Enercare Centre, Toronto
March 13th – 22nd 2020

Feature Gardens
Marketplace
Stages
Special Features
Floral
Product Launches

2020 Theme
Birds Of A Feather!
“Canada Blooms mission is to create a yearly international flower and garden festival which enhances and promotes the awareness of horticulture by featuring the best designs, products and services of amateur and professional participants.”

Canada Blooms:

- Is the largest indoor garden festival in Canada
- Co-locates with the National Home Show, together we are recognized as the largest home and garden event in North America
- Has over 100,000 sq ft of space of feature gardens, floral and horticultural competitions, educational programs, expert panels and marketplace.
- Yearly donates tens of thousands of dollars in products, space and monetary support to not for profit organizations, seniors homes and community projects.
ABOUT OUR ATTENDEES

151,000+
visitors attended the festival in 2019

$1 Billion+
is the average amount consumers of Canada Blooms and the National Home Show are expected to spend over the next 12 months with exhibitors.

57% attended with spouse

90% of attendees are homeowners

69% are looking for gardening and landscaping ideas

50% of attendees look for advice, education and inspiration

Gardening is the #1 outdoor activity in North America*

Total Economic Impact of Gardening on Canadian Ornamental Horticulture Industry**: $14.45 Billion

Total Economic Impact of Gardening on Ontario Horticultural Industry**: $7 Billion

*Garden Tourism: Richard Benfield 2013
** Deloitte, “The Impact of Ornamental horticulture on Canada’s economy”, 2009
MARKETING & MEDIA

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

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

Web: 7.5 Million page views between Jan & Mar

Over 35,000 Newsletter Recipients

Let us do the work for you!

We can customize a sponsorship package for you that will meet your needs, maximize your exposure and reach your target audience. Whether visitors interact with your product or service through face-to-face, samples or simply exposure through dynamic vignette display, your sponsorship opportunity will be crafted to meet your objectives.

Contact us today, so we can show you how the benefits of working with Canada’s premier flower and garden festival can help you reach your goals and provide you with a huge return on Investment.

“With gardening season here, Canada Blooms offers inspiration” (March 10, 2018, thestar.com, Home/Life Section)

"For just as garden lovers despair of the grey and cold days of a Canadian winter ever coming to an end, the show offers a much-needed burst of spring colour and fragrance. (March 14, 2018, National Post)