

BC HOME + GARDEN SHOW

February 18 – 22, 2009
POST SHOW REPORT



Produced by:

**MARKETPLACE
EVENTS**

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Dear Exhibitor,

We invite you to explore the 2009 BC Home + Garden Show Post Show Report and be inspired with all that the show had to offer. Included in these pages are the demographics of our attendees, the high quality features that drew qualified, targeted buyers and the indisputable media domination Marketplace Events enjoys which together work to attract your target customer.

We would like to take this opportunity to thank you for the success of the 2009 BC Home + Garden Show. The show's success is dependant on our exhibitors and the strength of their products and services.

Our business success revolves around your success. We are working hard to do what we can to improve our events and bring in targeted qualified consumers. We were excited to welcome **Ty Pennington** host of TV's hit show **Extreme Makeover: Home Edition** as our spokesperson! Ty did PR in advance of the show, was the inspiration for the TyStyle feature, and endorsed our event, helping us get exposure and gain credibility. By partnering with Ty, our events will reap the rewards in this exciting new time!

As you flip through the following pages please feel free to let us know if you have questions, feedback or just want to chat about our events.

We are pleased to welcome Donna Whalley to our team; she has big shoes to fill with Olivia's departure. You will be hearing from Donna in the very near future!

Remember our show dates for next year are April 15 – 18, 2010 and coming up October 15 – 18, 2009 is the Vancouver Home + Interior Design Show.

Sincerely

Jill

Jill Proseilo
Show Manager



Donna

Donna Whalley
Exhibit Sales Consultant



Tyson

Tyson Kidd
Exhibit Sales Consultant



Denise

Denise McGowan
Operations Coordinator



.....Marketplace Events announced three-year partnership with Ty Pennington



**FROM OUR SPOKESPERSON
TY PENNINGTON:**

This partnership makes a lot of sense for me. People always ask me where they can buy the cool products they see on our show, and the truth is that the best place to find all the basics, plus all the hot new products – all in one place – is at the type of home shows Marketplace Events produces.

Tom, Lisa and I have kept in touch over the years, and it just made sense now to partner with people I know and trust – people who produce quality events. Plus, I think there's something really cool about an event that brings together big brands we all know, along with small independently owned businesses, new companies trying to launch the next hot product, and local artisans and craftsmen – all willing to stand behind their products and explain what they do. It's not for everyone but for people passionate about their home and for someone like me, who's a major home improvement junkie, it's an incredible high.

-Ty Pennington, Marketplace Events Spokesperson

SHOW ATTENDANCE

The 2009 BC Home + Garden Show had an outstanding 49,763 people visit the show. While down from last year these are very strong numbers in light of the current economic state. What does this tell us? Even though budgets are tight people are nesting and spending money on their homes! The overall feedback from everyone is that the quality of attendee was amazing, many people even bringing to the show renovation plans of what they intended to do! **Our average attendance at the show over the past 3 years is 53,000 people.**

WHY VISITORS ATTENDED THE SHOW:

- **23.09%** **Decorating/interior design ideas**
- **25.64%** **Renovation/remodeling ideas**
- **20.07%** **New products**

WHAT VISITORS WERE LOOKING TO PURCHASE:

- **12.29%** **Energy efficiency upgrades**
- **9.84%** **Home related gifts and gadgets**
- **12.26%** **New Flooring**

PROJECTS VISITORS PLAN TO COMPLETE WITHIN 12 MONTHS

- **18.86%** **Gardening – landscaping or patio deck project**
- **13.51%** **Home décor/design project (painting/new home furnishings etc)**
- **16.83%** **Kitchen or bathroom renovation/remodel**

Source: Microspec Systems Inc. 2009 Online Research Data. Information collected from visitors who completed the online visitor survey for the 2009 BC Home + Garden Show. The following data highlights our visitor profile and purchasing behavior

ONLINE INITIATIVES AND OPPORTUNITIES

As with most companies we are experiencing a big movement to online marketing of our event. The growth in the last years has been phenomenal. With online growth our website has improved, which benefits you as exhibitors. It creates ease and simplicity when signing up for shows and downloading your exhibitor kit. It also allows you extra marketing opportunities and awareness to our consumers!

ONLINE TICKET PURCHASES

For this event alone over 10,993 attendees purchased their tickets online, that number has increased 19% over last year.

ONLINE TRAFFIC

Of those surveyed over 77% of attendees visited our website prior to the event. This means the website truly is a great chance to be top of mind before they arrive. Increasing your presence on our site will increase the chances of you being a destination for those attending the event. We have over 141,254 people visiting our BC Home + Garden Show website each year, and that number is growing! On average the most visited pages are: show hours/dates/times/location, online ticket page, show highlights, exhibitor list & stage schedules.

DATABASE/E-BLASTS

We have a current opt in database of approx 15,000. Average open rates on consumer e-blasts range from 35%-40%. Average open rates for our exhibitor e-blasts range from 50-60%. The industry average is about 3%!

ADVERTISING CAMPAIGN

More than \$170,000 in paid media was dedicated to better reaching homeowners, 25-54 with a household income of \$100,000. In addition, we focused on developing relevant promotions with exhibitors resulting in more than \$300,000 in media value for tv, radio and newspaper advertising. Finally, our public relation efforts resulted in more TV, newspaper, radio and online publicity than ever before. Value of Media Campaign, including paid, promotional value and editorial value is estimated at \$1 million and counting!

MAGAZINE	NEWSPAPER	RADIO	OUT-OF-HOME	TELEVISION	INTERNET
Granville Magazine	Vancouver Sun The Province	Virgin Jack FM JRFM	Pattison Outdoor	Global	vitaminv.com Canada.com MSN.ca Allrecepies.com
BC Home TV Week	Vancouver Courier	The Peak 100.5 FM			
Vancouver Magazine	Northshore News And many more community newspapers	CKNW AM 980 Greatest hits of all time FM 104.9			

EXHIBITOR PARTNER MEDIA PROMOTIONS

Thank you to the fabulous exhibitors that participated in our media promotions!



Global, The Vancouver Sun and Canada.com provided one lucky winner with a \$10,000 Outdoor Kitchen including Fisher & Paykell appliances courtesy of Johnstone's BBQ, stonework courtesy of Parry Bros Stone Masonry, countertops courtesy of Countercast Concrete Design.



Together **Prestige Hot Tubs** and **Rain City Rock** Partnered to bring "Jack in the Tub"...the Ultimate in backyard entertaining feature

The Province along with **Arbutus Commercial Furniture** provided a smart sleep solution for small spaces – an Arbutus Wall Bed!



Furniture Direct Sales – created "Patio Envy" – one lucky winner received a consultation and furniture prize – perfect for summer!

Horizon Landscape Contractors partnered with fm104.9 The Greatest Hits of All Time for a \$3,000.00 water Feature prize give-away!



CKNW and **Garador Enterprises Inc.** featured a \$3,500.00 garage door package give-away!

SHOW AWARDS

As always, choosing booth winners was a tough decision! We had many contenders but these booths really shone. A great big thank you to all those mentioned below and everyone who put so much work into their displays – you are the show; when you look good we all look good! Thank you for all your time, energy & hard work!

BOOTH AWARDS

BEST USE OF SMALL SPACE

With Impact Enterprises Ltd.



BEST USE OF MEDIUM SPACE

ENH Cabinets



BEST USE OF LARGE SPACE

Imagination Trading



ROOKIE OF THE YEAR

Kettle Mountain Custom Ironworks



GARDEN AWARDS

BEST USE OF COLOR & TEXTURE

Coastal Creations



BEST GARDEN PARTY

Urban Escapes



GREENEST GARDEN

Beneath Your Feet Landscaping



BEST OVERALL GARDEN

Vandenberg's



EXHIBITOR FEEDBACK

Wow! ...I don't even have to think about next year's home show. We are having a great response to the show, thanks for all you and your teams work!

John Vankammen

Jovak Landscaping & Design

"The show seemed pleasantly busy this year"

Rick Heinen

B.C. Greenhouse Builders

"...the show exceeded our original expectations... people that came to the show actually brought plans of what they wanted. Talk about quality prospects....we are so pleased with the success to date that the majority of our marketing in the future will be geared to shows such as yours."

Ron, Mark, and Magnus

Arbutus Sundecks

"...a very positive experience for us. You and your staff made everything run smoothly."

Christopher Gaston

FPIInnovations

"... you did a fantastic job with the BC Home & Garden Show! We thoroughly enjoyed our first year as exhibitors and are excited about the business prospects generated."

Jacqueline Pasquali

Klondike Contracting

"I worked just for one day, a couple of hours, but enough time to get amazed with the work you guys did. It was a really nice job! Beautiful view from upstairs as well, a variety of ideas, waterfall, gardens, beautiful...."

Angelina Cruz

Vancouver Gas Fireplaces

SPECIAL THANKS TO OUR SHOW PARTNERS!



OUR SHOW SPONSORS!



OUR MEDIA PARTNERS!



MARK YOUR CALENDARS...



Vancouver Home & Interior Design Show
October 15 - 18, 2009



BC HOME & GARDEN SHOW
April 15 – 18, 2010

New Dates for 2010!

Fashionably late, yes. Fashionably absent, never. In order to accommodate the 2010 Olympic and Paralympic Games, the 2010 BC Home + Garden Show is moving to April 15-18, 2010 at BC Place. Mark your calendars now!

Exhibit Space enquiries

Please contact our sales team:

Marketplace Events
#314, 1788 West 5th Ave.
Vancouver, BC V6J 1P2
Tel: 604.639.2288
Fax: 604.639.2289
Toll Free: 1.800.633.8332
www.vancouverhomeshows.com

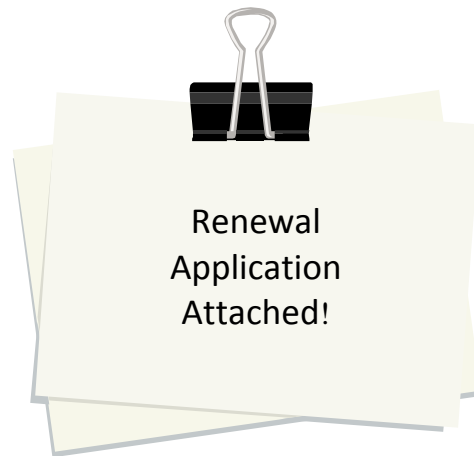
Donna Whalley
Exhibit Sales Consultant
604.638.2288 Ext 222
donnaw@marketplaceevents.com

Tyson Kidd
Exhibit Sales Consultant
604.639.2288 Ext 223
tysonk@marketplaceevents.com

Other Inquiries?

Jill Proseilo
Show Manager
604.639.2288 Ext 221
jillp@marketplaceevents.com

Denise McGowan
Operations Coordinator
604.639.2288 ext. 224
denisem@marketplaceevents.com



BC HOME + GARDEN SHOW

PLEASE COMPLETE THIS AGREEMENT AND:

FAX TO: 604.639.2289

MARKETPLACE | EVENTS

OR MAIL TO: Marketplace Events
1788 West 5th Avenue Suite 314
Vancouver, BC V6J 1P2
Tel: 604.639.2288 or 800.633.8332

INVESTMENT SCHEDULE

RENEWAL SPACE AGREEMENT

BC HOME + GARDEN SHOW
BC Place Stadium
April 15th to 18th, 2010

IMPORTANT: 30% deposit payment due with application
30% interim payment due November 6th, 2009
40% final payment due January 29th, 2010

Exhibit space contracted is subject to cancellation unless payments are received by deadlines listed above. To avoid cancellation and/or relocation, issue payments by deadline.

Company: _____

Contact: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Website: _____

Phone # _____ Mobile # _____ Fax # _____

PRODUCT TO BE DISPLAYED: _____

Added Marketing Opportunities (subject to availability)

LOGO ID ONSITE FLOORPLAN	_____ \$500	WEB BANNER	_____ \$1500
BALLOON LIGHT	_____ \$1000	EMAIL BLAST	_____ \$600

SHOWGUIDE ADS: _____ ¼ PAGE \$725 _____ ½ PAGE \$1125 _____ FULL PAGE \$1,950 _____ INSIDE COVER \$3,600 _____ BACK COVER \$3,900

Exhibit Space Choice

1ST BOOTH CHOICE BOOTH SIZE / SQ. FOOTAGE

2ND BOOTH CHOICE BOOTH SIZE / SQ. FOOTAGE

3RD BOOTH CHOICE BOOTH SIZE / SQ. FOOTAGE

Investment

CHECK ATTACHED (payable to): **Marketplace Events**

VISA MASTERCARD AMEX:

CREDIT CARD NUMBER: _____ EXPIRY DATE: _____

PAYMENT AMOUNT: \$ _____

CARD HOLDER NAME _____

CARD HOLDER SIGNATURE _____

INVESTMENT

RENEWAL EXHIBIT SPACE RATE **\$17.99/sq.ft.:** _____

PREMIUM CHARGE: _____

(If applicable)

CENTRE AISLE PREMIUM: \$600.00

CORNER/PERIMETER PREMIUM: \$200.00

TOTAL INVESTMENT: _____ **+GST**

MARKETING OPPORTUNITIES: _____ **+GST**
(If applicable, invoiced + paid separately)



I authorize **Marketplace Events** to process the deposit upon receipt and the interim and final payments to the given credit card on **November 6th, 2009** and **January 29th, 2010**.

I/We hereby apply for exhibit space in the above named show. If accepted, I/We hereby agree to abide by show terms, conditions and regulations printed on the reverse side of this form.

Signature: _____

Date: _____

TERMS AND CONDITIONS

The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Marketplace Events, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

Neither Marketplace Events nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

BOOTH DISPLAY

All exhibits require full floor covering and must be constructed of hard wall. Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Manual.

The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain intact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by Marketplace Events.

CANCELLATION AND TERMINATION

The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to Marketplace Events no later than sixty (60) days preceding the opening date of the Show. All deposits received by Marketplace Events up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies Marketplace Events less than sixty (60) days preceding the opening date of the Show that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to appear at the Show; Marketplace Events reserves the right to (iv) cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (v) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (vi) re-rent the said space; and (vii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from Marketplace Events.

If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to Marketplace Events shall be deemed earned by Marketplace Events and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement, Marketplace Events shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as Marketplace Events deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.

Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling Marketplace Events to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to Marketplace Events to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

FORCE MAJEURE

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) Marketplace Events is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of Marketplace Events, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, Marketplace Events will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

MISCELLANEOUS

Waiver by Marketplace Events of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.

No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.

This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.

EXHIBITOR COVENANTS

The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Show.

The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by Marketplace Events ("marketplace events"), including rules and regulations set forth in the Exhibitor Manual.

The Exhibitor agrees to observe, to the extent applicable, all union contracts and labour relations agreements in force (i) between Marketplace Events and contractors providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.

The Exhibitor agrees to obtain, at its own expense, any licences or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.

The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies Marketplace Events that the contest is being operated in accordance with applicable law; and (ii) the prior written consent of Marketplace Events is obtained.

The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights (the "Work") that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of Marketplace Events. The Exhibitor agrees to indemnify and save harmless Marketplace Events and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.

The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

MARKETPLACE EVENTS RIGHTS

Marketplace Events reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which Marketplace Events considers objectionable, inappropriate, disruptive or offensive to Marketplace Events, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show; without any liability to Marketplace Events.

Marketplace Events shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of Marketplace Events, which permission may be withheld in Marketplace Events sole discretion.

INDEMNIFICATION

The Exhibitor agrees to indemnify and hold harmless Marketplace Events and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, Marketplace Events, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

LIABILITY AND INSURANCE

The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to Marketplace Events for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name Marketplace Events as loss insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of Marketplace Events, the Exhibitor shall provide Marketplace Events with a copy of such policy.

MPE003

Signature

Date
