

#1 FOR OVER 30 YEARS  
**OTTAWA HOME &  
GARDEN SHOW**

OFFICIAL REPORT  
**2011**



LANSDOWNE PARK  
MARCH 24-27, 2011



Presented by **RE/MAX**

## A WORD FROM THE SHOW MANAGER

It is my great pleasure to present you with our review of the 2011 Edition of the Ottawa Home & Garden Show *presented by RE/MAX*.

I'd like to take this opportunity on behalf of my team to acknowledge the generous presence of all our exhibitors and partners, who believe in the Show and recognize it for the unique business it is – and has been for over 30 years!

Our mission and goal is to make the Ottawa Home & Garden Show an occasion where you, as a business partner can take part in a successful event that is specifically geared toward your target clientele and enables you to reach your visibility, sales and promotion objectives.

2011 was a special year for us as this was the last year for our event to be held at Lansdowne Park. There is no question that Lansdowne Park has served us well, and we are grateful for this. Although we will be leaving Lansdowne Park after many successful years, like you, I am excited about the new facility we will be moving into for 2012. Located at [4899 Uplands Drive in Ottawa](#), the CE Centre is next to Ottawa's Macdonald-Cartier International Airport and is just minutes from downtown Ottawa.

We know the popularity of the Ottawa Home & Garden Show is anticipated to grow even more next year. The Ottawa home & Garden Show draws over 30,000 people from the Greater Ottawa Region desperate to become inspired, enlightened, informed and energized with helpful advice, thousands of solutions and the coolest new products. And what better way to do it than in a brand-new location? We hope you will continue to partner with us for many editions to come as together we strive to promote home products and services.

Happy reading!



Nancy Carrier  
Show Manager  
Ottawa Home & Garden Show *presented by RE/MAX*  
[www.ottawahomeshow.com](http://www.ottawahomeshow.com)



## VIDEO OF THE 2012 EDITION



[Click on the image to start the video](#)

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## LOYAL VISITORS ON LOCATION!



- ◆ 87% of visitors mentioned they would recommend the Show to their friends and family
- ◆ 90% of visitors were satisfied with the Show and felt they received a good value for the admission price they paid.
- ◆ 70% mentioned they visited only one home show in the past 12 months. Ours!

## THE EVENT'S POPULARITY AND DEMOGRAPHY

The 31<sup>st</sup> edition of the Ottawa Home & Garden Show presented by RE/MAX opened its doors March 25<sup>th</sup>.

We maintained the incredible growth registered in 2010 in visitor traffic and were thrilled by it. This large attendance allowed our approximately 350 exhibitors and partners to connect with a targeted clientele who came to discover everything new in renovation, construction, landscaping and decoration.

The Ottawa Home & Garden Show has welcomed over the years between 27,000 to 32,000 visitors making it the largest and most attended home show in Eastern Ontario.



## CUSTOMER SATISFACTION

Being that the Show's image is a reflection of that of its exhibitors and vice-versa, we were extremely happy to learn that the level of customer satisfaction achieved with respect to the quality of show vendor exhibits and helpfulness was 82%

**SATISFACTION  
GUARANTEED**  
OR YOUR ADMISSION IS FREE!\*

The Show broke new ground this year with the implementation of a first-ever "Satisfaction Guaranteed" policy. In fact, anyone who was not completely satisfied with his or her visit could go to the on-site Show Office to complete a refund form. This policy was advertised on our website and in all printed ads. During the Show's 4 days, not even one refund was requested!

# THE OTTAWA HOME & GARDEN SHOW'S VISITOR PROFILE AND POSITIVE RECEPTION BY VISITORS

Each year the Ottawa Home & Garden Show attracts on average 30,000 visitors eagerly seeking the latest trends and innovations.

- The average visitor is 49 years old, 60% of visitors are between the ages of 25 and 54 and less than 5% are 65 and over;
- The average yearly household income is over \$100,000
- 96.5% own a home

**The Ottawa Home & Garden Show is the MUST-SEE event in Ottawa!**



Our visitors insist that the Ottawa Home & Garden Show is the must-see event for those interested in home and garden improvement projects. 55% said so. More than 70% visit only one show a year. Ours!

Our visitors consist of impassioned and novice handymen alike, all eager to take on their projects themselves.

## Why do they come to the Show?

Visitors state that the main reasons they come to the show are to gather new ideas for their projects, discover and compare new products and services, meet with specialists and take advantage of the on-site demonstrations.



- Web survey conducted among online ticket buyers in April 2011 following their visit at the Show.

# 2011 HOME SHOW MEDIA CAMPAIGN AND MEDIA SPIN-OFFS

TOTAL MEDIA VISIBILITY WORTH OVER \$750,000 WITH THE AIM OF REACHING A TARGETED MARKET OF VISITORS.

## 1 – Television

A promotional campaign was broadcasted on **CTV, A-Channel** and **Rogers TV**. In addition to this traditional campaign, additional visibility was negotiated.



This year for the first time the popular TV Show: **Daytime Ottawa** aired live from the Show. An audience of 200 was invited on the premises of the Show to meet Derick Fage and TL Rader.

*Click on the below links to watch the Show.*

[Part 1](#) [Part 2](#) [Part 3](#) [Part 4](#)

Also lucky exhibitors were featured on A-Morning and presented their products live.

[CAML-Tomlin](#)

[Sauna 1](#)

[IDEKIT Home](#)

[Davis Landscaping and Design](#)

[Margaret Dickinson](#)

[Kids Crooked House](#)

[Tailored Living](#)

[The Amish Store](#)

## 2 – Radio

Between March 14 and 27, the Ottawa Home & Garden Show aired a promotional radio campaign with three 30 seconds spots presenting the Main attractions of the Show. These spots were aired on the major French and English Radio stations of the region: CFRA, Majic 100, BOB-FM, Hot 89.9, CHEZ, Rock Détente, NRJ.

## 3 – Newspapers

Ads were featured in the Ottawa Citizen, Le Droit, Metro and a few community newspapers.

## 4 – Magazines

A series of ads were featured in Our Homes Magazine, Reno Décor, Garden Making, etc.

## 5 – Bus Panels

Domination of more than 60 buses on Ottawa’s residential/downtown routes through the complete month of March.

## WEB AND SOCIAL MEDIA

### Web Banners

Effective campaigns, which resulted in major spin-offs, were launched on many websites such as OttawaCitizen.com, HGTV.ca, Ottawaplus.ca, CanadianLiving.ca, Transcontinental, etc. Excellent results for a highly geo-targeted campaign were achieved with an overall click through rate of 10%.



### Facebook

This year a Facebook page was created regrouping all Home Shows from Marketplace Events. The goal of creating one common page for all shows was to share the content and tips we get from each show celebrities and make it interactive throughout the year.

This page is now liked by over 5,900 people and keeps growing every day.

The Ottawa home & Garden Show also possesses its own page hosted from this main Facebook page

### Newsletters

We issued 5 newsletters between December 2010 and April 2011, each of which reached some 10,000 targeted subscribers. This campaign had the dual objective of raising awareness about the key attractions of the 2011 Show and generating online ticket sales. In fact, our online ticket sales in 2011 increased 6.5% over 2010.

### Ottawahomeshow.com and Social Medias: Essential Marketing Tools.

The Show website boasted impressive visit statistics with 35,000 unique visitors and more than 130, 000 pages viewed.

## CONTESTS AND PROMOTIONS

Thanks to our valued partners we were able to secure even more visibility for the Show through our main media partners and give our exhibitors added visibility.

- A **\$20,000 Home Comfort System** offered by **Home Service Group**, including heating, air conditioning, air purifying, home security, home cleaning and much more. This prize was offered in collaboration with **CFRA, Majic 100** and **BOB-FM**.
- A **complete garage makeover valued at \$5,000** offered by **Bull Cabinets** and **Ottawa Garage Makeovers** in collaboration with **Daytime Ottawa** and **Rogers TV**. Rogers TV also did a draw to invite an audience of 200 to be present during the live airing of Daytime Ottawa at the OHGS on March 25<sup>th</sup>. Thank you to: Tupperware, Moose River Chamois, CA Paradis, Home Service Group, Capital Style Magazine, Our homes Magazine and Sprucewood Brands for their contribution in the gift bags that were handed to each of the members of the audience.
- A **\$3,500 STOBAG awning** was offered from **Shade Pro** in collaboration with **Le Droit, NRJ** and **Rock Détente**.
- An **Ultrefiner Reverse Osmosis Drinking Water System valued at \$1,300** was offered by **Rainsoft Ottawa** in collaboration with **EMC newspaper**.
- A **\$500 gift certificate** at **Custom Home Interiors** for a decorating shopping spree.



## OFFICIAL SHOW GUIDE



Distributed to all visitors at the main entrance, the Show guide included information about our features. Many of our exhibitors also purchased ads in the Show guide promoting their products and presence at the Show.



## SPONSORSHIPS AND PARTNERSHIPS

We offer a customized sponsorship program based on the marketing objectives of the sponsor, both with respect to brand values and target clientele. In all cases, full regard is given to the sponsor's allocated budget.

We offer a segmented sponsorship structure with various options at each level:

- 1- Presenter and co-presenter (sponsor included in the event name);
- 2- Major partner (sponsorship of an attraction or space);
- 3- Collaborator (participant in an attraction);
- 4- Media partner (visibility exchange).



## SHOW HIGHLIGHTS



### **The Natur'A** presented by **Bonneville Homes**

To celebrate its 50th anniversary Bonneville Homes was back at the Ottawa Home & Garden Show for its fourth consecutive year and this time they presented a house that visitors fell in love with. NaturA is a contemporary piece of architecture, with furnishings provided by Mikaza Home and landscaped by Permacon. This living space in harmony with nature offered 1,408 sq. ft. with an outside made out of torrefied wood. The house's open concept with no separation walls between the kitchen, living and dining rooms had 10 ft. high ceilings with visible wood beams, and windows from floor to ceiling on two sides of the house.



### **The Less Is More** a realization of **IDEKIT Home**

This ecological home, mostly made from recycled steel structures (last trip maritime containers), offered new ways for visitors to think about a brand new home. Experiencing revolutionary homebuilding and energy efficiency for modern and responsible living in this innovative and expandable home! Perfect for any size or budget, this home can be reconfigured or expanded upon at any time using revolutionary expansion modules. With furnishing by Mikaza Home and landscaping by Permacon, the home built on site amazed visitors with its "less is more" concept.



### **The Dream Gardens** presented by **Davis Landscape & Design**

Green thumbs and regular thumbs alike loved this year's Dream Gardens. This complete 2,000 sq. ft. garden wowed visitors with over 15 different plant species, a lake and bridge, rustic washed-up stones and innovative arrangements. As the remnants of winter melted away, it was the perfect way to get ready for a blooming spring by getting inspired by this enchanted garden!





## Live recording of Daytime Ottawa at the OHGS!

On March 25<sup>th</sup> a selected audience had the privilege to be present during the live recording of Daytime Ottawa from the Ottawa Home and Garden Show. Only 200 people had access to the Show before its opening to the general public. Gifts bags were offered and a Grand Prize of \$5,000 was drawn!



## Design Kitchen Inside Out presented by Eurotek Homes

This 525 sq ft kitchen showed visitors an inside kitchen as well as an outdoor kitchen, offering an extended version of your regular kitchen allowing you to walk in and out but still feeling you were in the same room!



## Wood Objects Competition

This competition was presented at the Ottawa Home & Garden Show for the first year. Ottawa's woodworkers were invited to submit their entry to the competition and their pieces were judged on-site. An award ceremony took place on the Thursday evening during the show. Each piece was on display during the event.



## Ask The Experts

**Ask a Kitchen & Bath Expert presented by OKBA:** Visitors had a chance to speak to the National Kitchen & Bath Association Ottawa Chapter (NKBA) to understand the importance of hiring a contractor member of the association and learn all there is to learn about them

**Ask a CDECA™rator!** Local professional decorators from the Canadian Decorators' Association (CDECA™) were on hand all weekend providing free, personalized, ten-minute, one-on-one consultations. Visitors were invited to bring in paint chips, floor plans, fabric swatches and photos to get the most of their personalized consultation.



## Ask a Gardener presented by the Master Gardeners:

Visitors got the chance to ask questions about garden dilemmas and received tips to transform their garden into a backyard wow factor.

# THE STRENGTH OF THE SHOW LIES IN ITS REPUTABLE PARTNERS

The Ottawa Home & Garden Show recognizes the value and strength that lie in having partners who are not only highly reputable, but even more so, who have supported our event for many years. The mutual understanding of each other's needs and expectations is critical to the success of any partnership, and this is precisely what the Ottawa home & Garden Show appreciates in its long-standing partners.

## Presenting Partner



## Visibility Partners



## Promotional Partners (Contests)



## Feature Partners



## Charity Partners



## Media Partners



## NEXT YEAR EDITION

Contact our sales team for full details on our next edition.

Presented for the first time at the new CE Center from March 22 to 25, 2012.



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[Click here for our 2012 Brochure.](#)



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