

GREATER HAMILTON
HOME
& **GARDEN**
SHOW

**SOUTHERN ONTARIO'S BIGGEST & BEST
HOME, GARDEN & LIFESTYLE EVENT**



FEBRUARY 28, 29 MARCH 1 2020
FIRST ONTARIO CENTRE

thehomeshow.ca

Features

A COSMOPOLITAN URBAN EXPERIENCE

The Greater Hamilton Home Show returns HOME...



Southern Ontario's largest and longest consumer home show will return to Hamilton's downtown core, February 28, 29 March 1 2020 at the FirstOntario Centre.

We invite homeowners to be a part of the "Renaissance" ... restyle, restructure and reorganize your living space.

Join hundreds of exhibitors presenting, everything in home improvements and enhancements of all kinds! Builders, remodelers, appliances and fixtures experts, decorators, landscapers, all under one roof for three "space changing" days!

Consumers come to plan, book and shop their homes improvement and enhancements projects for you to see an immediate return on investment. Our event delivers an experience for the lifestyle of being a homeowner through you the industry expert. Come showcase your products and services, inspire our vibrant community and drive the future of what a home will look like now in years to come.

EXCITING FEATURES

ASK A DECORATOR: FREE 15 minute consultation with industry experts.

CELEBRITY SPEAKERS: An annual tradition has seen our home show & décor stage feature some of television's hottest stars from networks like HGTV, Women's network as well as local celebrity's.

CONTESTS: A great way to attract attention to your booth and gain a competitive advantage. Whether it's a media-sponsored Grand Prize extravaganza or simply a ballot box at your booth, contests are an exciting way to engage our attendees!

DIGITAL SHOW GUIDE: The Greater Hamilton Home & Garden Show digital guide offers multiple ways to receive it via the show website; downloaded to a PC or mobile device. The guide will be e-blasted through the Inside & Out newsletter reaching thousands of opt-in email addresses before the show.

FEATURE GARDEN: A fabulous outdoor oasis that incorporates the latest trends and backyard décor offered by landscape and exterior design professionals.

GALLERY OF FINE FURNITURE: Showcasing the region's finest furniture retailers from all aspects of home living, highlighting the latest trends to excite and inspire home owners.

HOME RENO & DÉCOR STAGE: Ongoing insider tips on renovation and design, entertainment and education by local experts and celebrity guests.

KIDSZONE: An activity area like no other with interactive amusements to keep kids entertained while parents enjoy the show. From Bouncy castles to face painting, it's a fun and exciting place to hang out.

Marketing

The Greater Hamilton Home & Garden Show partners with some of the most highly regarded media Canada.

Our campaign is designed to attract thousands of homeowners from throughout the region that are currently in the market for home improvements and related products and services.

MULTI-MEDIA CAMPAIGN OVERVIEW

DIRECT MARKETING: Over 100,000 post cards distributed through event partners, retailers and direct mail will entice thousands of new and returning guests.

INTERACTIVE ONLINE: The homeshow.ca boasts thousands of page views and online advertising through our social media platforms, Inside & Out newsletter and Post Media Network to enhance the pre-show buzz.

TELEVISION: Pre-produced commercials and morning show highlights are always a great way to get the region excited about the upcoming show.

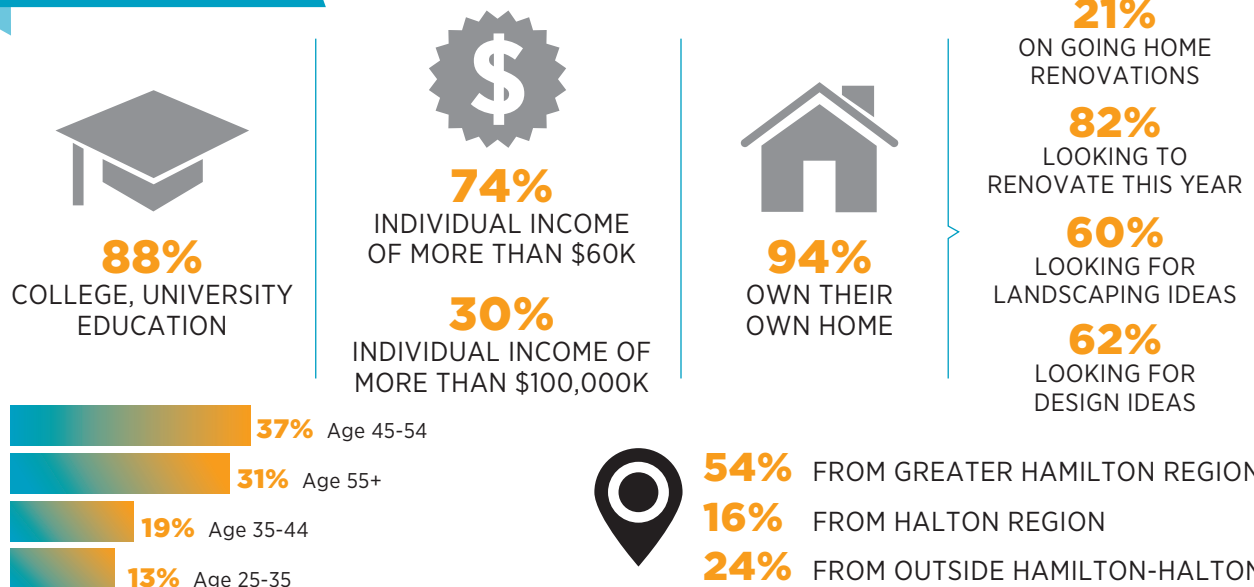
RADIO PROMOTIONS: A series of pre produced radio spots and hundreds of on air promotions take place for two weeks leading up to the show reinforcing the event dates, show features and highlights.

NEWSPAPERS: Advertising Impressive large format ads that attract thousands of homeowners appear in highly regarded publications.

OUTDOOR SIGNAGE: Billboards with stunning visuals ensure area residents mark their calendars for this much anticipated event.



Demographics



Event STATS

14,000+

ANNUAL VISITORS



58%

FEMALE VISITORS



42%

MALE VISITORS

55,000

SQUARE FEET OF EXHIBITION SPACE

120+

EXHIBITORS

Rates & Details

DATES & TIMES

Friday 12pm – 6pm
Saturday 10am – 6pm
Sunday 10am – 5pm

EVENT LOCATION

FirstOntario Centre
101 York Blvd.
Hamilton, ON
L8R3L4

RATES

EXHIBITOR RATES

5X10 Booth \$800
8x10 Booth \$1,150
10x10 Booth \$1,450
20x30 or Larger 12/sq. ft.
Corner premium \$150

INSIDE & OUT E-NEWSLETTER

Reach thousands of opt in subscribers through this semi-monthly newsletter leading up to the show. Make your brand top of mind with eager show attendees.

Leaderboard 728x90 pixels \$300/Issue

SPONSORSHIP OPPORTUNITIES

Experiential event marketing has been widely proven to deliver Return on Investment (ROI) and can satisfy a wide range of marketing goals. Reach your ideal audience through a customized sponsorship opportunity. We can create a package designed to meet your goals and fit within budgetary constraints. Please contact us to discuss an opportunity that fits you.



PRODUCED BY

TOWN MEDIA, A DIVISION OF POST MEDIA
1605 Main St. W. Hamilton, ON L8S 1E6
Tel: 905-522-6117 • thehomeshow.ca

