

CALGARY HOME + GARDEN SHOW

February 28 – March 2, 2008

POST SHOW REPORT





POST SHOW REPORT TABLE OF CONTENTS

Letter from Show Management	3
Attendance + Demographic Results	4
Feedback + Testimonials	4
Advertising Campaign	5
Promotions + Marketing	6
Show Events + Features	7
Show Awards	10
Show Sponsors + Partners	11
Future Events + Contact Info	12

CALGARY HOME +GARDEN SHOW

Dear Exhibitor,

We invite you to explore the 2008 Calgary Home + Garden Show Post Show Report for insight into the four days of the show and everything it had to offer to our consumers. Included in these pages are the demographics of our attendees, the high quality features that draw qualified, targeted buyers. Along with the indisputable media domination dmj world media enjoys which together work to attract your target customer.

We would like to take this opportunity to thank you for the success of the 2008 Calgary 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 aspire to exceed your expectations by producing shows that deliver the best results. Our mission is to inspire, enthuse and support our customers to do business together. We want to be recognized around the world as your first choice in advertising and marketing!

Sincerely,



Terri Higgins
Show Manager



Sonya Lang
Administration



Darrel Abraham
Sales (A-J)



Teri Reimer
Sales (K-Z)



Tamara Sutherland
Event Coordinator

SHOW ATTENDANCE

The show attendance this year was between **55,000 – 60,000** visitors. This is a fluctuating number from year to year based on weather and competitive events.

VISITOR PROFILE

Target Audience:

- 76% of attendees are adults 25 – 54 years of age
- 75% earn a household income \$50,000+
- 69% of attendees were female

Reasons for Attending:

- 87% to obtain new ideas
- 86% to see new products
- 65% to compare costs for home and garden products + services

Satisfaction:

- 93% were happy with the quality and helpfulness of the personnel representing the company
- 89% were happy with their ability to obtain new ideas
- 88% of attendees were happy with the overall show
- 83% were satisfied with the number and quality of new products + services
- 64% are planning on returning to the show next year, and
- 49% of the show attendees were return customers from last year

FEEDBACK

Through our consumer thank you e-blast, we received a great deal of feedback relating to specific products and services at the show. We take all feedback into consideration and in the future will ensure to keep certain product categories limited. This will allow the show to continue to have a new fresh feel every year with different products and exhibitors.

EXHIBITOR TESTIMONIALS

"You will see that we have applied to return with the same locations as held at the 2008 Calgary Home + Garden Show. This is for good reason – the 2008 show was a record breaking show for our company! This is no small feat considering that we have been exhibiting at this show for more than 25 years since 1983."

- George & Barb McBride, owner of Ocean Sales Ltd.

Source: Inquiry - Information collected from visitors surveyed at the 2008 Calgary Home + Garden Show.

Source: Micro spec Systems Inc. 2008 Online Research Data. Information collected from visitors who purchased their tickets online for the 2008 Calgary Home + Garden Show. The following data highlights our visitor profile and purchasing behavior.

ADVERTISING CAMPAIGN

This year’s advertising campaign “How’s that little project coming along?” kept the 2008 Calgary Home + Garden show at the front of consumers’ minds. Everyone could associate with those unfinished tasks around the house! With over \$125,000 committed to marketing and advertising of the show as well a continued focus on online advertising we have seen a consistency in our attendees and their interest in our show.

This year we developed a more concise and targeted advertising campaign to better reach qualified attendees ready to buy. Our research has paid off and we now have best practices and key learning’s to use in marketing initiatives, and it definitely paid off in Calgary! Finally, our public relation efforts resulted in more TV, newspaper, radio and online publicity than ever before.

MAGAZINE	NEWSPAPER	RADIO	OUT-OF-HOME	TELEVISION	INTERNET
Alberta Gardner Magazine	Calgary Herald	Country 105	Pattison Outdoor	CFCN – CTV 100% Prime TV	Canada.com/CalgaryHerald.com
Avenue	Swerve Magazine	96.9 Jack FM			Sweetspot.ca
Chatelaine	National Post	Lite 96 CHFM			Mochasofa/Style at Home
		QR77			HGTV
					Facebook.com

How’s that little project coming along?



WEBSITE / ONLINE TICKET PURCHASES

Over **7200** attendees purchased their tickets online, that number has increased **23%** over 2007. The recent trend toward online our website boasts higher than ever hits close to 100,000 views! Our ad campaign directs consumers to the site to “buy online and save”, plus our exhibitors all visit the show for pre-show information. We have introduced Web Advertising to our exhibitors who want to elevate their presence pre-show or tap into our marketing year round. Contact us to discuss more details and options.

OPT-IN DATABASE / ONLINE NEWSLETTER

With the increase in online ticketing, contests and promotions our opt-in email consumer database has grown to over **10,689**. This has lead to improved scope of offerings in online advertising initiatives.

SHOW GUIDE

The newly revamped show guide was very well received. Aside from the cleaner, more stylish look, it is a great representation of the value of the show and its exhibitors. It allowed our consumers to keep the guide as a handy reference. This year it was also distributed via the Calgary Herald which placed them directly into the hands of homeowners and decision makers.

ADDITIONAL MARKETING

From Pre + Post Show email blasts to show guide advertising we have more exhibitors than ever coming on board with extra marketing to elevate their presence. Look around you at the show; you could have floor decals like Benjamin Moore, roaming flower sales like Spruce It Up Garden Centre or the Show Guide could feature your latest advertisement. We have a plethora of opportunities tailored to each budget, prices run \$350-\$35,000 so let us know your needs and desires and we will make it work for you!

PROMOTIONS

Pre + At Show Promotions Included:

- Email Blasts
- Postcards
- Show Guide
- Web Button
- Contests

CONTEST

This year's contests were diverse and sought after:

- FAR NORTH SAUNAS donated a \$3,800 Sauna in conjunction with Country 105
- SPRUCE IT UP GARDEN CENTRE donated a \$15,000 Backyard Makeover in conjunction with QR77.
- MCWILLIAMS WINE donated a \$6,000 VIKING Wine Cellar with 50 bottles of wine in conjunction with Country 105.
- IKEA donated four rooms (Mudroom, Playroom, Laundry Room + Home Office) in the Cleaning House Feature valued at \$5000 in conjunction with Lite96. Everyday one lucky winner won IKEA products and accessories.
- TOURISM VANCOUVER ISLAND donated a \$5,300 PRIZE PACKAGE including food, accommodations and whale watching.
- STERLING WELLSRING ARCHITECTURAL DEVELOPMENTS CORPORATION donated a chance to win a \$15,000 Gift Certificate of a custom home.

EVENTS AND FEATURES

BENJAMIN MOORE MAIN STAGE



Show-goers looking for a little extra inspiration to make their design dreams a reality made a beeline for the **Benjamin Moore Main Stage**, featuring acclaimed celebrity speakers including Kelly Deck from HGTV's "Take it Outside," Sarah Richardson from HGTV's "Design Inc.," hometown hero Alykhan Velji and Janette Ewen from Chatelaine Magazine

Sponsored by:



GARDEN STAGE



Wannabe green thumbs found their niche at the Garden Stage, featuring keynote speaker Jeff de Jong from CBC Radio One's "Homestretch." Interactive seminars on creating fresh floral arrangements and unique outdoor place settings rounded out the weekend.

FLOWER POWER



Shoppers looking for the perfect antidote to the winter doldrums looked no further than **Flower Power** presented by **Spruce It Up Garden Centre**. The one-stop shop for budding blossoms and gardening must-haves. Spring was more than a state of mind thanks to the thorough selection of fresh-cut flowers, potted plants, seeds, gardening tools and more.

Presented by:



SUSTAINABLE LIVING SECTION




Who said being green wasn't easy? One trip to the **Sustainable Living Section** sponsored by the **Calgary Herald** had show-goers singing a different tune about incorporating ecologically-sound elements into their home improvement project.

Sponsored by: 

ASK A DESIGNER



Visitors got a little TLC from our on-site industry insiders and made a beeline for **Ask a Designer** presented by **Benjamin Moore & Co.**, featuring design and colour consultations with their trained painting and decorating experts. Show-goers brought along their questions, samples and concerns and looked to Benjamin Moore's design specialists to fill in the blanks and help avoid a decorating dilemma.

Presented by: 

THE "LITTLE" PROJECT HELP DESK



Visitors with a project in mind but no place to start received guidance from our staff at the **"Little" Project Help Desk** present by **WaterWorks Ponds**. They could pick up a checklist to help them stay organized, floor plans, handouts related to specific projects and more!

Presented by: 

CLEANING HOUSE



Consumers needing a little extra push to get organized got what they need at **Cleaning House**, just in time for spring cleaning. Prime tips for de-cluttering and organizing were de rigueur, as were innovative design concepts for the ultimate laundry room and green cleaning tips. All Products + accessories were provided by, **IKEA**, featuring a Home Office, as well as a Laundry, Mud Room + Kids Room.

Sponsored:



Designed by:



TEA GARDEN



Consumers took a break from the hustle and bustle and stepped into stuff that dreams-and fairytales-are made of. Inspired by Alice in Wonderland, our on-site **Tea Garden** served up refreshments and desserts throughout the weekend.

Designed:



URBAN GARDENS



Winter-weary Albertans flocked to **Urban Gardens presented by Shaun Ford Design**, an oasis of ultimate outdoor patios. The featured small-space garden solutions, chic urban design ideas and outdoor furnishings guaranteed to have show-goers longing for the days of summer – stat.

Presented by:



THE CAMPAIGN COMES TO LIFE



This year's campaign was built off our tag line "How's that Little Project coming Along?" This was presented in our pre-show advertising and carried through onsite. From our aisle markers to our "Little Project Help Desk" the campaign was brought to life. Everyone has a project on the go whether it was renovation, gardening, or a design dilemma, we could all use a "Little Help!"

SHOW AWARDS

Thank you to all exhibitors as it's you who make the show. A special thank you to the award winners who put extra effort into their booths. The better you look, the better we look, and a better show for every consumer!

Best Use of Small Space (100-199 sq. ft.)



CORONA DIGITAL

Rookie of the Year



RIDGECREST DEVELOPMENTS

Best Use of Medium Space (200-399 sq. ft.)



REGENCY IRRIGATION

Best Marketing Partner



SPRUCE IT UP GARDEN CENTRE

Best Use of Large Space (400+ sq. ft.)



SUNCOAST ENCLOSURES

Most Innovative



SHAUN FORD DESIGN

SPECIAL THANKS TO THE FOLLOWING SHOW SPONSORS!



SPECIAL THANKS TO THE FOLLOWING SHOW PARTNERS!



SPECIAL THANKS TO THE FOLLOWING MEDIA SPONSORS!



SPECIAL THANKS TO THE FOLLOWING COMPANIES!



MARK YOUR CALENDAR...



Calgary Home + Interior Design Show (Over 65% Sold!)
Roundup Center, Stampede Park
September 18-21, 2008



Calgary Home + Garden Show (Over 60% Sold!)
Roundup Center, Stampede Park
February 26 – March 1, 2009



Edmonton Home + Garden Show (Renewal Deadline May 3, 2008)
Northlands, Agricom
March 19-22, 2009

For exhibitor space please contact our sales team:

Companies A - J

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Companies K - Z

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Event Coordinator

Tamara Sutherland
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Would you like to get involved in one of our many successful media promotions for next years show? Contact Terri Higgins now!

Looking to add onto your booth space with some extra marketing + sponsorship packages? Contact Terri Reimer now!

Thank you again for another great year!