



presented by



# Meet Face to Face With Your Leads

**March 8 -17, 2024**

**Enercare Centre**

**Exhibition Place | Toronto**

Researching endlessly on the internet for solutions will never surpass the power of what the National Home Show provides, which is face to face conversations with industry experts like you. Whether it is a kitchen or bath reno, flooring, landscaping, or new builds our quality attendees are looking to spend big bucks! There's still time to make the 2024 National Home Show a part of your sales strategy.

**[sales@torontohomeshows.com](mailto:sales@torontohomeshows.com)**  
**NATIONALHOMESHOW.COM**



# Connect with a Targeted Audience!

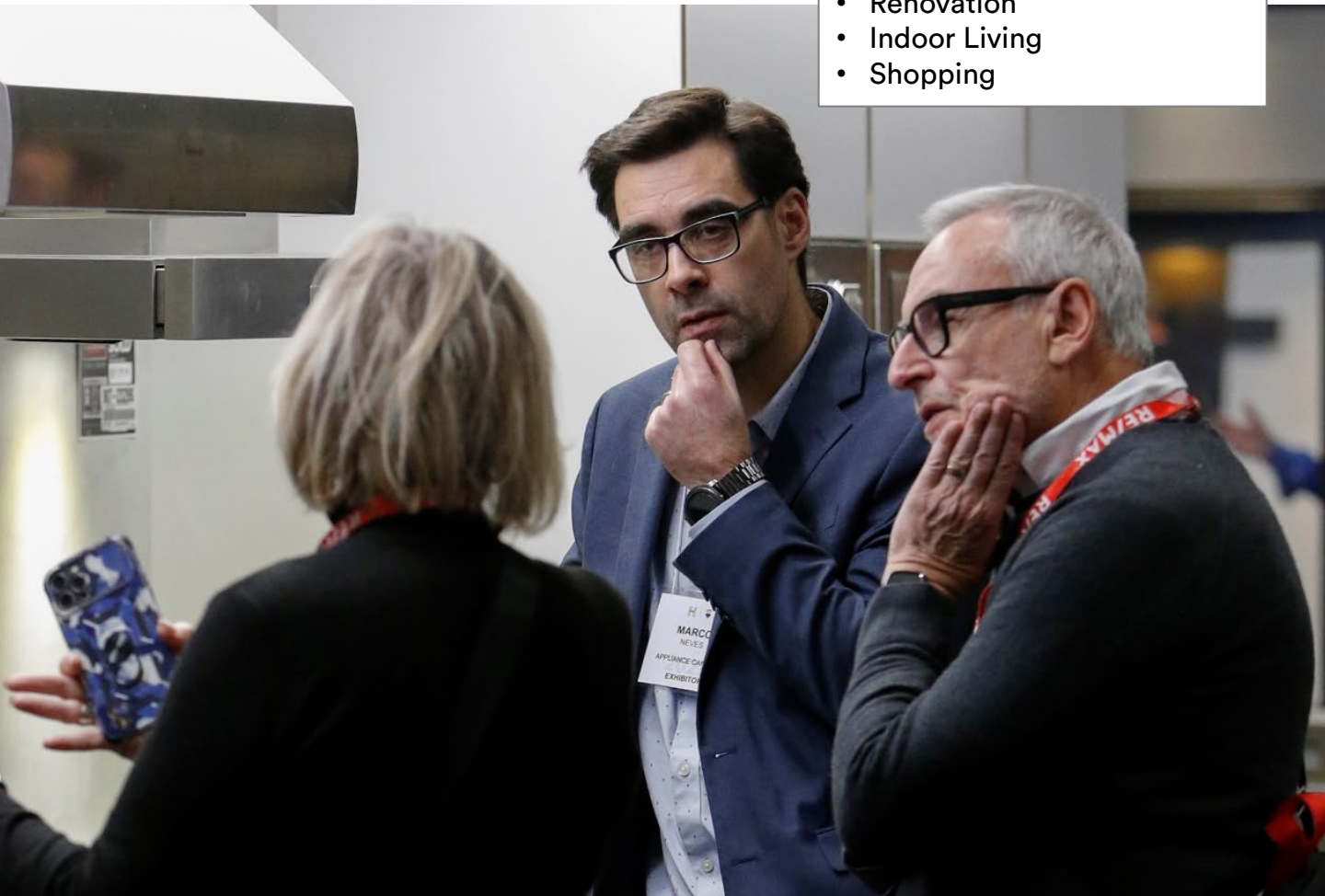
Spanning over 350,000 square feet and welcoming in excess of 85,000 consumers each year, the National Home Show has been segmented into distinct areas on the show floor. The four segmentation not only makes it easier for attendees to find you, each segment also has a targeted consumer marketing plan to ensure we delivery highly qualified attendees relevant to your business!

## About our Attendees:

- **Attendance in 2023 was 85.607.** That's a 14% increase over 2022!
- **15%** of those that attended budgeted over \$100k for their next project.
- **94% of attendees own their own home.** That's a lot of backyards, kitchens, bathrooms, windows and more!

## Reserve a spot in one of 4 key areas on the Show Floor!

- Outdoor Living
- Renovation
- Indoor Living
- Shopping



For more information and to book your space  
[sales@torontohomeshows.com](mailto:sales@torontohomeshows.com)





## Everything Reno

Our 2023 exit survey shows that more than 30,000 of our attendees came to the show specifically for the renovation category. That's way more qualified leads than any digital ad or storefront can reach in 10-days!

Current and past exhibitors in this category have included:

- Lowes
- Home Depot
- AGM Renovations
- BILD & RenoMark
- RenoMark
- Ryobi
- Discovery Dream Homes
- DMX 1-Step
- Flooring Liquidators
- Avenue Road Roofing
- SONOpan
- Metrie

**We asked our 2023 attendees what they wanted more of in 2024. Here's what they said:**

- **29% Construction and renovation**
- **25% Flooring**
- **17% Windows and doors**
- **19% Builders and developers**
- **24% Home products and services (e.g. paint)**
- **28% Kitchen and bath renovation products and services**

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## Everything Outdoor Living

Our 2023 exit survey shows that more than 34,000 of our attendees came to the show ready to start their landscaping or garden project. That's way more qualified leads than any digital ad or storefront can reach in 10-days!

Current and past exhibitors in this category have included:

- Land-Con
- Unilock
- TIMBERKITS
- Awning Authority
- Lifestyle Sunrooms
- Hickory Dickory Decks
- Walmart
- Protégé Casual Furniture
- Vegepod
- Hall Tree Spading
- Artic Hot Tubs
- International Pool and Spa Centres
- Barrier Reef Pools
- Dickson Barbeque Centre

**We asked our 2023 attendees what they wanted more of in 2024. Here's what they said:**

- **37% Landscaping and gardening products and services**
- **24% BBQ's, outdoor kitchens and outdoor heating**
- **24% Outdoor furniture**
- **22% Garage and automotive**

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## Everything Indoor Living

Our 2023 exit survey shows that more than 28,000 of our attendees came to the show ready to start their indoor living or design project. That's way more qualified leads than any digital ad or storefront can reach in 10-days!

Current and past exhibitors in this category have included:

- Umbra
- Kitchen Stuff Plus
- Bowring
- Samsung
- Appliance Canada
- Sleep Country
- Leon's
- Sherwin Williams
- Casalife
- Cozey
- Casesarstone

**We asked our 2023 attendees what they wanted more of in 2024. Here's what they said:**

- **20% Appliances**
- **35% Home décor and furnishings**
- **26% Housewares**
- **26% Entertainment and electronic products**
- **24% Home products and services (e.g. paint)**
- **25% Food and beverage products, including sampling!**

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## Frequently Asked Questions

### **Is there a deadline for booking exhibit space?**

While there is not an actual deadline date to book, we encourage you to do so early in order to secure a spot and ensure your logistical requirements are met.

### **What is provided in the exhibit space?**

Material handling, storage, and 24-hour security are included.

### **Is anything else required to exhibit?**

Signage indicating your company name and a floor covering are mandatory for all exhibits but not provided. Proof of liability insurance with a minimum of \$2,000,000 is required for participation in the National Home Show. Further details are provided upon booking.

### **When do I move in and out?**

Move-in: March 5, 6, 7

Move-out: March 17, 18

You will receive your scheduled times three weeks prior to the show.

### **Are there any other costs associated with participation in the show?**

Other than booth cost, electrical, and potentially insurance, all other costs are within your control. Items such as signage, floor covering, tables, booth structures, and the like are available from designated suppliers, but you are welcome to bring your own with you. Phone and internet services are available for purchase.

### **Is electrical hook-up included in the booth cost?**

Because not everyone requires electricity, we don't include it in the booth rental. If you need to order electrical, it costs approximately \$200 and is ordered from the onsite supplier - a form will be provided to you as part of your exhibitor kit.

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