

IT'S A WRAP – EVENT REPORT 2018

idea!TM
HOME SHOW
THE BIG ONE

www.SpringIdeal.ca



THEY CAME, THEY SAW, THEY SHOPPED

Record numbers of visitors came out to see what was new in homes, home improvement and renovation products. Many exhibitors sold directly from their booth while others gained valuable sales contacts to sustain them for the coming months.

19,125
Total Attendees



8983 Unique visitors browsed our show website in the 30 days prior to the show. Why not consider a web banner sponsorship to enhance your exhibit experience?

We currently have **5819** opted in email addresses from individuals who attended our event. Find out how you can put your message in front of them within future event newsletters.

OUR PARTNERS

LNS produced the Ideal Garden & Patio Show, highlighting local member companies who provide professional landscape and garden products & services to Nova Scotians.

landscape
nova scotia.com
Green for Life!

Show Homes



MAPLE LEAF HOMES



prestige
HOMES

A text to win contest was offered and promoted to thousands of visitors.



BellMedia

Media Sponsor

FEATURES



Kids and parents alike enjoyed meeting and having a photo-op with Batman, Ironman and Moana on the weekend.

4-H Seed Survivor Program showed the importance of horticultural sustainability, plus gave participants a take home seedling.



Solar Nova Scotia offered a series of informative workshops which drew an impressive audience all three days.

ATTENDEE INCENTIVES

- Real Estate Exhibitor Partnerships brought in a qualified audience
- In-store attendee discount coupons were available through Home Depot
- Friday 1/2 price admission for the first 5 hours
- Pop up special – FREE admission first hour Sunday

EVENT MARKETING **Here's a recap of the marketing campaign that resulted in record numbers of attendees this year.**

TV

Our partners at CTV produced and ran 165 commercials on CTV and CTV2 in the two weeks leading up to the show. In addition, CTV's Ana Almeida and camera crew spent 3 hours filming the show on Friday, and covered it on CTV's News at 5. CTV Morning Live hosted exhibitors in-studio and further promoted the show.

RADIO

Sponsorship with Bell Media allowed us to have a predominant presence on C100 and Virgin radio. Their sponsorship was rounded out with on-site remotes and contests and included an "exhibitor dance party" live facebook video. Radio coverage also ran on Q104, Mix 965, the Wave, FX1019, Jack FM, News 957, CKBW Bridgewater.

OUTDOOR

OUTFRONT Media provided 8 billboard locations throughout metro 3 weeks leading up to the show and a mini-billboard was placed on the Prospect Road a month in advance. The event was also advertised at the BMO Centre in Hammonds Plains.

PRINT

The Chronicle Herald and Saltwire provided a series of print ads covering HRM, Truro, the South Shore and the Valley as well as a digital media package geo-targeted and interest targeted across the Saltwire network. Over 125,000 impressions were added as an online contest for tickets.

DIGITAL

This included e-newsletters to over 5000 opted-in email addresses, AllNovaScotia.com; CTV News Atlantic Homepage; Google Adwords; Google retargeting; Kijiji top ads; Facebook post boosts; and a presence on C100 and Virgin websites, e-blasts, Text to Win contest in cooperation with White Point and their social media channels.

FUTURE EVENT DATES!

March 8 – 10, 2019

PEI Provincial Home Show
Charlottetown, PE

March 15 – 17, 2019

Atlantic National Home Show
Saint John, NB

March 22 – 24, 2019

Pictou County Home Show
New Glasgow, NS

March 29 – 31, 2019

NS Spring Ideal Home Show
Halifax, NS

April 5 – 7, 2019

Fredericton Home Show
Fredericton, NB

April 5 – 7, 2019

Colchester County Home Show
Truro, NS

THE TEAM

To book, contact;



Denise Miller
dmiller@mpltd.ca
1-888-454-7469



Terry Wagner
twagner@mpltd.ca
506.658.0018



Katie McLellan
kmclellan@mpltd.ca
506.658.0018