



# Canadians will spend an estimated \$75 billion on home upgrades in 2020.

In the next year, less than 10% of Canadians will move just to find a better space. Instead, homeowners are rejuvenating and transforming their current

spaces to unlock the potential within. Here's your chance to connect and support this primed audience of 21,000+ as they search for inspiration.

Home Show: Home Improvement  
February 14 – 17, 2020

# Quick Facts

## 89% of visitors

think of home improvements as an investment.

## Though Boomers are

still investing in their homes during their retirement, Gen X and Millennials (our biggest categories of attendees) are now outspending them.

## The entire new home

market was worth only \$53 billion in 2016 and we are now spending about \$1.33 on renovations for every \$1 we spend on new home construction.

## Altus Group Ltd.

said renovation spending will reach \$72.7 billion in 2017, up from \$71.2 billion in 2016, and climb to \$74 billion next year.

## Gen X and Millennials

want to personalize their homes, and are more likely to spend on customized products (58% and 69% respectively).

## What People Say

"The 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.

### Booth Fees

\$20 sq. ft.	Regular Rate
\$250	Per Corner Charge
\$129	Exhibitor Listing

Includes material handling, storage and 24 hour security  
All rates are subject to tax (HST)

## Book now

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