

CANADA
BLOOMS

PRESENTED BY

MarksChoice

CO-LOCATING WITH



Presented by RE/MAX

MARCH 13-22, 2020
ENERCARE CENTRE
EXHIBITION PLACE
TORONTO



New
Sponsor

MarksChoice

2019 Post Show Report

ANOTHER GREAT YEAR!

151,079
TOTAL ATTENDEES

About our attendees

1 Billion+ the average amount our consumers are expected to spend over the next 12 months with exhibitors

90%
Own their home

63%
of attendees are between ages of 34-64

Attendance
61% Female
39% Male

Discovering What's New
#1 Reason visitors come to Canada Blooms

 **69%** of attendees look for Gardening and Landscaping Ideas

 **Helpful Tips** **50%** of attendees look for advice, education and inspirations

 **62%** of attendees come to visit the gardens and floral displays

 **40%** of attendees look for new products and ideas



2019 Attractions



3 Educational Stages
Over 200 Seminars



Over 30 Feature Gardens



Toronto Flower Show & Competition



Mark's Choice Gardening Experience



Garden Marketplace
New record 110 vendors



Professional Floral Artist Showcase



Do Up The Doorsteps Small Space Gardens
presented by
Oaks Landscaping Products



Canada Blooms Floral Artist of the Year Competition



"The 10 Most Amazing Flower Shows Around The World -- #10 Canada Blooms, Toronto"
(March 2019, EscapeHere.com)



"Top 5 Festivals in March: #5 Canada Blooms" (February 2018, AmexEssentials.com)



"Top 100 Events in Toronto: #6 Canada Blooms & National Home Show" (July 2018, BizBash.com)

Marketing & Media:

Paid and Promotional media for 2019 generated over 300 million impressions.

Our 'flower head' campaign continues to focus on lifestyle and how that lifestyle is reflected in gardens, backyards, healthy living and green options.

Our media campaign is supported in television, radio, magazine & newspapers (digital and printed), social media, community outreach and more.



Sponsors



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