



SEPTEMBER 2009

THE OFFICIAL NEWSLETTER OF THE 2010 IDEAL HOME & GARDEN SHOW

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- Interlock Industries
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MARCH 5-7, 2010

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FREE PARKING!
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Special thanks to the following groups for their overwhelming support of this event:



Show sets new summer sales record

The Ideal Home & Garden Show set a summer sales record for Continuum Productions with 30% of the show floor having sold out in the first 45 days. The market is extremely excited about this event coming to the city.
 "We have a well known and respected home and garden show producer that has one of the most exciting events to hit the market in recent memory and we want to be a part of it."
 Gerry Ginsberg, General Manager, Canada Blooms



INSPIRE, INFORM & ENTERTAIN

Call today to book your exhibit space 1-877-313-SHOW (7469)

Continuum in the news...

Trade shows get new, bigger venue

City welcomes hall

JOHN KERNAGHAN
THE HAMILTON SPECTATOR
(Sep 12, 2009)



One of Copps Coliseum's major trade shows is moving to a private exhibition facility, thanks in part to another wing of city government.

But the move of the annual winter RV and Family Camping Show to the Careport Centre on Longwood Road South is seen as a winning proposition for the city.

The new 170,000-square-foot exhibition space in McMaster's Innovation Park means a show that outgrew Copps can still be staged locally, says Duncan Gillespie, CEO of Hamilton Entertainment and Convention Facilities Inc. (HECFI).

"The RV show simply outgrew Copps," he said. "Our mandate is to help businesses grow and we did that. Having a much bigger facility here means that business won't go someplace else. Now more people will come and spend money in Hamilton."

He pointed out the Food and Drink show has outgrown the Convention Centre space and will move to Copps, another example of the city fostering a show's development.

The RV show is one of several events Continuum Productions Inc. plans to run at Careport Centre, a huge converted section of a warehouse on Longwood.

Continuum president Dwayne McKillop approached the city's economic development department for advice in setting up the exhibit space.

"We certainly didn't want to undercut Duncan Gillespie," said Neil Everson, Hamilton's head of economic development.

But he said the department is there to help businesses get started and the Careport facility gives the city the largest exhibition space between the International Centre near Pearson International Airport and Niagara Falls.

"That 170,000 square feet is a big chunk of space on one level and makes Hamilton very competitive in attracting events."

Continuum's McKillop said he expects one other event that has used city exhibition space to move to Careport, but stressed it would be like the RV show -- either moving there or to another city as it grew. He said the conversion of warehouse space to exhibit hall is about 40 per cent complete and will be ready for the RV show in February. McKillop, who grew up in Waterdown and attended St. Mary's High School, has worked for two decades in event production and at one point ran the Toronto Boat Show.

He said Careport's location just off Highway 403 combined with plenty of parking makes it a desirable show centre.

Continuum is also staging the Ideal Home and Garden Show in March. McKillop calls it the largest show of its kind in southwestern Ontario.

He teamed with businessman Demetrius Tsafaridis on the Careport project. The show centre is part of Tsafaridis's CareGo Group of Companies.

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Good shows are good for business

Upcoming Events not to be missed

The Ancaster
Fall HOME SHOW
October 16-18, 2009
New Ancaster Fairgrounds

Produced by...

Jenkins Show Productions

Call Dave or Sharon for exhibit space at 905-827-4632

Partner Events



November 20-22, 2009
International Centre, Mississauga, Ontario

The Seasons Christmas Show provides an all-encompassing shopping experience for consumers while creating an unparalleled seasonal marketing opportunity for businesses who look to prosper during the holiday buying cycle. Designed to showcase the latest trends in seasonal décor, florals and greens, entertaining products and services, culinary products and unique gifts, Seasons offers a perfectly timed opportunity to create consumer awareness and sell direct to thousands of seasonally inspired shoppers.

Call Tracy McKnight for exhibit space at 905-939-0693

Canada Blooms
THE FLOWER AND GARDEN FESTIVAL

March 17-21, 2010
Direct Energy Centre, Toronto, Ontario

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Call Gilles Bouchard for exhibit space at 1-800-265-5656



Find us online at www.idealhomeandgarden.ca

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