



IDEAL
home & garden
SHOW

THE OFFICIAL NEWSLETTER OF THE
2010 IDEAL HOME & GARDEN SHOW

presented by **RE/MAX**®



**SOUTHWESTERN ONTARIO'S #1
SUBURBAN HOME & GARDEN SHOW
MARCH 5-7, 2010**



Rock Solid Advertising Campaign

By exhibiting or sponsoring in the Ideal Home and Garden Show presented by RE/MAX, you will benefit from over 40 years of combined home show experience and an ad campaign spend of over \$300,000 to create interest and awareness about the show. We will deliver Qualified Buyers to you!



Radio

Over 800 radio spots will blanket Southwestern Ontario using the 6 key radio stations (Corus Entertainment & Astral Media) for 2 weeks prior to the show.



Plus 2 radio stations will be broadcasting live from the show with their key programs including the "Road Show with Rock "N" Ray", the Barbeque Show and the Home Improvement Show.

Newsprint

Hitting the communities directly to their doors with Metroland newspapers covering the Southwestern Ontario region.

- Hamilton
- Burlington
- Oakville
- Milton
- Mississauga
- St. Catherines
- Ancaster
- Waterdown
- Dundas
- Glanbrook
- Guelph
- Brantford
- Grimsby

Complete rotation heavily anchored by **THE HAMILTON SPECTATOR**

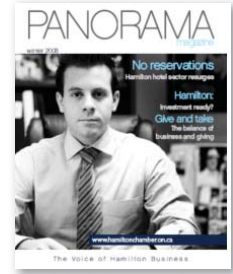
Plus 200,000 copies of the 26 page supplement produced by the Hamilton Spectator will be pre-distributed in advance and will double as the show guide onsite.

Call today to book your exhibit space 1.877.313.SHOW (7469)



Magazine

- Ideal Home
- West of the City
- Panorama Chamber of Commerce



Outdoor Billboards

Over 30 CBS billboards strategically placed throughout the Golden Horseshoe for the month before the event.



Social and Web media

It's all about driving the consumer to our website www.idealhomeandgarden.ca using high traffic websites such as thespec.com with 4.4 million page views every month and has over 560,000 unique visitors and interfacing with social sites like Facebook, MySpace, Kijiji, Twitter, online radio & print websites and a series of free online listings for the event.

Corporate marketing

Through the Golden Horseshoe Chamber of Commerce (2,600 company members)



Community support through charities

Continuum Productions is involved in numerous community partnerships with organizations such as Courage to Cope (www.couragetocope.org), PKD Foundation of Canada (www.endpkd.ca) for research in polycystic kidney disease and Spec Kids (www.thespec.com) which helps improve the lives of children and youth in our community.

Careport Centre

Conveniently situated in the heart of the suburbs, the Careport Centre is the largest consumer friendly facility of its kind in Southwestern Ontario. Strategically located just off of Hwy 403, at the top of the Aberdeen Ave. exit, this alternative consumer and trade event facility is destined to set a new standard.

THE NEW CAREPORT CENTRE - 20 Minutes From Everything!



INSPIRE, INFORM & ENTERTAIN

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