

THAT'S A WRAP – EVENT REPORT 2018



www.SaintJohnHomeShow.ca

BUILDING BUSINESS IN SOUTHERN NEW BRUNSWICK

The home show had a great outcome in 2018 – from its strong attendance to the excitement the event generated online and in the community. Harbour Station was bustling all weekend long and the show saw big crowds all three days. Many exhibitors saw strong sales directly from their booth, while others collected solid leads to follow-up on later.

18,935
Total Attendees



3,981 Unique visitors browsed our show website in the month leading up to the show. Why not consider a web banner sponsorship to enhance your exhibit experience?

We currently have **7,944** email addresses in our database from individuals who attended our event. Find out how you can put your message in front of them as part of our direct email campaign.

OUR PARTNERS



For many successful years, the home show has partnered with the Saint John Y Service Club (formerly the Y's Men's Club) and again this year, a portion of the admission price went directly to help the worthwhile charitable work they do in the local community.

SPECIAL PROMOTION



This year, we partnered with CTV on a unique Facebook promotion around the home show.

OVER 38,000 SAW THE CONTEST, which gave them a chance to win a night out in Saint John, with accommodations at the Holiday Inn Express & Suites Saint John Harbour Side, a \$150 gift card to the Saint John Alehouse, and tickets to the home show.

FEATURES



Cedarcrest Gardens was back with their 'Great to be Green' section, with a variety of air plants, succulents, cacti, indoor tropical plants, and more.

The seminar stage offered information and inspiration with helpful home-renovation presentations.

Family-friendly features with the Boys & Girls Club; kids could visit with Minion and Lego Man mascots, plus games and activities throughout the event.

Door prizes were given out including a \$300 gift card from Habitat for Humanity and an outdoor fireplace from Costco.

EVENT MARKETING

Here's a recap of the marketing campaign that resulted in strong attendance all weekend long:

TV

Our partners at CTV produced and ran 112 commercials on CTV and CTV2 in the two weeks leading up to the show. Additionally, the Facebook contest was launched on CTV Morning Live and hosted on their Facebook page.

RADIO

Our sponsor partnership with Country 94 and The Wave allowed us to have a significant radio presence on both stations. This was rounded with on-site remote broadcasts as well as ticket giveaways. Radio coverage also ran on K100 and Kool FM, Rock 88.9 and Radio CHQC (French station).

OUTDOOR

East Canada Hi-Tech Advertising Inc. provided a digital LED sign location in Saint John for 2 weeks leading up to the show.

PRINT

The Telegraph Journal provided a series of print ads covering southern New Brunswick as well as a digital media package geo-targeted and interest-targeted, giving 63,000 impressions throughout St. Stephen, Grand Bay/Westfield, Saint John, the Kennebecasis Valley, Quispamsis, Hampton, and Sussex.

DIGITAL

This included our direct email campaign with multiple messages to nearly 8,000 opted-in email addresses. We also advertised using Google AdWords, Google retargeting, Kijiji top ads, and Facebook.

ATTENDEE INCENTIVES

- Visitors were treated to free parking at the home show, courtesy of Irving Energy.
- BOGO coupons were available through Irving Energy.
- Half price admission from 12-5 pm on Friday afternoon.
- Pop up special – \$2 admission from 10am to noon on Sunday morning.



FUTURE EVENT DATES!

Colchester County Home Show
April 5-7, 2019 • Truro, NS

Saint John Home Show
March 15-17, 2019 • Saint John, NB

NS Spring Ideal Home Show
March 29-31, 2019 • Halifax, NS

PEI Provincial Home Show
March 8-10, 2019 • Charlottetown, PE

Pictou County Home Show
March 22-24, 2019 • New Glasgow, NS

Fredericton Home Show
April 5-7, 2019 • Fredericton, NB

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