



2019 Post Show Report

What a milestone! We celebrated the GTA Home & Reno Show's sixth year with 21,930 attendees over the Family Day long weekend.



OUR ATTENDEES

97% OWN THEIR RESIDENCE

Of this number, 78% own a single-detached home.

DEMOGRAPHICS

70% of guests were between the ages of 35-64. 71% visited the show with their spouse which made this a prime opportunity to meet both decision makers.

INSPIRED BY...

Home shows continue to be the number one source of inspiration for attendees when looking for home improvement projects.

READY TO SPEND \$134 MILLION+

Our qualified attendants were looking to make purchases from high caliber exhibitors like you.

82% SEEK RENO ADVICE

Talk about lead generation. Year after year our attendees visit the show to find products, services and expert renovation advice.

TOP PICKS

Top three areas that consumers were interested in: 1) Renovations 2) DIY 3) Interior Design/Decor.



What Exhibitors Have to Say

"The GTA Home & Reno Show was a great venue for our company to pick up leads for the new year. It was a steady pace of customers throughout the weekend and we booked many meetings with potential future clients." - **Enrich It Woodworks Inc.**

"We loved this show! One of our best shows yet. More local clients and even people from the west end that we do not usually meet...." - **Paint Core Finishes**

"The GTA Home & Reno Show is a great way to showcase a small or new business. The low financial and low time commitment make it a great choice! We will be back next year, already signed up!" - **Compex Construction**



OUR MEDIA PRESENCE

Our media partners this year helped deliver \$800,000 in paid promotional media. The show garnered 97 million media impressions.

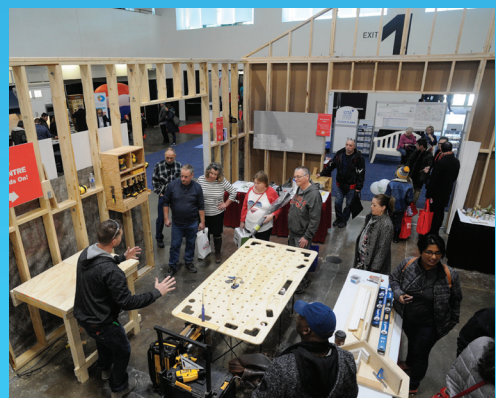
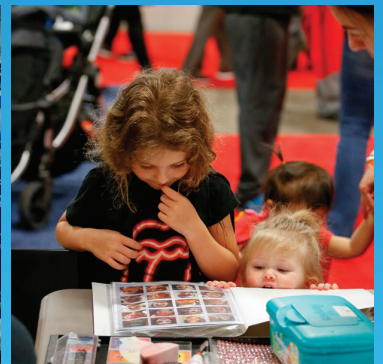
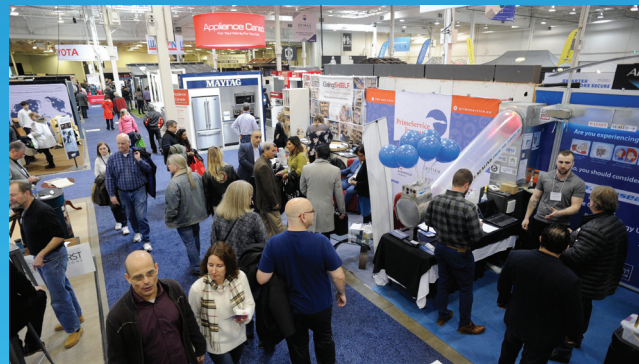
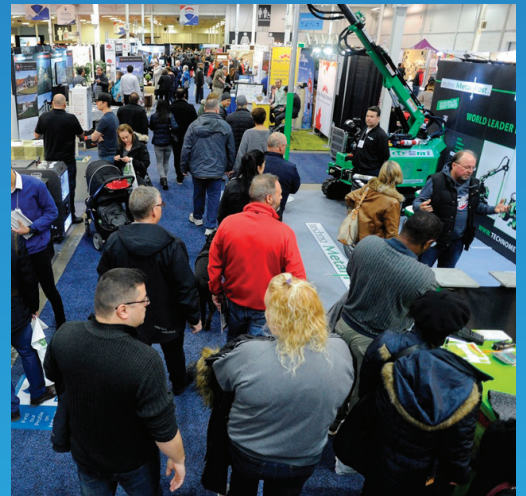


Show Highlights

Our exciting feature areas kept consumers engaged, interested and on the show floor for a longer period of time. A number of show favourites were back like *Handyman's Corner* with Canada's Handyman Shawn Monteith and *Design Intervention* presented by Reno & Decor Magazine. Among the main attractions again was the *Feature Home*, the *Héméra*, *Built by Bonneville Homes*. Named after the greek goddess of sunlight it allowed natural light to pour in. It's lavish interior finishes, courtesy of designer Janice Fedak, was a source of inspiration for attendees.

The *Home Hardware DIY Here's How Centre* also returned. Attendees rolled up their sleeves, got hands-on and learned alongside experts on subjects including: how to install trim, how to patch drywall and how to use power tools. Many learned just how difficult these tasks can be and opted to seek professional help in the show!

Children were kept entertained at the *Kids' Activity Area* with face painting and arts & crafts projects while adults enjoyed that new car smell at the *Toyota Ride & Drive*.



Our Partners



Thank You!

Thanks for another great year! We look forward to seeing you next year.

Contact Us

Barbara Cohen
Senior Sales Consultant
416.644.5452
barbarac@bildgta.ca

Andrew Gribovsky
Sponsorship Specialist
416.644.5459
andrewg@bildgta.ca

Denise Hayward
Show Director
416.644.5418
deniseh@bildgta.ca

Our Events

Toronto Fall Home Show
Oct 4-6, 2019
Enercare Centre | Toronto
fallhomeshow.com

GTA Home & Reno Show
Feb 14-17, 2020
International Centre | Mississauga
gtahomeandrenoshow.com

National Home Show
March 13-22, 2020
Enercare Centre | Toronto
nationalhomeshow.com

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