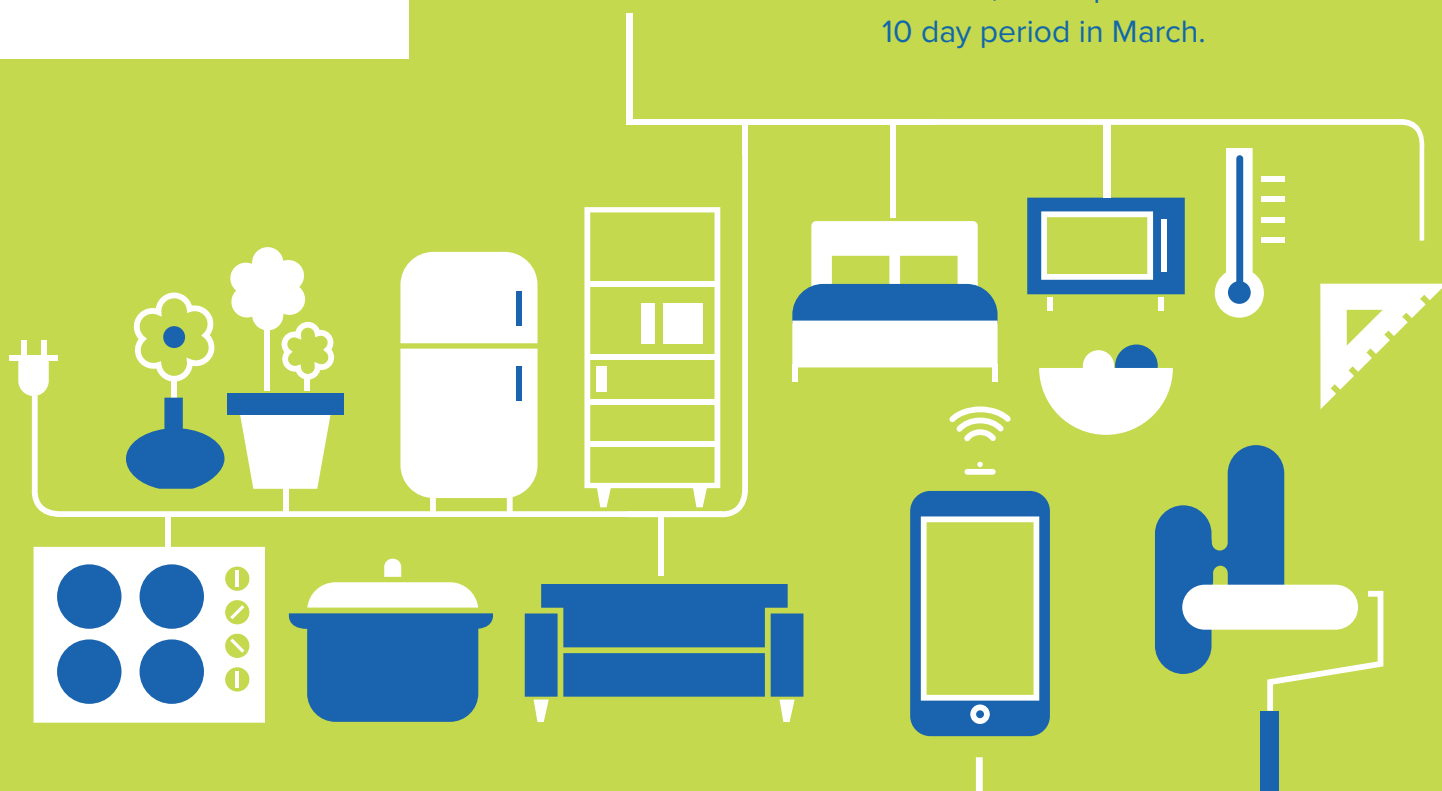




2019 Post Show Report

151,079
TOTAL ATTENDEES

The 2019 National Home Show presented by RE/MAX and co-located with Canada Blooms attracted more than 151,000+ qualified attendees over a 10 day period in March.



About Our Attendees



93% OWN THEIR HOME
of those, 73% own single-detached houses.

READY TO SPEND \$1 BILLION+

In the 12 months following the show our audience looks to spend over \$1 Billion with exhibitors.



57% ATTEND WITH THEIR SPOUSE

It was your opportunity to meet with both decision makers.

DEMOGRAPHICS

69% of attendees are between the ages of 35 -64. Attendance was a near 50% male / 50% female split.

More About Our Attendees



53% of attendees are interested in renovation products and advice.



48% of attendees are looking for interior design/decor items.



Home shows are still the number one source attendees turn to for inspiration for home improvement projects.



The top three areas consumers are interested in:

- 1) Renovations
- 2) Outdoor Living
- 3) Interior Design/Decor



What Exhibitors Had to Say

“Loved being a vendor at the homeshow. Fun vibe and steady foot traffic. Buyers were engaged and educated.”

“A great place to show your product to the public. This event draws a large crowd.”

“The National home show is by far the biggest and best show for vendors. Great timing (March Break), high volume of motivated attendees. This show drives the early part of our year, every year.”



This Year's Attractions Included



The Dream Home
Built by: Bonneville Homes



#EatTogether Kitchen
Presented by: President's Choice®



DIY Centre
Presented by: Home Hardware



Garden Marketplace Stage



Design Intervention
Presented by: Reno & Decor



Unilock Celebrity Stage



Try a Trade
Presented by: Skilled Trades College of Canada



Project Jump Starter
Presented by: BILD & RenoMark



Ride 'n Drive
Presented by: Toyota



The Backyard Lounge
Presented by: Common Good Beer Company



The Dream Pavilion
Presented by: TA Appliances & Barbeques

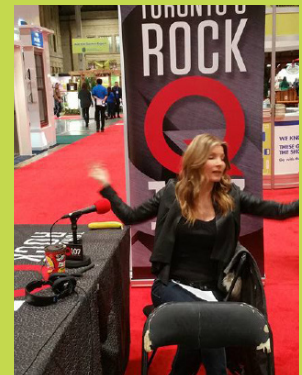


Canada Blooms
Presented by: Mark's Choice

Marketing/Media

\$1.7+ million in paid & promotional media! Our media partners included:

City TV, Global TV, CP24, CTV News, Zoomer Radio, HGTV, Indie 88, CHUM 104.5, Kiss 92.5, Virgin 99.9, 680 News, AM 1010, KX 94.7, The Rock 94.9, CHFI, Q107, BlogTO Toronto Star, Designlines, Reno & Decor Magazine, Homes Magazine, Condolife, Active Adult, CAA Magazine and Metroland. In addition to paid advertising, The National Home Show PR campaign generated over 161 million impressions!



Thanks to Our Partners



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Three Great Events

Toronto Fall Home Show

Enercare Centre, Exhibition Place

October 4-6, 2019

National Home Show

Enercare Centre, Exhibition Place

March 13-22, 2020

GTA Home & Reno Show

International Centre, Mississauga

February 14-17, 2020

PRODUCED BY



NATIONALHOMESHOW.COM