



Presented by **RE/MAX**

## POST SHOW REPORT APRIL 4 - 13, 2008





## POST SHOW REPORT TABLE OF CONTENTS

Letter from Show Management	3
Attendance & Demographic Results	4
Advertising & Promotions	5
Show Features	7
Exhibitor Feedback	10
Show Sponsors & Partners	11
Future Events & Contact Info	12

Dear Exhibitor,

We invite you to explore the 2008 National Home 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 draw qualified, targeted buyers and 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 National Home Show. The show's success is dependent 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

Christine Natrass  
Show Manager

Karen Coons  
Production Manager

Helen Hubbs  
Administration

Barbara Cohen  
Exhibit Sales

Ashley Nelson  
Exhibit Sales

Kelly Haney  
Exhibit Sales

Alex Morales  
Exhibit Sales

## SHOW ATTENDANCE

The 2008 National Home Show had a final attendance of 161,916, up from 159,846 in 2007.

## VISITOR PROFILE

### Target Audience:

- 74% of attendees are adults 25 – 54 years of age
- 73% attend with their spouse/partner
- 90% have a median household income of \$93,000
- 92% of attendees own their homes
- 80% of attendees married/common-law
- 79% of attendees have changed their buying habits in the last year due to environmental concerns

### Reasons for Attending:

- 86% for decorating/renovation/outdoor design ideas
- 87% to see new products
- 68% to see & compare costs for home and garden products & services
- 85% come specifically to talk with companies that sell home and garden related products

### Satisfaction:

- 94% of attendees were happy with the quality of the show's vendor exhibits
- 75% of attendees would recommend the event to others
- 70% of attendees are planning on returning to the show next year
- 90% of attendees were happy with the overall look, feel & ambiance of the event
- 63% of attendees had not attended another home show in the area



Source: InQuery - Information collected from visitors surveyed online following the 2008 National Home Show  
Source: Inter-REG. Information collected from visitors who purchased their tickets online for the 2008 National Home Show. The following data highlights our visitor profile and purchasing behavior.  
Source: Benchmark Results from research on-site through Endo Networks & Inquery referencing dmg world media events throughout North American in 2007-2008

## ADVERTISING CAMPAIGN

More than \$390,000 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 programs with exhibitors resulting in more than \$376,025 in promotional radio and newspaper advertising. Finally, our public relation efforts resulted in fantastic coverage across all mediums including TV, newspaper, radio and online. Value of Media Campaign, including paid, promotional value and editorial value is estimated at \$2 million and counting!

MAGAZINE	NEWSPAPER	RADIO	OUT-OF-HOME	TELEVISION	INTERNET
Gardening Life	Toronto Star	CHUM FM 104.5	Gardiner Expressway Video Billboards	Global	HGTV.ca
Toronto Life	Toronto Sun	98.1 CHFI	Union Station	CTV	VITAMIN T.ca
Chatelaine Magazine	Globe & Mail	97.3 EZ Rock	Elevator Advertising (GTA Office Buildings)	City TV	Toronto.com
Active Adult	National Post	Q107			Mochasofa.com
RENO & decor	Metro News	680 NEWS			Canadianhouseand- home.com
Home's Magazine		96.3 Classical FM			torontolife.com
Condo Life					sweetspot.com chatelaine.com



How's that little  
project coming along?

## **WEB SITE / ONLINE TICKET PURCHASES**

Over 19,000 attendees purchased their tickets online, that number has increased 30% over 2007. Due to the recent trend toward online our web site boasts higher than ever hits. Our ad campaign directs consumers to the site to “buy online and save”, plus our exhibitors all visit the site for all their pre-show info. We have realized the value and importance of our site and will be moving to posting even more in the future. We have introduced Web Advertising for 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 / ON LINE NEWSLETTER**

With the increase in online ticketing, contests and promotions our opt-in email consumer database has grown to over 52, 000. This has lead to an improved scope of offerings in online advertising initiatives. We have blown away the industry standards by controlling the number of emails we send out and keeping our list to opt-in only resulting in high open rates and click thru rates to our exhibitor’s sites as well as our own.

## **ADDITIONAL MARKETING**

From Pre & Post Show email blasts to web banners and show guide advertng we have more exhibitors than ever coming on board with extra marketing to elevate their presence. Take a look around you at the show; you too could have your company name and branding put in the spotlight and featured like Bell Canada, Pioneer, BMO and Toshiba. The Show Guide could feature your latest advertisement. We have a ton of successful opportunities tailored to each budget...prices run \$350 - \$50,000 so let us know your needs and desires and we will make it work for you!

## **PROMOTIONAL CONTESTS**

This year advertising value increased significantly with the help of some great partners. From 104.5 CHUM FM’s Ultimate Outdoor Entertaining Package with Andrew Richard Designs to Classical FM’s \$10,000 Bathroom Makeover with Measured Solutions we had a great list of partners including Ikea, EQ3, Rainbow Vacuums, Dell, EQ3, Designer Window Fashions, Toshiba, Napoleon and designer Karl Lohnes who donated prizes to our promotions and in turn received Ad coverage and drove traffic to their booth. It’s a win/win situation and introduces you to a whole new group of potential customers or brings you new customers. Contact us if you want to be selected for the next event.

## SHOW FEATURES

### DREAM HOME BUILT BY PROBUILT BY MICHAEL UPSHALL



The National Home Show favorite was back and better than ever. Interior décor diva Janette Ewen took cues from the fashion world making this year's Dream Home fit for the runway. Built by Probuilt and designed by Darren Sanger-Smith, the 2,900 sq ft. home turned dreams into reality. This unique and inspiring space invited visitors to indulge and DREAM again...with furnishings from a myriad of decades and fresh colours from vivid blue to juicy orange in every room!



*Pioneer*

### IKEA LOVE YOUR HOME STAGE



The IKEA Love your Home Stage's big and beautiful presence drew audiences by the hundreds. Visitors flocked to get up-to-the-minute décor tips and tricks from our outstanding line-up of design professionals such as Karl Lohnes, Janette Ewen and Mary Dobson. When it came to satisfying our do-it-yourself crowd, Mag Ruffman and Jim Caruk did not disappoint.

**IKEA**<sup>®</sup>

### TORONTO STAR DREAM GARDENS



This year's Dream Gardens were all about imagination. Arnis Budrevics of Alexander Budrevics & Associates, along with 10-featured landscapers, created 42,000sq ft of flowers, foliage and much more. Visitors wandered through the breathtaking gardens and filled their imaginations with ideas to take home.

VOICE of the GTA  
**TORONTO STAR**  
thestar.com

## GALLERY NEW



Gallery NEW highlighted new products in household furnishings, electronics, cleaning products, lighting, gardens and outdoor living that reflected innovation in style, function and environmentalism. The Gallery itself was constructed of materials mirroring our mandate to enlighten our visitors on the newest ideas and products for their homes leaving the feature with a better understanding of where the future is going for home based products.



## SAM'S CLUB FLOWER MARKET



The SAM'S CLUB Flower Market quickly became a one-stop shop for your floral needs with all the proceeds being donated to Children's Miracle Network. The charity was also on-site selling their balloons to raise money for local children's hospitals. SAM'S CLUB raised \$1,800 in total for CMN.



## ULTIMATE DEN TRENDS



Casalife, the experts in small space and multi-functional furniture presented Den Trends an educational feature offering inventive ways to best maximize small spaces.



## DESTINATION RENOVATION



BILD; the Building Industry and Land Development Association were on hand at the show to speak to visitors about their renovation plans and offer suggestions on material selection, hiring the right builder etc.



BUILDING A GREATER GTA | Building Industry and Land Development Association

## WHAT'S YOUR DESIGN DILEMMA?



Visitors had the chance to meet one on one with industry experts getting tips on the latest home fashion trends. Presented by Renovation & Décor Magazine and ARIDO (Association of residential interior designers of Ontario).

**RENO  
& DECOR**



## GET WIRED WITH THE ARTISTIC SMART HOME



This ultra-modern exhibit featured cutting edge electronics, modern furnishings and flashy fixtures merged to create an advanced living environment. From extreme home gadgets to sustainable design options, The Get Wired Smart Home was a must see at this year's show.

**ARTISTIC**  
SMART HOMES

**TOSHIBA**  
Leading Innovation >>>

**24**  
hours

**TORONTO SUN**

## FAST N' FURRY



Crowds flocked to catch the continuous line up of fantastic dogs showing off their talent by performing flips, spins, speed and comedic antics!

**FAST  
N'  
FURRY**

## GARDENING LIFE SEMINARS



Visitors stopped by the Gardening Life booth to learn the latest trends in container gardening. Topics varied from creating an eye catching display to creating a vegetable and herb farm at your back door. Special guests included Caren Watkins and Marjorie Harris.

## **EXHIBITOR FEEDBACK**

I have been an exhibitor at the National Home Show for the past 10 years and I must compliment you on the quantity and quality of leads I receive during the show. I would like to commend you on the great job you have done advertising and promoting this show. Your friendly and helpful staff make doing business together a pleasure.

**Jason Wicks**  
**Automatic Garage Doors**

This years National Home Show was very well done. The move in and move out were very smooth with no complications. The dmg group was on hand at every request and a pleasure to deal with .....Thanks so much dmg!!

**Shari Sacco**  
**Budget Blinds**

I would like to take this opportunity to thank you and all the staff for a great National Home Show. Your willingness to assist us in resolving minor issues in preparation for the show was outstanding. The process of move in and out was seamless and our success from the show has been huge. We are excited about the upcoming shows and look forward to working with dmg again.

**Andrew Petley**  
**Trinity Diversified North America Limited**

I just wanted to say thanks for allowing American Standard Heating & Air Conditioning to participate at this year's National Home Show. This was the first time ever that we had a booth and it was an amazing great success for us!

As Director of Sales and Marketing this was a perfect venue to show case the American Standard heating & Air Conditioning brand to consumers on a large scale in a short period of time. American Standard has been in the heating & Air conditioning business for over 100 years, and has been recognized in Ontario for the bath & kitchen products for many years. With our new replica house at your show indeed our message to the consumer was successful in every way possible.

As the fastest growing brand in Ontario for heating & air conditioning products the National Home Show will once again be a perfect partnership for American Standard next year and many years to follow.

**Ian Rasmussen**  
**Air Heat Supplies**  
**American Standard Heating & Air Conditioning**

SPECIAL THANKS TO OUR SHOW SPONSORS!



THANK YOU TO THE FOLLOWING PARTNERS!



## MARK YOUR CALENDAR...



**Fall Home Show**  
September 18 - 21, 2008  
New Location - Better Living Centre



**National Home Show**  
February 20 - March 1, 2009  
New Dates!



**Metro Home Show**  
April 10 - 12, 2009  
New Dates!

---

### For exhibit space and marketing opportunities please contact our sales team:

Barbara Cohen  
barbaracohen@dmgworldmedia.com

Ashley Nelson  
ashleynelson@dmgworldmedia.com

Kelly Haney  
kellyhaney@dmgworldmedia.com

Alex Morales  
alexmorales@dmgworldmedia.com

T: (416) 385-8600  
(888) 823-7469  
F: (416) 385-1855

### For information regarding sponsorship please contact :

Jon Connor  
jonconnor@dmgworldmedia.com  
T: (416) 385-1874  
(888) 823-7469

### For information regarding media promotions please contact :

Natalie Cerny | Parallel Communications  
natalie@parallelonline.com  
T: (416) 849-9083

**Thank you again for another great year!**