

# PEI PROVINCIAL Home Show

## IT'S A WRAP EVENT REPORT 2018

eastlink centre  
Charlottetown



### 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.

**14,862**  
*Total Attendees*



**5676 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 **6720** 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

We are proud to partner with Special Olympics PEI, who are dedicated to enriching the lives of Islanders with an intellectual disability through sport.



The PEI Home Show welcomes Crime Stoppers each year. Thank you for making the community a safer place.



Media Partner CBC TV provided a chance to meet and greet several of their on-air personalities



# FEATURES



The PEI On the Move show was offered to visitors at no additional charge. The event showcased Boats, RVs, Motorcycles, ATVs, Hobbies and much more!



Kids of all ages were thrilled to meet with Bookaboo plus the entire CBC News team during the entire weekend.

## ATTENDEE INCENTIVES

- Storm Special ½ price on all admissions all day Friday
- Attendee discount coupons were available through Irving, Sherwood Timber Mart and Metro Home Building Centre.
- Real Estate Exhibitor Partnerships brought in a qualified audience.

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

### TV

Our partners at CBC produced and ran a total of 158 x 30 second spots with a focus on News and Coronation St. programming.

### RADIO

In addition to two onsite live remotes, website coverage and on-air ticket giveaways, we ran a total of 413 x 30 second commercials on local radio stations.

### PRINT

Print ads were purchased in The Guardian, Journal Pioneer, That Home Magazine, and Eastern & Western Graphic

### 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;



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