye Weekly, Stephens Rental Services, Benjamin Moore, Toronto Wine & Spirits Festival



Main Stage presented by



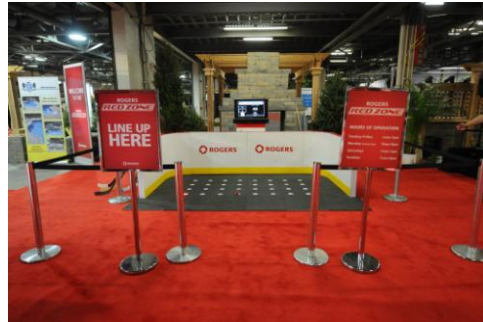
From home organization to renovation, visitors were able to see local experts and TV celebrities offered insight and advice for projects big and small! Presentations from Debbie Travis, Bryan Baeumler, Colin & Justin and other experts were a big hit!

SPONSORS:

Urban Barn, HGTV, Enbridge, GE Café, Sony, Carpet One Floor & Home, Benjamin Moore, Enhome Cabinetry



Red Zone



Visitors were able to showcase their accuracy on the ice in a hockey Shoot to Win while also testing the latest wireless handsets at the Rogers Red Zone. Visitors could make FREE local calls and surf the net to get their sports updates and highlights!

On Family Day, all children under the age of 17 had free admission to the show, courtesy of Rogers.

The 2011 Product Gallery presented by



Designed by
Janette Ewen &
Grown Design



The National Home Show presented a curated gallery of new and notable products and designs in the 2011 Product Gallery. Themes of regeneration, sensitivity, techno-science and humanity were woven through the products selected and the display helped visitors explore the creation of a better world through design.

SPONSORS: Enbridge

Live Green Toronto Pavilion



Back again this year at the National Home Show was the Live Green Toronto Pavilion. The City Of Toronto helped visitors learn how to green their life. Visitors could also get grants, rebates and incentives, sign up for a membership card that will help you shop, save and live green, learn about City programs, win prizes and much more!

**Destination Renovation
presented by**



Members of BILD (Building Industry and Land Development) were on hand to meet face to face with our crowds for free renovation advice. Visitors waited patiently for their one –on one time with the renovation contractors and eager for their advice. This feature was another big hit for our renovation enthusiasts with floor plans in hand and their renovation questions answered.

**What's Your Design
Dilemma?
&
Renovation Workshops
presented by**



Interior designers of Canada
designers d'intérieur du Canada



Build it Yourself. Learning Centers™



RENO & décor magazine with IDC (Interior Designers of Canada) hosted the popular “What’s Your Design Dilemma”. Designers were on hand for free 15 minute consultations. Visitors brought out their floor plans, color swatches and photos to get their free expert advice.

New this year, RENO & décor magazine & BIY Learning Centers presented the Renovation Workshops. BIY Learning Centers offered daily educational discussions and demonstrations relating to home improvements, renovations and repairs.

Neighbourhood Marketplace



Show-goers got to shop in the ultimate in boutique shopping, antiques and deals! The Neighborhood Marketplace featured some of the best shops and haunts from neighborhoods surrounding the GTA.

Habitat Toronto ReStore Recycled Dwelling



The Habitat Restore Recycled Dwelling was designed by Melissa Davis from Your Designer Friend. Visitors were able to stroll through a home created completely with pieces that may have otherwise been destined for the landfill. Working with Habitat for Humanity Toronto's ReStore, Melissa brought these treasured pieces that were found for sale in their three store locations to life.

Visitors turned to this knockout display for inspiration on how to be chic in your home while not breaking the bank and being a bit more environmentally friendly.

Special thanks to the following Show Sponsors!

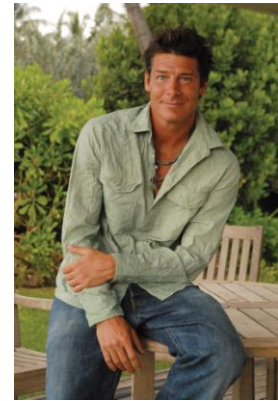


A message from our spokesperson

Ty Pennington:

“People always ask me where they can buy the cool products they see on our show, and the truth is that the products—all in one place—is at the type of home shows that Marketplace Events produces.”

- Ty Pennington, Marketplace Events spokesperson and host of Extreme Makeover: Home Edition



Special thanks to the following show media + charity partners!



mark your calendars...



National Home Show

Direct Energy Centre, Exhibition Place

March 16 – 25, 2012

www.nationalhomeshow.com



Toronto Fall Home Show

Better Living Centre, Exhibition Place,

September 22 – 25, 2011

www.fallhomeshow.com

for exhibit space please contact:

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Thank you again for another great show!