



# IDEAL homeshow

presented by



SEPTEMBER 30 - OCTOBER 2, 2011  
CAREPORT CENTRE • HAMILTON



BOOK YOUR EXHIBIT SPACE EARLY!  
THIS SHOW ALWAYS SELLS OUT!

## BIG! FRESH! IDEAS!



# THE BIGGEST FALL HOME SHOW IN SOUTHWESTERN ONTARIO!

[www.idealhomeshow.ca](http://www.idealhomeshow.ca)

# BIG SHOW!

# OVER 24,000 EAGER CUSTOMERS!



### We Deliver The Right People!

- 89% own their home.
- 16% own their own cottage
- 16% own a second home
- Own homes & cottages
- Rent



### Above Average Household Incomes!

- 71% over \$50,000
- 39% over \$75,000
- \$30,000 - \$50,000
- \$50,000 - \$74,000
- Over \$75,000



### Exhibitor Satisfaction!

- Exhibitors are thrilled with sales results during and after the show! For up to 6 months following the show, increased sales and leads can be directly linked to our shows!
- 92% Increased Activity

No other Shows in Southwestern Ontario have grown faster in the past 3 years! This is the **BIGGEST FALL HOME SHOW** in the Region! Our great exhibitors, sales & facility make it all happen!

# BIG ATTENDANCE!

“ We cover over 30 shows a year and this is one of the best. The audience is overwhelming. We collected many leads. It's been GREAT and we will definitely return next season. ”  
Douglas Jones, CRS Granite

“ We have had a great positive response. People are definitely coming to visit us at our showroom after the show! ”  
Carla Woolnough,  
Stage to Fit Furniture & Design

“ It's a very large facility that's very comfortable for many types of exhibitors and can easily handle the large crowds. Plus, plenty of FREE PARKING for visitors and exhibitors. It's amazing. We will be returning for next year's show for sure! ”  
Laura Kheir, Direct Buy of Canada



# BIG SALES OPPORTUNITIES!

# THE BIGGEST FALL HOME SHOW IN SOUTHWESTERN ONTARIO!

1,000s of SHOPPERS DRIVE LONG DISTANCES ... TO BUY!

Southwestern Ontario is the perfect location for Canada's fastest growing home shows. Many customers drive from everywhere in the 'Golden Horseshoe' and beyond to shop for BIG FRESH IDEAS!



NEW, BIG, FRESH, IDEAS, FEATURES & WAYS TO SELL YOUR PRODUCTS!



## TARGETED AUDIENCES!

“ We attract the perfect customers for our exhibitors. Throughout the marketplace we utilize a strong, multi-focused, multi-media advertising campaign to draw eagers buyers to your booth. We are committed to producing the best, premier shows in Southwestern Ontario and successful sales results for our many valued exhibitors. ”

*Dwayne McKillop*  
 Dwayne McKillop,  
 President, Continuum Productions Inc.  
 Ideal Fall Home Show



**BIG!  
 FRESH!  
 IDEAS!**

BOOK YOUR SPACE EARLY!

[www.idealhomeshow.ca](http://www.idealhomeshow.ca) 905-527-7469

# CONTACT US TODAY FOR YOUR **BIGGEST** SALES OPPORTUNITY OF THE SEASON!



The Careport Centre is conveniently situated in the heart of the suburbs. It's the biggest consumer-friendly facility of its kind in Southwestern Ontario, perfectly located just off HWY. 403, Aberdeen exit, Hamilton.

**EXHIBIT RATE: \$12.00/sq. ft.** (minimum 10' x 10')

Corner Premium \$100 per corner

**BULK RATE: \$8.00/sq. ft.**

**SPONSORSHIP RATE:** Available upon request

### SERVICES AT NO EXTRA COST:

- Listing in Show Guide
- 8' backdrop & side rails
- Pre-Show promo material
- Exhibitor badges
- Aisle carpet
- Private exhibitor lounge
- Offer visitors a "2nd Visit FREE Pass"
- Comprehensive Exhibitor Manual available 24/7
- Access to our PR Team
- 24-hour security
- Full use of Media Centre to announce new products and meet editors/reporters covering the show
- Material handling including forklift services & storage
- Professional show support suppliers
- Twitter & Facebook alerts
- Plus ... of course our friendly Continuum Home Show Production Team!



## IDEAL homeshow

### MOVE-IN

Tuesday, September 27th	9 am – 6 pm	(Vehicles permitted)
Wednesday September 28th	9 am – 6 pm	(Vehicles permitted)
Thursday September 29th	9 am – 6 pm	(No vehicles on the floor)
Friday, September 30th	9 am – 11 am	(No vehicles on the floor)

### 2011 SHOW HOURS

Friday, September 30th	12 noon – 8 pm
Saturday, October 1st	10 am – 7 pm
Sunday, October 2nd	10 am – 5 pm

### MOVE-OUT

Sunday, October 2nd	6 pm – 10 pm
Monday, October 3rd	8 am – 5 pm

## 3 EASY WAYS TO RESERVE YOUR SPACE!

**PHONE:** 905-527-SHOW (7469)  
or 1-877-313-SHOW (7469)

**FAX:** Fax application & deposit to Continuum Productions Inc. 905-529-4039

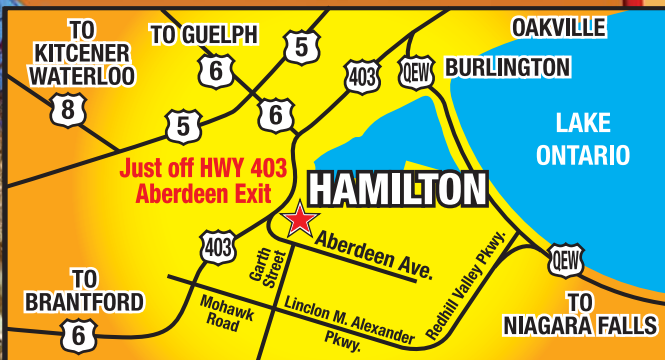
**MAIL:** Mail application & deposit to:  
Continuum Productions Inc.  
270 Longwood Road South, Unit 1  
Hamilton, ON L8P 0A6

## CONTACT US TODAY! WE'RE HERE TO HELP!

**KATHERINE VOOYS:** Show Co-ordinator 905-527-7469 Ext. 309  
kvooy@continuumevents.ca

**NORM SCHULZ:** General Manager 905-527-7469 Ext. 304  
nschulz@continuumevents.ca

**DWAYNE MCKILLOP:** President 905-527-7469 Ext. 317  
dmckillop@continuumevents.ca



caem CANADIAN ASSOCIATION  
OF EXPOSITION MANAGEMENT  
acge L'ASSOCIATION CANADIENNE  
DE GESTION D'EXPOSITIONS

SHOW WILL SELL OUT QUICKLY!  
BOOK YOUR SPACE EARLY!

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