



NATIONAL HOME SHOW

PRESENTED BY **RE/MAX**

CO-LOCATED WITH

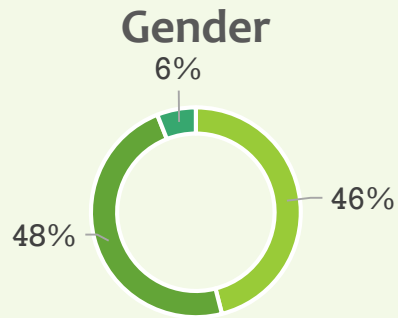
CANADA BLOOMS

WHAT ARE WE?

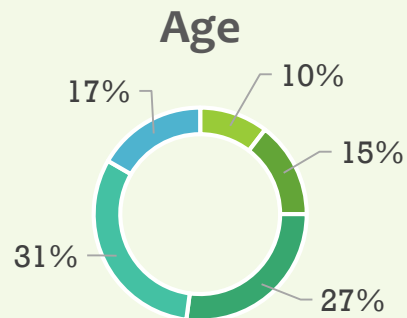
A significant event celebrating the notion of purposeful living and championing of the modern idea of what a home can be.

WHO COMES?

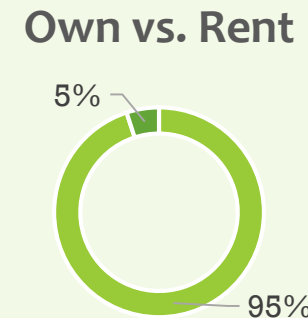
Expected Audience: 151,000+



■ Male ■ Female ■ Undisclosed

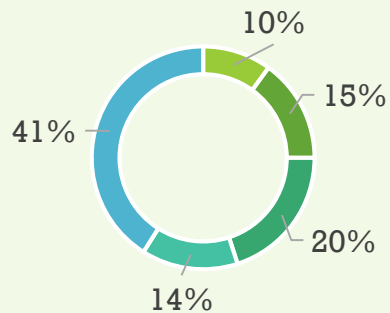


■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



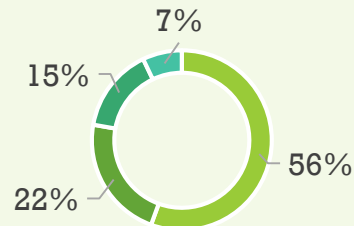
■ Own ■ Rent

Distance Travelled (km)



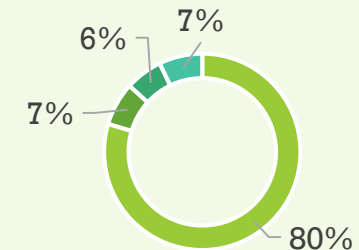
■ 0-10 ■ 11-20 ■ 21-30 ■ 31-40 ■ 41+

Who They Attend With



■ Spouse ■ Family
■ Friends ■ By Themselves

Type of Residence



■ Detached ■ Semi
■ Townhouse ■ Condo


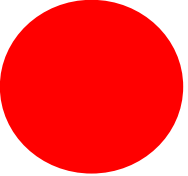
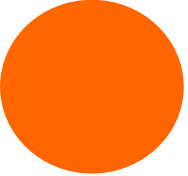


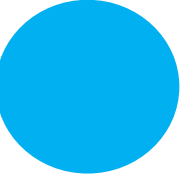
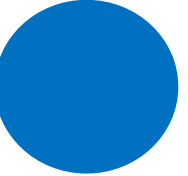
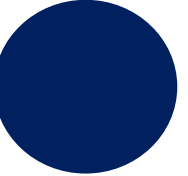
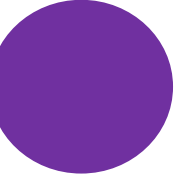
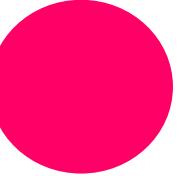
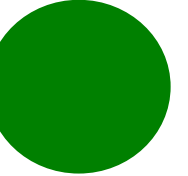



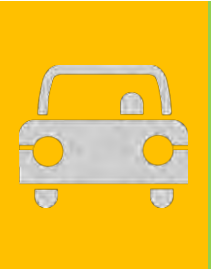

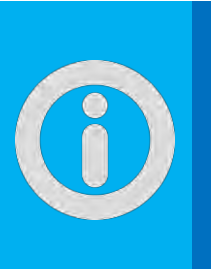
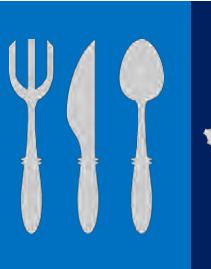
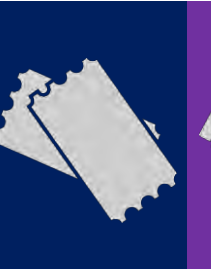



WHY DO THEY COME?

- Learn about new products and companies – 63%
- Get special deals – 52%
- Source inspiration for a specific project – 62%
- Discover new home tech – 50%
- See and interact with products in person – 59%

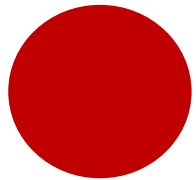
WHAT WE OFFER

Beyond exhibit space, banners and logos, there's an experience. Sponsorship opportunities involve the creation of a complete, active and vibrant visitor experience designed to maximize exposure to your target audience.

Whether visitors interact with your product, take away samples or are sold to face-to-face, your sponsorship opportunity will be custom crafted to meet your specific objectives.

PRESENTING SPONSOR	MODEL HOME SPONSOR \$40,000	ACTIVATION SPONSOR See page for pricing	VEHICLE SPONSOR	BAG SPONSOR \$15,000	INFO DESK SPONSOR \$5,000	FOOD COURT SPONSOR \$10,000	ONLINE TICKET SPONSOR \$20,000	SAMPLING SPONSOR \$5,000	FREE PARKING SPONSOR \$5,000	EXHIBITOR LOUNGE SPONSOR \$10,000
										
										

PRESENTING SPONSOR



IT'S YOUR SHOW

We only have one best friend, and it would be you. Your partnership is exclusive and your company would be the official presenter of the National Home Show.

Your brand will be intimately associated with everything National Home Show related and will accompany all of the promotional materials.

Aside from being meaningfully associated with the largest home show in North America, what else will you receive? Here's what we look forward to offering you:

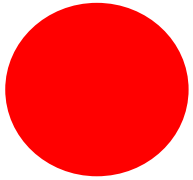
SOLD OUT!

WHAT YOU GET

- Your company presents the National Home Show
- Company logo will be joined with the National Home Show logo
- Company logo/name inclusion in all paid media, social, digital and web
 - \$1.7 million in paid and promotional media
 - Over 161 million impressions across a variety of mediums
- Company logo prominently displayed throughout Show website
- Company logo prominently displayed throughout Show website
- Dedicated page to your company on Show website
- Company name and logo mentioned wherever Show is mentioned
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Inclusion in PR activities and opportunities
- Enhanced booth presence on show floor
- Opportunity for product/category exclusivity
- Opportunity to provide branding at Show entrance
- Opportunity to place branding/messaging on tickets

*contact us for more

MODEL HOME SPONSOR



WELCOME HOME

\$40,000 SPONSORSHIP

A fully furnished home with landscaping built inside of the venue? Sound impossible? Think again!

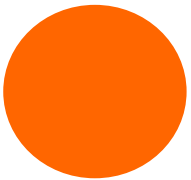
Being the hottest attraction at the show, seize this unique opportunity to be the exclusive title sponsor of the model home. Attendees tour the home to be inspired, see the latest trends and even to buy. Why not be part of that experience?

A few more furnishings and accessories you can expect are:

WHAT YOU GET

- Your company is the title sponsor of the model home
- Company name/logo included with the model home at all times
- Company logo inclusion on Show website
- Company logo and product/service mention on dedicated 'model home page' on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Inclusion in PR activities and opportunities
- Opportunity to provide product for model home and surrounding area
- Opportunity to place promotional material in model home and surrounding area
- Opportunity to curate content with Show team for model home and surrounding area

*contact us for more



PRESENT THE ACTIVATION

PRICING PER ACTIVATION VARIES

Do you believe in educating and entertaining consumers through meaningful experiences, and showcasing mind-blowing content that inspires creativity? We do too! This package is for you.

During the Show, you can be the exclusive presenter of one of the activations. These include:

- Renovation - DIY Centre – **SOLD**
 - Get hands on and learn from experts for your next renovation.
- Renovation – Skilled Trades - **\$20,000**
 - Try a trade with certified instructors and see if it's a career possibility.
- Outdoor Living – Outdoor DIY Centre - **\$35,000**
 - Get hands on and learn from experts for your next outdoor project.
- Eat & Entertain – Live Kitchen Stage - **\$35,000**
 - Get up close and personal with our chefs as they cook inspiring meals.
- Main Stage - **\$35,000**
 - Learn about a variety of topics from industry leaders and influencers.

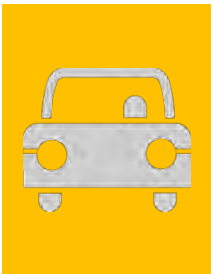
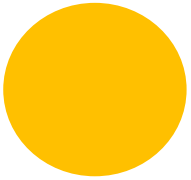
Aside from being associated with one of these activations, you can also expect:

WHAT YOU GET

- Your company presents the Show activation
- Company name/logo included with Show feature at all times
- Company logo inclusion on Show website
- Company logo and product/service mention on dedicated 'activation page' on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Inclusion in PR activities and opportunities where applicable
- Opportunity to provide product for activation area
- Opportunity to place promotional material in activation area
- Opportunity to curate content with Show team for activation area

*contact us for more

VEHICLE SPONSOR



START YOUR ENGINES

Riddle me this: Even though it's not a house, it has mirrors and windows, it even has seats and a roof, and four doors that you can close. What am I?

Your company can be the official and exclusive vehicle brand of the Show. You will be able to take advantage of the audience to show off your latest and greatest models and offer test drives, and the sky is the limit! Oh, and by the way, 80% of our attendees have a driveway. How would your vehicle would look great in the driveway. just saying.

While we won't be able to host any sort of high speed race event, we are happy to include the following:

SOLD OUT!

WHAT YOU GET

- Your company is the official and exclusive vehicle of the Show
- Company logo inclusion on Show website
- Company logo and product/service mention on dedicated 'feature page' on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Home base floor location included*
- Opportunity to place vehicles throughout Show floor
- Opportunity to host test drives on Show grounds

Contact us for more

BAG IT & TAG IT

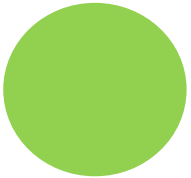
\$15,000 SPONSORSHIP

Okay lets be honest... everyone loves bags! If you are in the business of making dreams come true, then this is for you.

Greet the 151,000+ attendees at the door with complimentary bags complete with your branding and marketing materials inside. Imagine walking around the show floor seeing everyone holding a bag with YOUR company name on it. If that's not branding, then we're not sure what is.

We have a few more tid-bits to add to this package:

BAG
SPONSOR



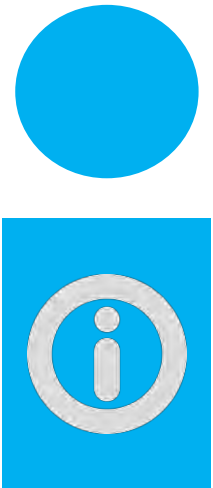
WHAT YOU GET

- Your company is the official and exclusive bag of the Show
- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to hand out bags at Show entrance
- Opportunity to place bags at info desk

*cost of bags not included

*contact us for more

**INFO DESK
SPONSOR**



HOW CAN I HELP?

\$5,000 SPONSORSHIP PER DESK

Sometimes people just need a little direction. Want to be part of the hottest spot where people can find all things info? Then this is for you.

Associate your brand with one of the Show's Info Desks. Take advantage of the opportunity to have your marketing material present at the desk and maybe even have some neat swag to give away to passers by.

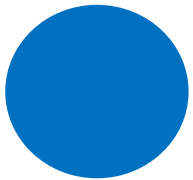
In return for your help, we want to help too, with the following:

WHAT YOU GET

- Your company presents the Info Desk
- Company logo inclusion on Info Desk branding
- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to place marketing material at Info Desk
- Opportunity to provide branded clothing for Info Desk staff

*contact us for more

FOOD COURT SPONSOR



I'M HUNGRY

\$10,000 SPONSORSHIP

Do you like to eat? We do! And our attendees do too! Serve up your brand in the food court. Sounds tasty!

Everyone needs to eat, right? So when attendees seek out the food court, in addition to finding food, they will find your brand! Could end up being a conversational point over lunch, who knows?

If that isn't already tasty enough, here's some dessert:

WHAT YOU GET

- Your company presents the Food Court
- Company logo inclusion on Food Court branding
- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to place marketing material in food court

*contact us for more

CLICK HERE TO BUY

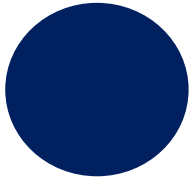
\$20,000 SPONSORSHIP

The best way to buy tickets nowadays is online. It's quick, easy, convenient, saves the trees... oh and is a spot for people to see YOU.

As the Online Ticket Sponsor, you get a head start on connecting with the attendees. Upon purchase, the ticket won't be some traditional event pass, it's going to have you and your brand on it too! Could be a great opportunity for buyers to see you at the show.

Here are a few more 'online' bonuses for you:

**ONLINE
TICKET
SPONSOR**

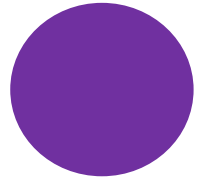


WHAT YOU GET

- Company logo inclusion on online ticket branding
- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to place custom ad/coupon on online ticket
- Opportunity to have \$3 savings promotions courtesy of your company
- Opportunity to gather data via question inclusion in post ticket purchase survey

*contact us for more

**SAMPLING
SPONSOR**



HERE, TAKE ONE

\$5,000 SPONSORSHIP

We all like getting stuff. We like it even more when it's handed to us for free! Got some stuff to give away to visitors as they enter the show? This is exactly what you need.

The Sampling Sponsorship grants you rights to give away product at the entrance of the Show as people come in over a 3 day period. This is great if you have some extra swag to get rid of and is equally useful to drive traffic back to your booth (if you have one).

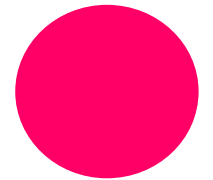
There are a few more things we'd like to hand you:

WHAT YOU GET

- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to sample at the Show entrance for 3 days

*contact us for more

**FREE
PARKING
SPONSOR**



FREE FOR ALL AFTER 5PM

\$5,000 SPONSORSHIP

Who doesn't like free parking, especially in our great city of Toronto? Are you in the business of making dreams come true? This is a great way to do it.

During weekdays parking at the venue will be free after 5PM. With this package, it all happens because of you! We will spread the word through our media outlets and on physical tickets that free parking after 5PM is courtesy of YOU! We know attendees will greatly appreciate this gesture.

A couple more items for you are:

WHAT YOU GET

- Company logo inclusion on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Free parking after 5pm promoted on show website, e-blasts and social channels courtesy of your company
- Free parking after 5pm printed on show tickets courtesy of your company

*contact us for more

TAKE A LOAD OFF

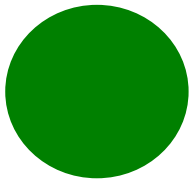
\$10,000 SPONSORSHIP

Yes, we know that a 10 day show is a LONG show. After all, spending most of your day speaking to potential customers can be exhausting. Fear not! We have a place for exhibitors to relax and if you want to be part of that experience, this package is for you!

Is your product or service something that can be of use to your fellow exhibitors? Why not take advantage of the opportunity to show that in the exhibitor lounge? We offer creative liberty to deck the place out as you see fit and also offer perks like coffee, food, WiFi and charging stations, all courtesy of you!

There are a few more perks we'd like to offer you:

**EXHIBITOR
LOUNGE
SPONSOR**



WHAT YOU GET

- Your company is the title sponsor of the exhibitor lounge
- Company logo inclusion on Show website
- Company logo and product/service mention on dedicated 'exhibitor lounge page' on Show website
- Company logo inclusion on all promotional e-blasts
- Company logo inclusion in print advertising
- Opportunity to provide product in lounge area
- Opportunity to place promotional material in activation area
- Opportunity to request food and beverage to be sold courtesy of your company
- Opportunity to have complimentary WiFi in lounge courtesy of your company
- Opportunity to have branded charging stations placed in lounge

*contact us for more

LET'S COLLABORATE, OK?

Let's chat about how we can make this happen.

Andrew Gribovsky
Sponsorship Specialist
andrewg@bildgta.ca
416.644.5459

THANKS!