



HOME + BACKYARD
SHOW

presented by



Start Your Year With Us!



February 2 – 4, 2024
International Centre
Mississauga

With home projects on the minds of our attendees, you can start the year strong by exhibiting at the 2024 Home + Backyard Show . Meet face-to-face with consumers and generate leads at this 3-day show dedicated to helping consumers plan, start, and finish their home related projects, indoors and out!



For more info
sales@torontohomeshows.com



Why Exhibit With Us?

Well for one, to meet a qualified audience of close to 13,000 consumers. They hail from the Greater Toronto Area and surrounding areas, including Mississauga and Brampton. It's also an inexpensive lead source. With 95% of our attendees being homeowners, just think of all the windows, doors, driveways, backyards, and kitchens that could use your help. Don't miss out. Connect with them face-to-face at the Home + Backyard Show presented by RE/MAX.



About our 2023 Attendees:

- **Attendance: 12,888**
- **93%** attend the show to learn about current trends as well as new products and companies.
- **72%** attended with their partner. Making it a perfect opportunity to meet both decision makers!
- **95%** of attendees are homeowners and of that 21% own a condo, townhouse or semi.

Our 2023 Attendees Said They Wanted More of the Following:

- 38% BBQ's, outdoor kitchen and/or outdoor heating
- 41% Pools, spas & saunas
- 37% Contractors & renovators
- 24% Food and beverage
- 22% Heating and cooling
- 31% Home products like paint
- 37% Kitchen & bath remodel/renovation products
- 27% Entertainment & electronics
- 26% Builders & developers
- 29% Outdoor furniture
- 23% Garage & automotive products and services
- 37% Home décor & furniture

“We had an amazing time, we are so glad we participated. The show management were very welcoming and accommodating. They came by to check on us which was wonderful. They were so supportive and encouraging, I am so glad we went ahead and we can't wait to come back again.”

One Way Home



Details

Location

- The International Centre
6900 Airport Rd., Mississauga, L4V 1E8
- Free parking for exhibitors and consumers

Advertising & promotion

- To drive attendance we leverage Blue Ant Media's massive 10-million+ audience (including magazine, television, digital, social media, and ticket buyers from past shows), boosted by paid advertising and a public relations campaign.

Included in your booth fee

- ✓ Exhibitor badges
- ✓ Material handling for loading and unloading of exhibit material
- ✓ Crate removal/storage and on-site trailer storage
- ✓ 24-hour security
- ✓ Complimentary admission tickets for customers or prospects
- ✓ Promotion on our social media channels

Accommodations

- Special rates for exhibitors at the official show hotel

Onsite Floorplan

- Official show program and vendor directory that is distributed to all attendees onsite
- Please contact us for a PDF copy of last year's directory.

Dates

Move-In Days

Wed., Jan 31

Thurs., Feb 1

(Move-in is scheduled)

Show Days*

Fri., Feb 2, 11 a.m.–7 p.m.

Sat., Feb 3, 10 a.m. – 7 p.m.

Sun., Feb 4, 10 a.m. – 5 p.m.

Move-Out Days

Sun., Feb 4, 6 p.m.– 10 p.m.

Mon., Feb 5, 8 a.m.– 3 pm

*Show hours subject to change

For Enhanced Presence & Sponsorship Options

Email:

sales@torontohomeshows.com

For More Information and To Book Your Space
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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 Home + Backyard Show. Further details are provided upon booking.

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.

When do I move in and out?

Move-in Days are Wednesday, January 31 and Thursday, February 1. Your specific move-in and move-out time will be confirmed 2-3 weeks prior to the show.

Is electrical hook-up included in the booth cost?

No, it is not built into the cost of the booth, because not every exhibitor requires power. An electrical order form will be made available, and orders are placed directly with Show Tech onsite electricians.

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