

# WESTCOAST SMALL HOME EXPO

November 1, 2018

Events Plus Management (EPM) is pleased to announce that we're adding a new event to our existing list of Exhibition opportunities!

The **Westcoast Small Home Expo** targets a growing audience of consumers, who know that smaller is better.

- Small homes like condominiums, townhouses, laneway homes, and tiny houses offer affordable alternatives for those who wish to own their own homes in urban and suburban areas.
- Couples downsizing to a more convenient retirement lifestyle have very specific needs, and multiple generations want the convenience of living on the same property, without sacrificing privacy.
- Conventional homeowners see opportunities in the state of the current housing market by adding rental suites and other income to their existing property.
- All of us need simple ways to reduce our carbon footprint, without sacrificing quality or the ability to customize our living space.
- Young families have clear needs for convenience, integrated technology, and adaptive furnishings that will grow with them and their children.
- Stylish consumers realize that beauty is not a necessary compromise when one wants to lower their environmental impact.

## **Why partner with EPM to target these consumers?**

EPM has a long history of embracing new markets, and based on solid research, giving them exactly what they ask for. Barb Nelson, President of EPM, has a solid track record of successful events in the Vancouver area, both marketed to industry and to consumers. Our expansion is an exciting opportunity to get in on the ground floor of a brand new show that will be cross-marketed to many of our prior audiences! Exhibitors at our current shows come back year after year, and, continue to give us overwhelming positive reviews.

## **How will the Westcoast Small Home Expo be marketed?**

General shows without a clear laser-focus on a niche like "small space living" will not be as attractive to consumers who have little time and money to waste on events that may not meet

their needs. A focus on proving solutions to problems, rather than a “sales” approach, has always been successful for us when reaching out to potential attendees.

Like our other events, we are already using market-cultivating techniques to drive awareness of this show, including social media posts, social media paid advertising, radio advertising, road signage, and of course, partnering with our Exhibitors and Sponsors to drive traffic back to your retail locations and websites. Barb has already nearly doubled attendance at shows that she has acquired in the last 3 years, proving that *our techniques do work* to attract qualified buyers and attendees.

**Where and when is the Westcoast Small Home Expo?**

We’ve chosen the weekend of June 1<sup>st</sup> and 2<sup>nd</sup>, 2019, as it’s the beginning of the home improvement season. We are thrilled to once again be partnering with the Abbotsford Tradex, the perfect location to house a variety of vendor types, along with adequate parking, food services, security, and yes, even have space indoors and out for tiny houses to tour! We have a 5-year plan in place for this event, to ramp up both awareness and profitability over time. The venue managers are as excited as we are to support and do all they can to help us market this event to the general public.

**How much is display space at the Westcoast Small Home Expo?**

Here’s a summary of booth prices:

Standard booth sizes	Booth Price
10ft x 10ft	895.00
10ft x 10ft Corner	995.00
10ft x 20ft	1595.00
10ft x 20ft endcap	1695.00
20ft x 20ft Feature	2995.00
20ft x 30ft Feature	3495.00
Tiny Home Village spaces (various sizes)	Please see Tiny Home Village document for pricing.

Please see the Expo floor plan, at our website: <http://smallhomeexpo.ca/want-to-exhibit/>

Please see the 2019 Booth Space Contract at: <http://smallhomeexpo.ca/wp-content/uploads/2018/10/Exhibit-Space-Contract-2019-FINAL.pdf>

We know that your business needs support, and we are always looking for ways to help you reach new clients all year round. If you have suggestions about ways we can integrate more support for your business, please tell us! We look forward to hearing from you.

Sincerely,



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