

Home & Lifestyle Show May 1-3, 2015

The Home & Lifestyle Show on the weekend of May 1-3 was a disappointment due to the lack of attendance to the show. We have always held the show in May because this is the only time that we can get the venue through our partnership with the Town of Richmond Hill. If the weather at the time in May that the show is held is good, people do not come out. Although other Home Shows in York Region such as the Newmarket or Aurora shows are also experiencing down turns in attendance the fact that their shows are held when the weather is still cold and rainy means they get more attendance. The fact that their shows have been running for over 25 years also means that they are well established in their communities. We have heard some reports that the Stouffville Home Show held on the same weekend as ours was busy and yet when our staff went to see they were closing down early due to low attendance.

Another disappointment was the withdrawal of 2 large exhibitors from the show. Four Seasons Sunrooms pulled out at the last minute due to instruction from their Head Office in New York who were disappointed in another Home Show they attended in Milton which also had low attendance. Exhibitor Jay Carter Roofing did not show at all.

David Bigelow estimates that we had approximately 800 - 900 patrons show up to our show but we worked towards and expected 4 times that amount.

We did more marketing this year than we have in the past.

The Show was promoted in the following manner:

1. In early spring there was a half-page ad in the Town's Spring & Summer event calendar which went out to every household in Richmond Hill.
2. From the second week of February we had daily spots on 105.9 The Region right up to and including the event weekend. We also had several interviews and one on air contest.
105.9 The Region Marketing value \$16,000
 - i. Over the 12 weeks of the campaign the station delivered over 1.7 million impressions through 403 spots.
 - ii. Link to on air spot:
<https://mail.google.com/mail/u/0/#search/diane%401059theregion.com/14d020fd5cc0f87f?projector=1>
3. We had ads in various newspapers including:
 - i. The Liberal Marketing value \$3,000.00
 1. One the Chamber strip ads several times through March and April.
 2. ¼ full colour ads for the 3 weeks leading up to the event.
 3. Total distribution for 3 ads was 156,000.



- ii. Epoch times (one of the largest ethnic papers in Canada) a \$1,000.00 contra sponsorship.
 - 1. We had 3 ads for the 3 weeks leading up to the event one in English and 2 in Chinese.
 - 2. Total distribution 400,000 Chinese speaking; 200,000 English speaking customers.



- 4. We had the event advertised in OnRichmondHill.ca distribution 7,000 emails.
 - i. Home show marketed in 3 emails – sent to 7800+ each time.
 - ii. Facebooked – 1200 + friends
- 5. We had the event advertised on our website since the middle of March.
- 6. We had the Yonge Street Banner up for a week in April. Yonge Street traffic at the banner location is approximately 168,000 cars per week. It was our intention to have the 30 foot banner we used on Yonge Street placed along the fence on Elgin Mills Road during the weekend of the event. Unfortunately the Town of Richmond Hill misplaced the banner.



Richmond Hill Home & Lifestyle Show

Presents

May 1,2,3, @ Richmond Green

Sponsors



- 7. We marketed the event at all Chamber events since February.
- 8. Our social marketing campaign started a week before the show through Facebook & Twitter. We tweeted and posted to all sponsor, exhibitor and speaker accounts to reach their audiences as well as our own. Most of the tweets were retweeted or shared by the business mentioned not only once but several times. The Facebook Ad results show we reached 2,926 people in our local neighborhood.
- 9. We had 4 large 4 foot X 4 foot signs at the street entrance to the show with helium balloons to attract attention.



- 10. David Bigelow personally went out on to the curb at Elgin Mills Road waving the large sign for several hours on Sunday to bring attention to the show.