

Contnuum Events

Deliver Qualified Buyers



Continuum Mandate

- ✓ **For our attendees:** We will Inspire, Inform & Entertain.
- ✓ **For our exhibitors & sponsors:** We will bring buyers and sellers together in a face to face experiential marketplace.
- ✓ **For our business:** We will grow yearly focusing our efforts on the consumer show industry.

Continuum Home Shows

- ✓ The most powerful direct to consumer opportunity in product and service marketing.
- ✓ A unique branding event that will actually generate significant ROI!
- ✓ An extraordinary Business to Business marketing opportunity as well as direct to consumer.

Continuum Guests Spend Money

- ✓ Home Shows generate more than \$22 million in sales in the first 90 days after each event!
- ✓ The average Home Show purchase is \$4,500.
- ✓ Home Shows generate over \$854 million in economic impact in North America each year!
- ✓ Home shows generate more than \$1 million in sales on the event floor each show.

Continuum - How Do We Do It?

- ✓ **Continuum** event managers create a **PACT** with our exhibitors and sponsors
- **Pride** – We produce the best consumer events in the industry
- **Application** – We apply industry best practices focused on driving sales for our clients
- **Consistency** – Our event management teams are experienced, distinguished & recognized industry professionals with years of global show experience
- **Teamwork** – With a business model centered on working as partners with our exhibitors & sponsors, our events generate sales and leads for our exhibitors that mature throughout the entire fiscal year.

Three Marketing Elements In One!

In what other medium can you combine your company efforts in branding, promotions and sales?

- ✓ **Continuum** events is even more effective when you bring in co-promotional partners to run joint promotions to drive sales.
- ✓ **Continuum** events can be a cost-effective compliment to traditional media buys.
- ✓ **Continuum** events can be more efficient and reach a specific target better than placed media when compared with other mediums of traditional or mainstream advertising.

Continuum Guest Profile

**Get Face-to-Face
with Your Customers**

Home Owners

- ★ 89% own their home

Baby Boomers to Empty Nesters

- ★ 72% are 25 to 54 years old

Above Average Income Earners

- ★ 71% have household incomes over \$75,000
- ★ 39% have household incomes over \$100,000

Both Household Decision Makers

- ★ 69% attend with their spouse

Early Adopters of New Products and New Technology

- ★ 61% have a computer at home with internet access

High End Buyers

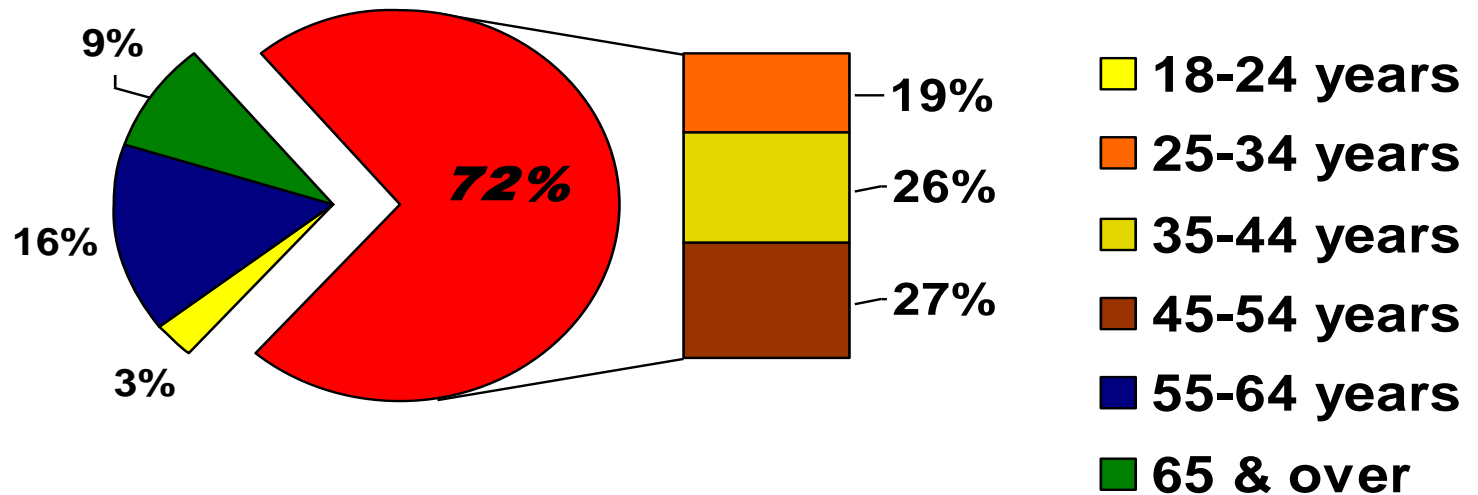
- ★ 16% of visitors own a **second** home

Home Show Demographics

Source: Angus Reid Group



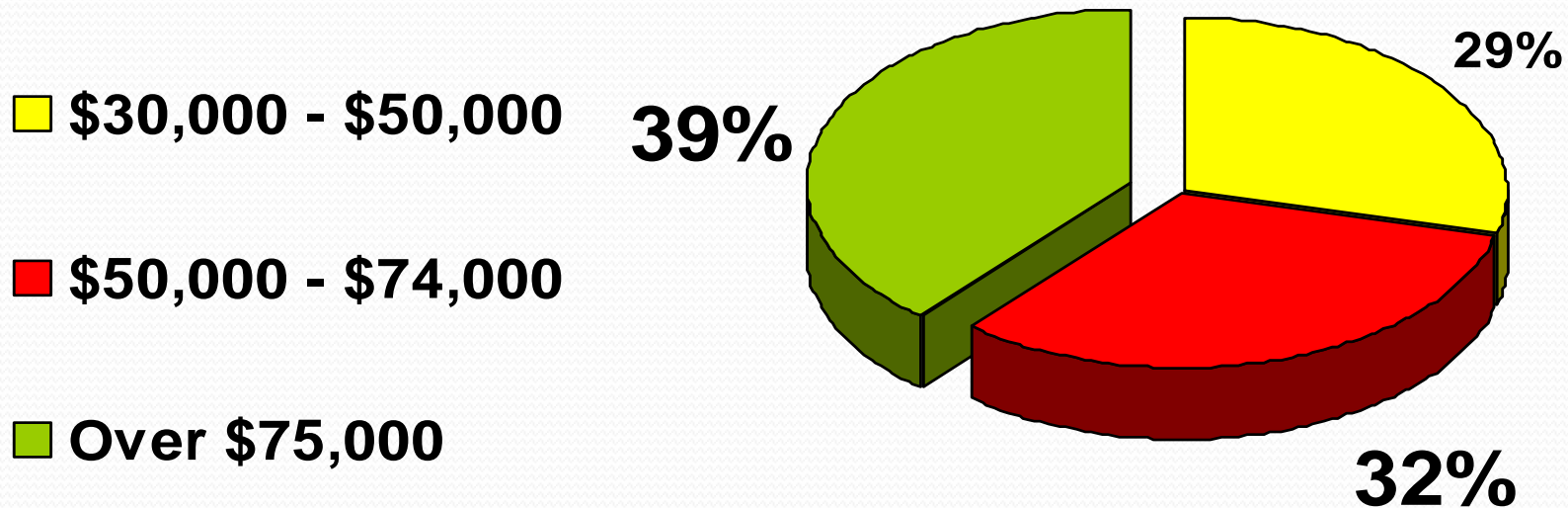
Continuum - We Have Your Prime Demographic



The majority of guests are 25 to 54 years old.

Household Income

Home Show guests are above average income earners.

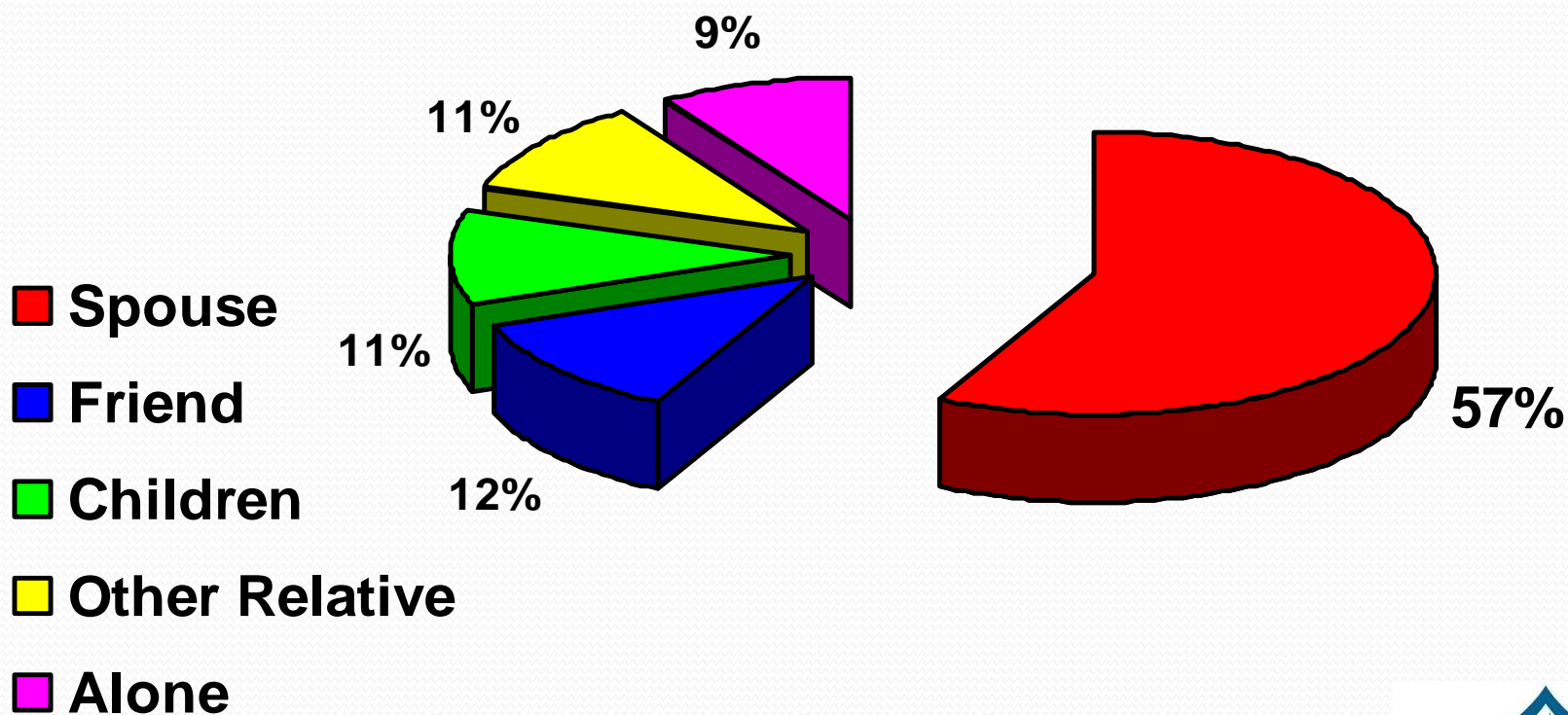


39% have incomes over \$75,000

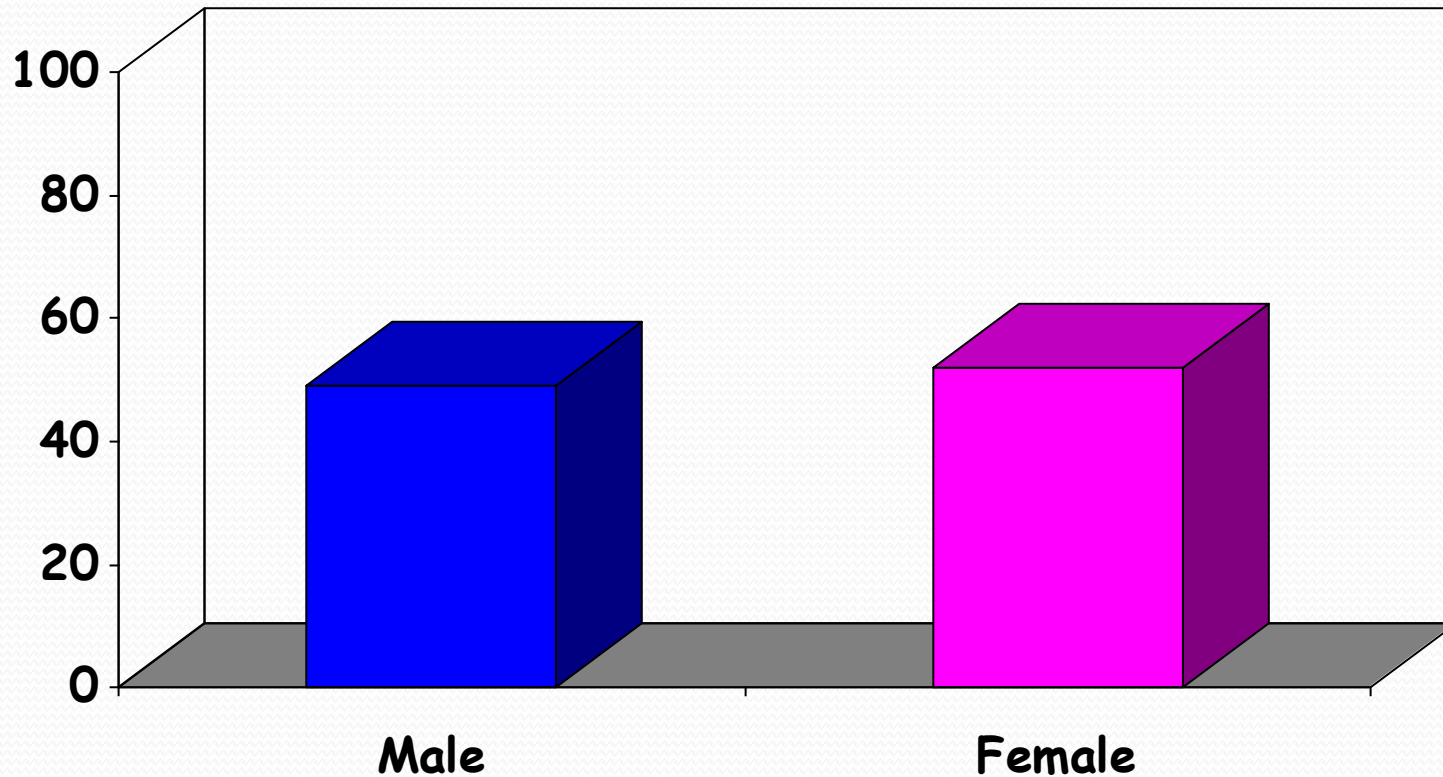
71% have incomes over \$50,000

16% of own their own cottage

Meet Both Decision Makers

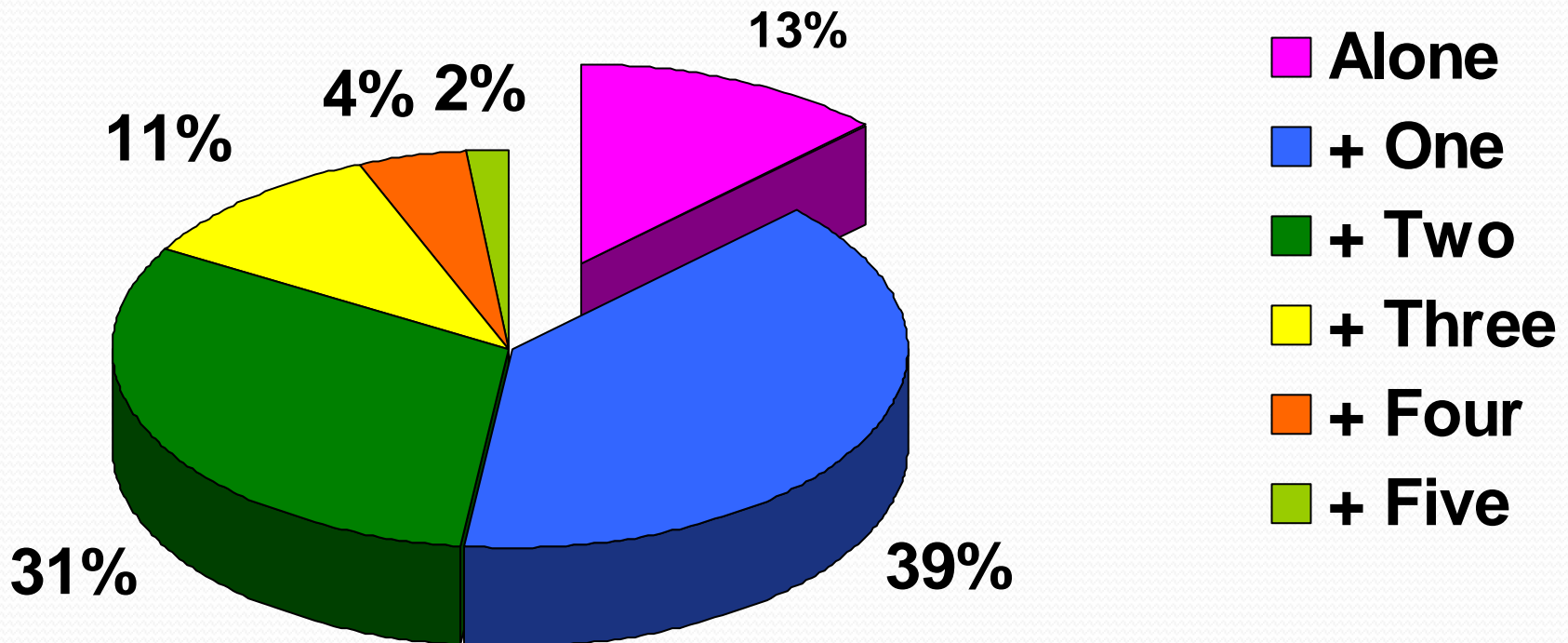


Home Show Guests Gender Type



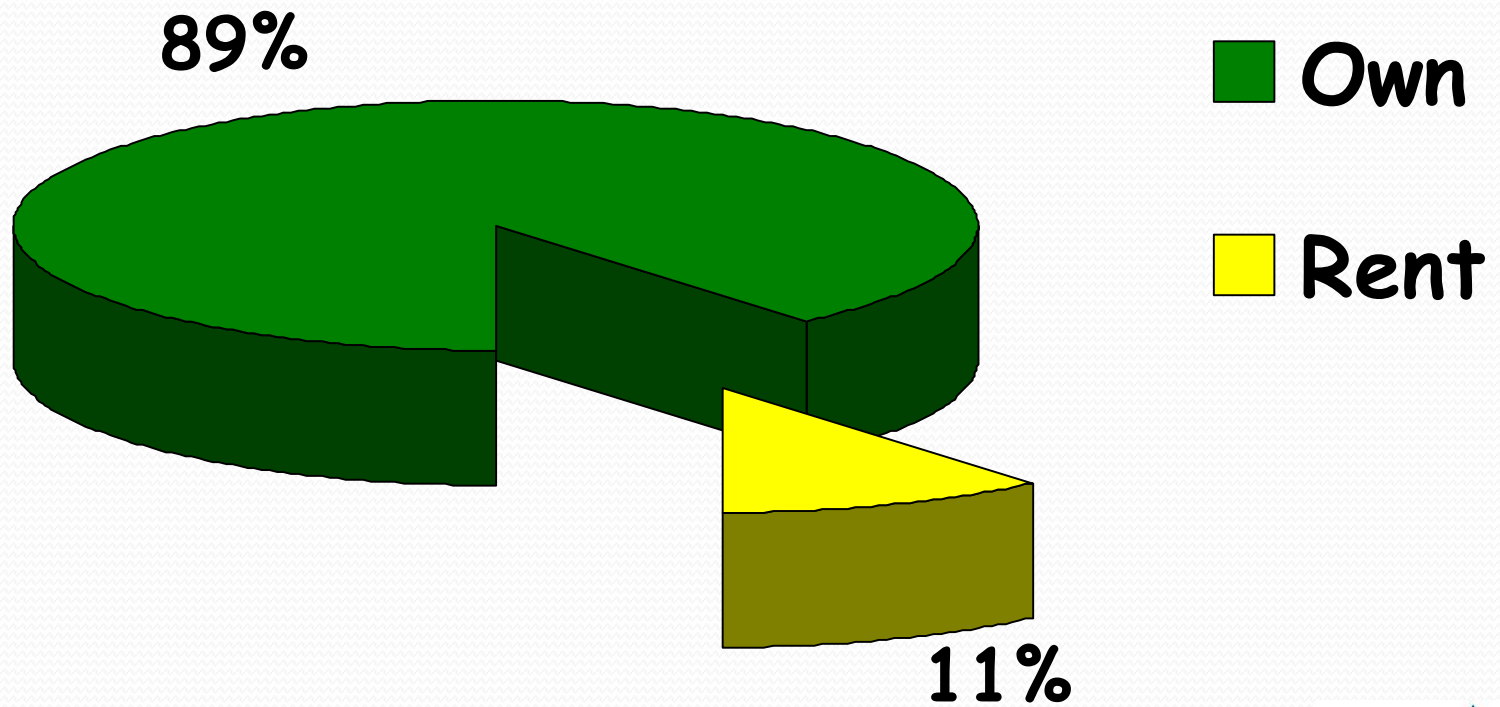
49% are male and 51% are female

of People in Party?



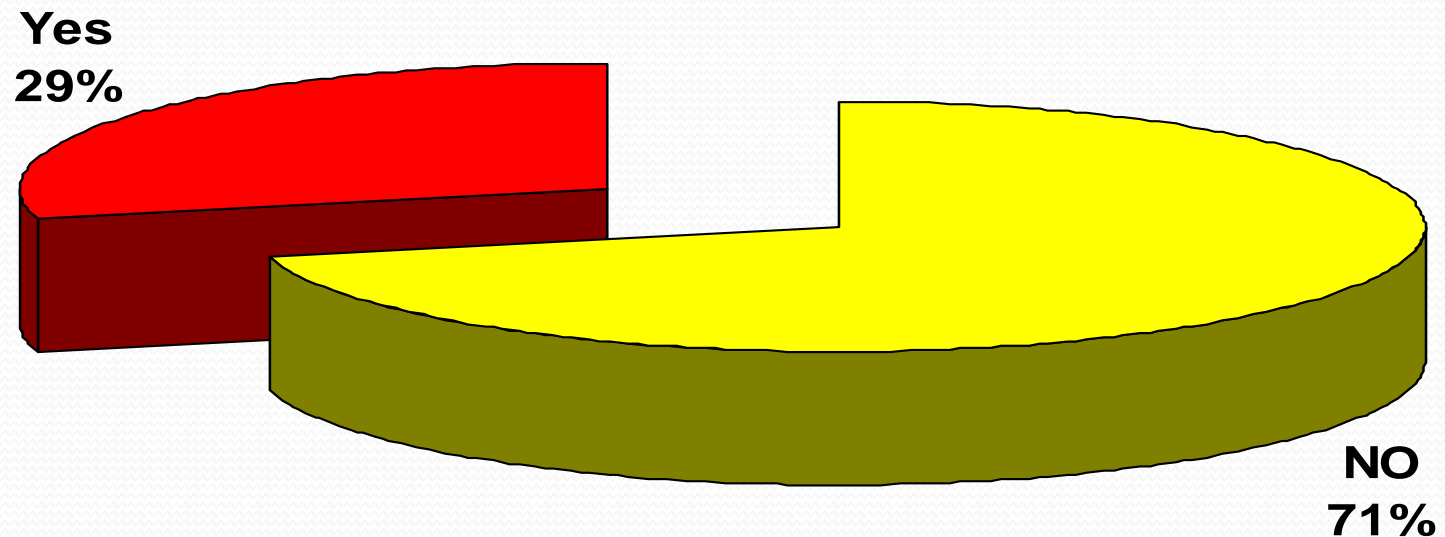
87% of guests attend with 2 or more people

Guests Are Home Owners



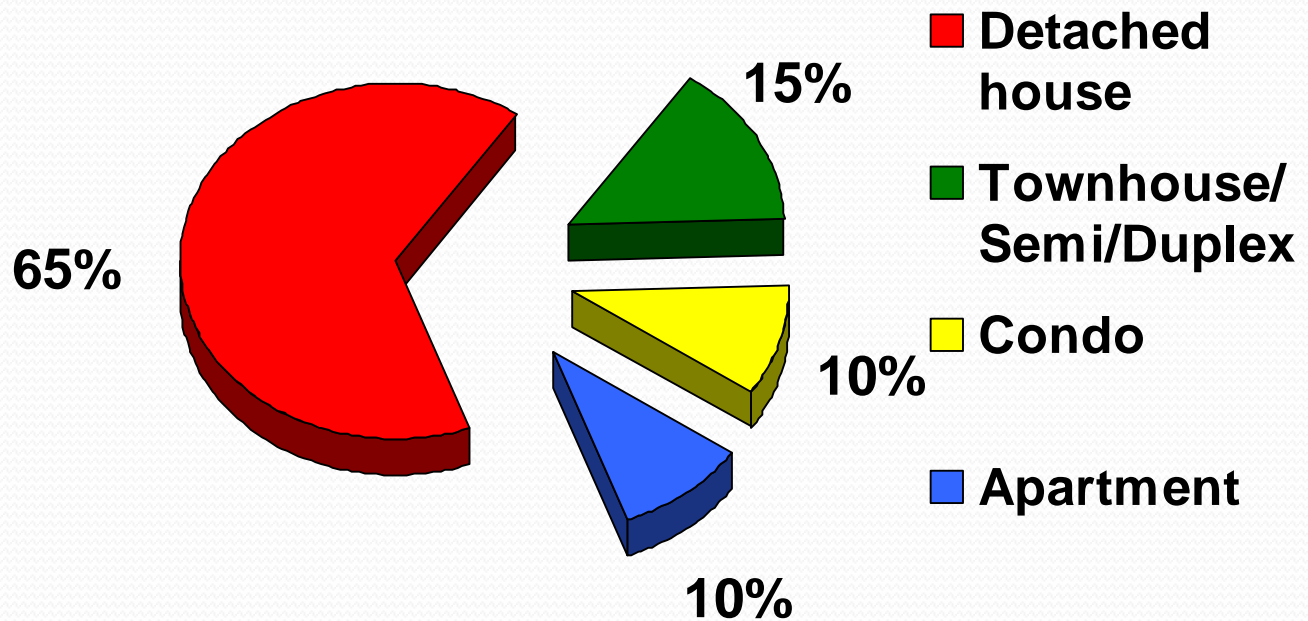
89% of Home Show guests are home owners!

Household Composition



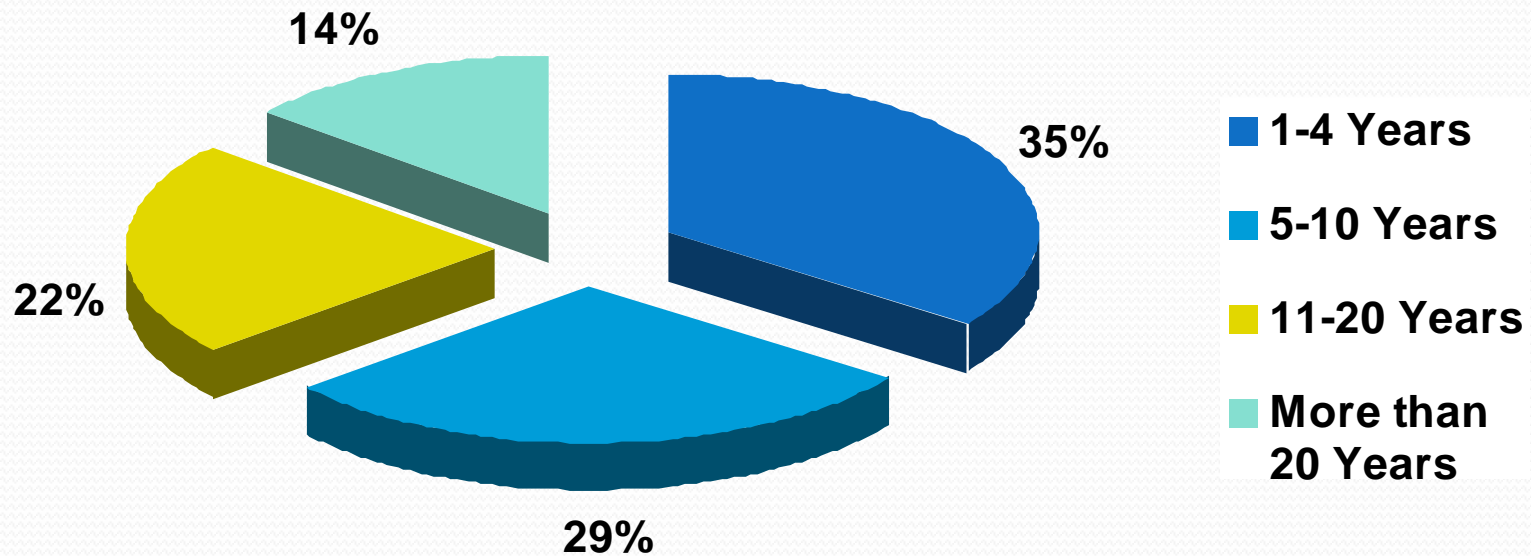
The majority of Home Show guests do not have children under 18 years living at home = more disposable income.

Type of Home



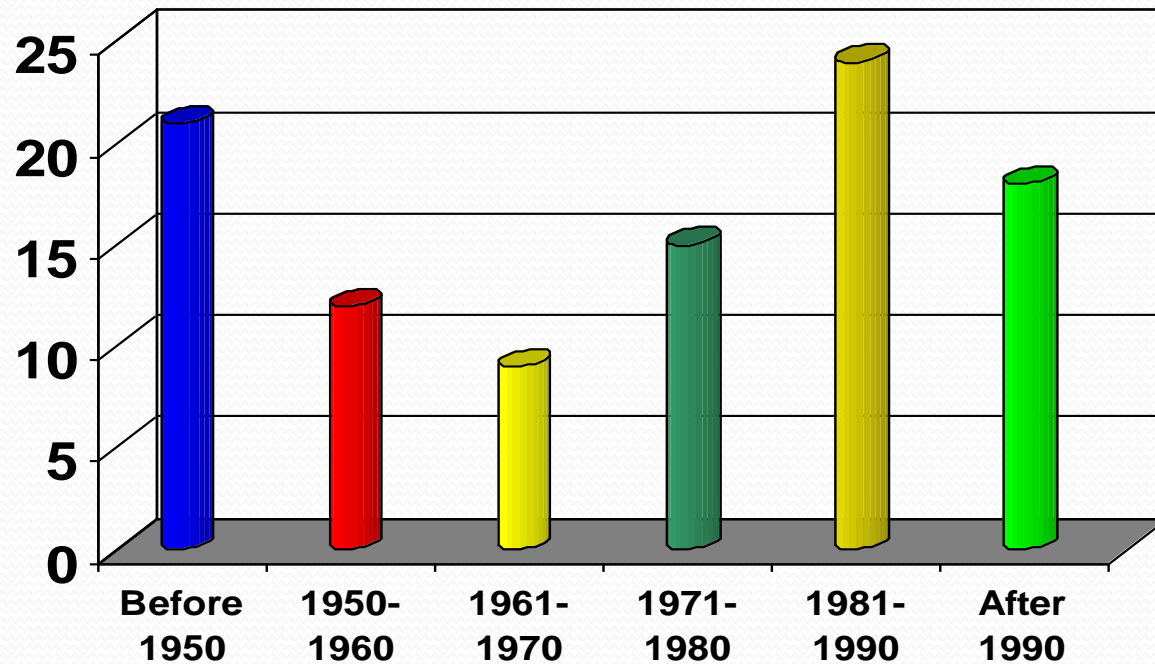
The majority of homes owned by Home Show guests are detached houses.

of Years at Current Address



**The average is 8.3 years in one location.
Prime Home Upgrade Prospects**

Year Home was Built



The majority of Home Show guests live in homes built prior to 1980.

Good time for renovation & repairs.

Guests Are Ready to Spend Money on Their Homes

The Home Repair

- ★ **66% live in homes more than 15 years old**

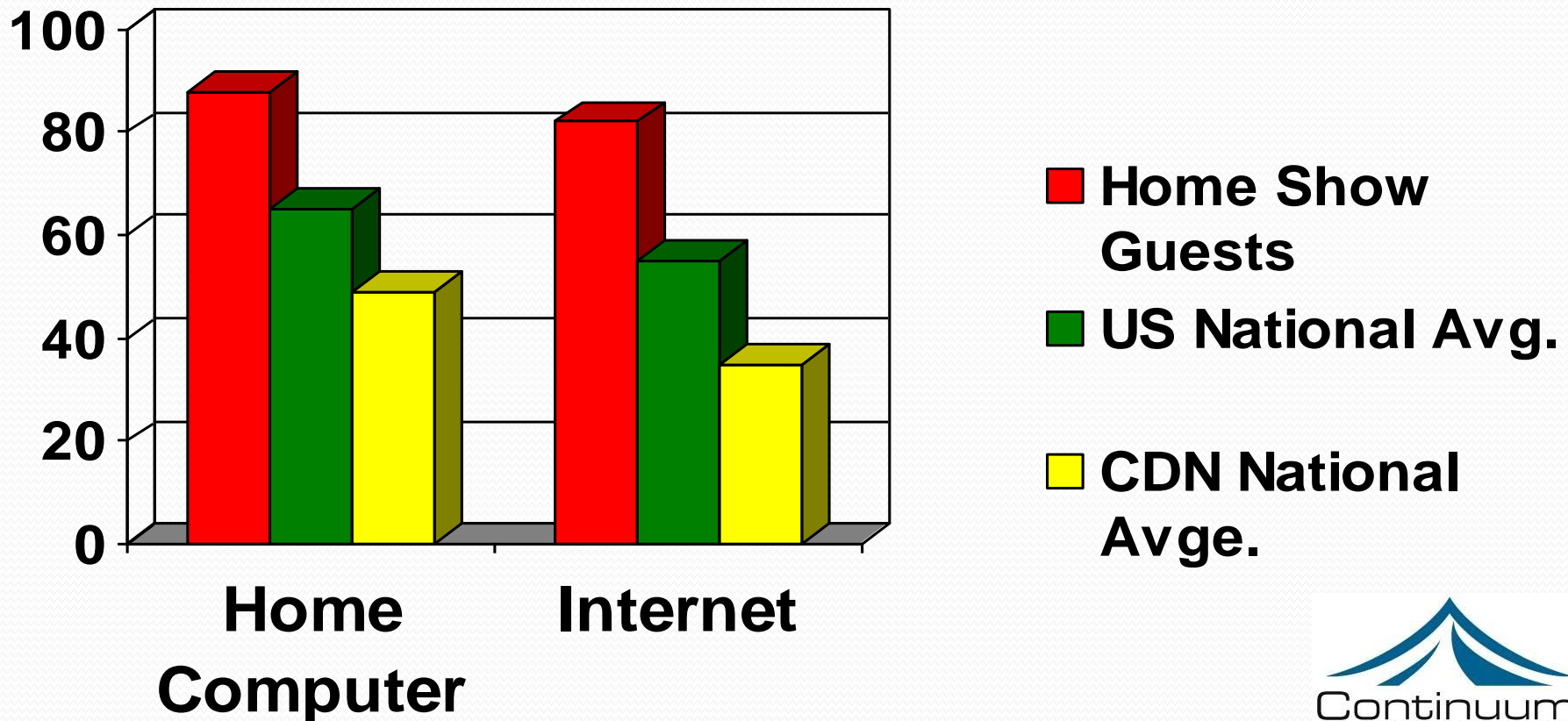
The Home Buyer Market

- ★ **12% moved in the last 12 months**
- ★ **12% plan to buy a home in the next 12 months**

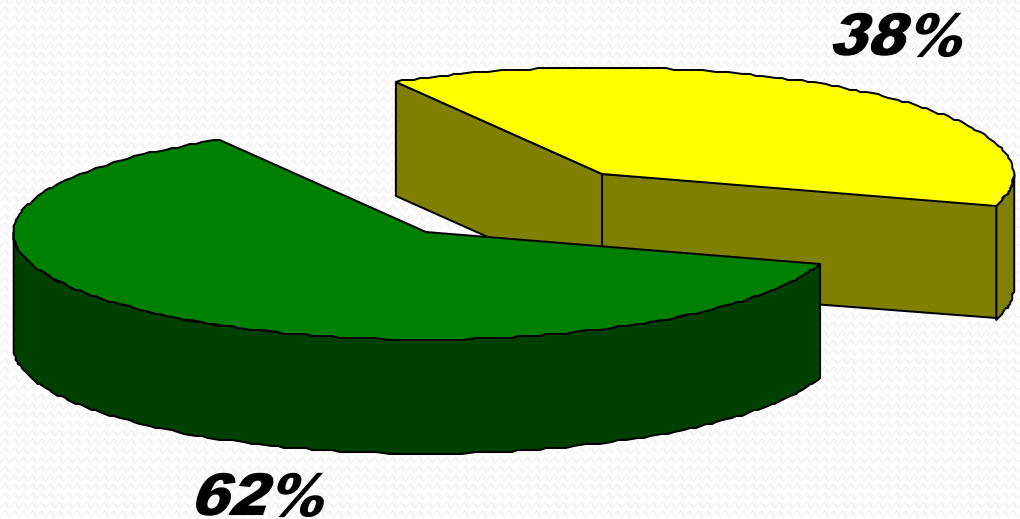
The Renovation & Décor Market

- ★ **50% have been in their homes more than 10 years.**

Home Show Guests Are Early Adopters of Technology



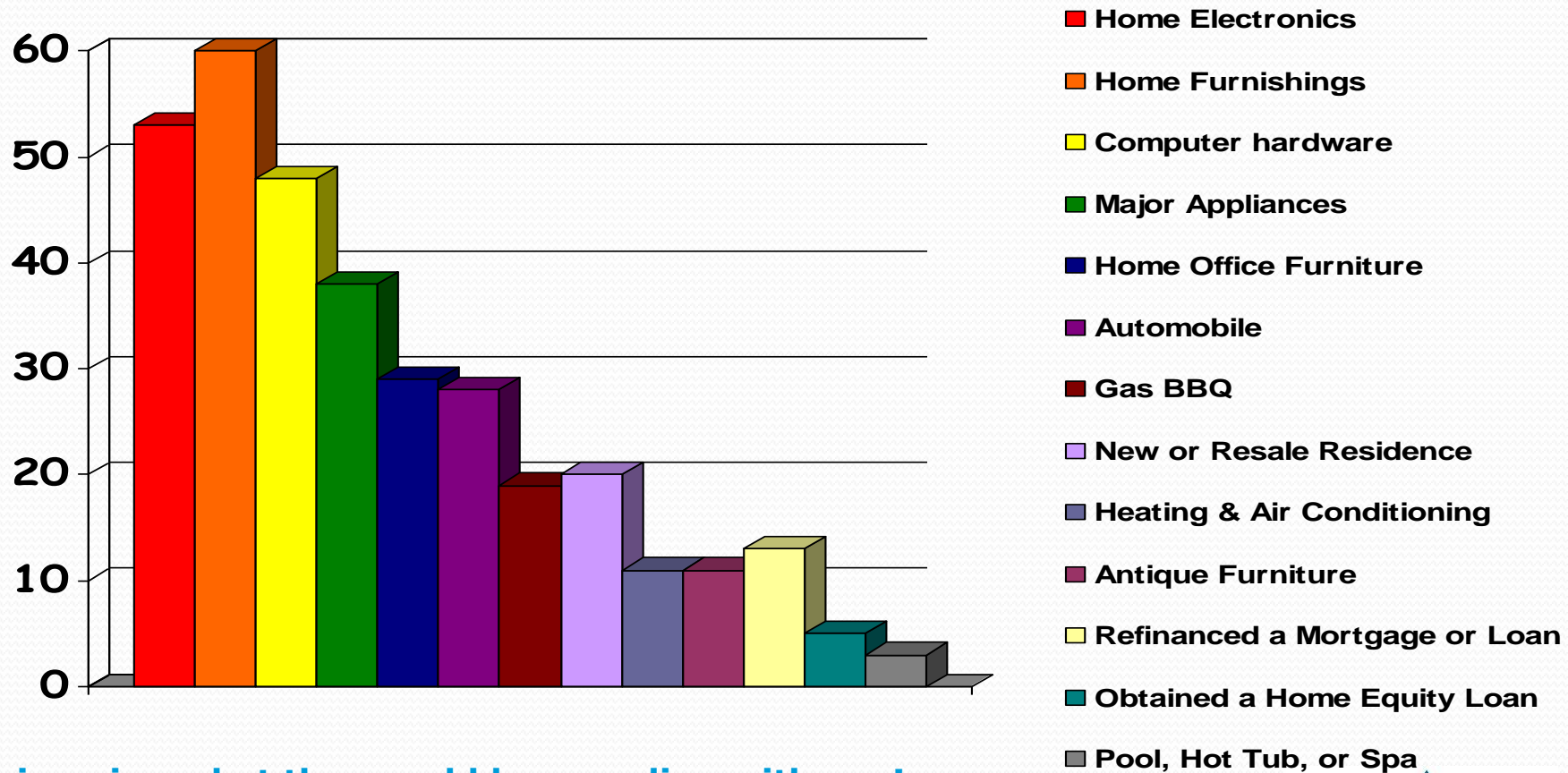
Home Office



■ Have a Home Office

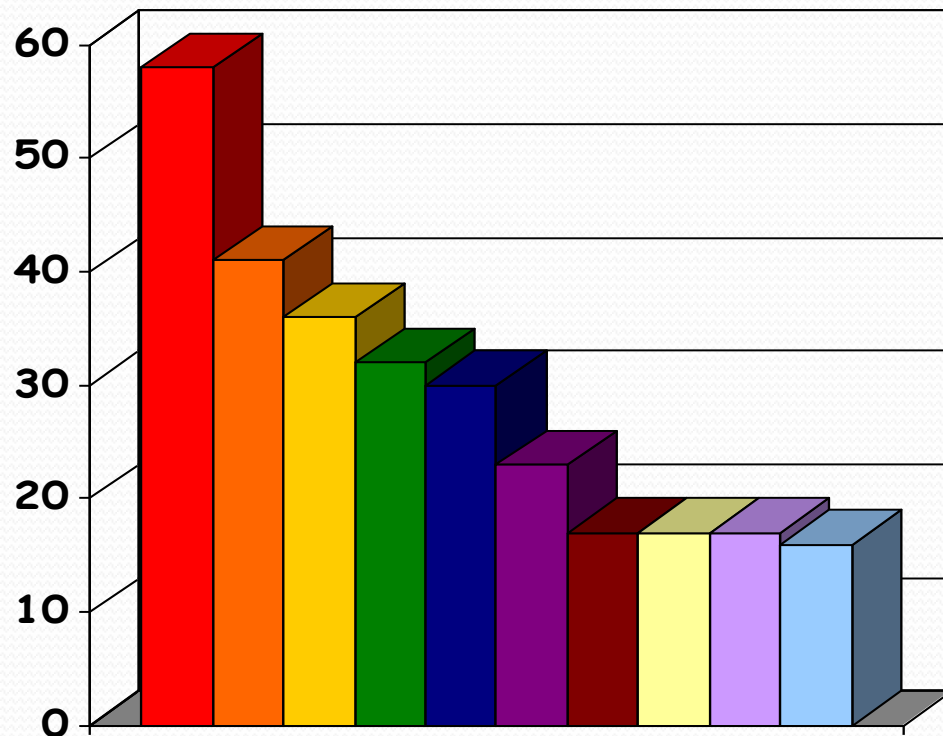
■ Do not Have a Home Office

Where Guests Have Spent in the Last 6 Months



Just imagine what they could be spending with you!

Where Guests Are Planning to Spend \$\$\$



■ Home Furnishings

■ Flooring

■ Home Electronics

■ Computer Hardware

■ Major Appliances

■ Roofing, Siding, Windows

■ Automobile

■ Gas BBQ

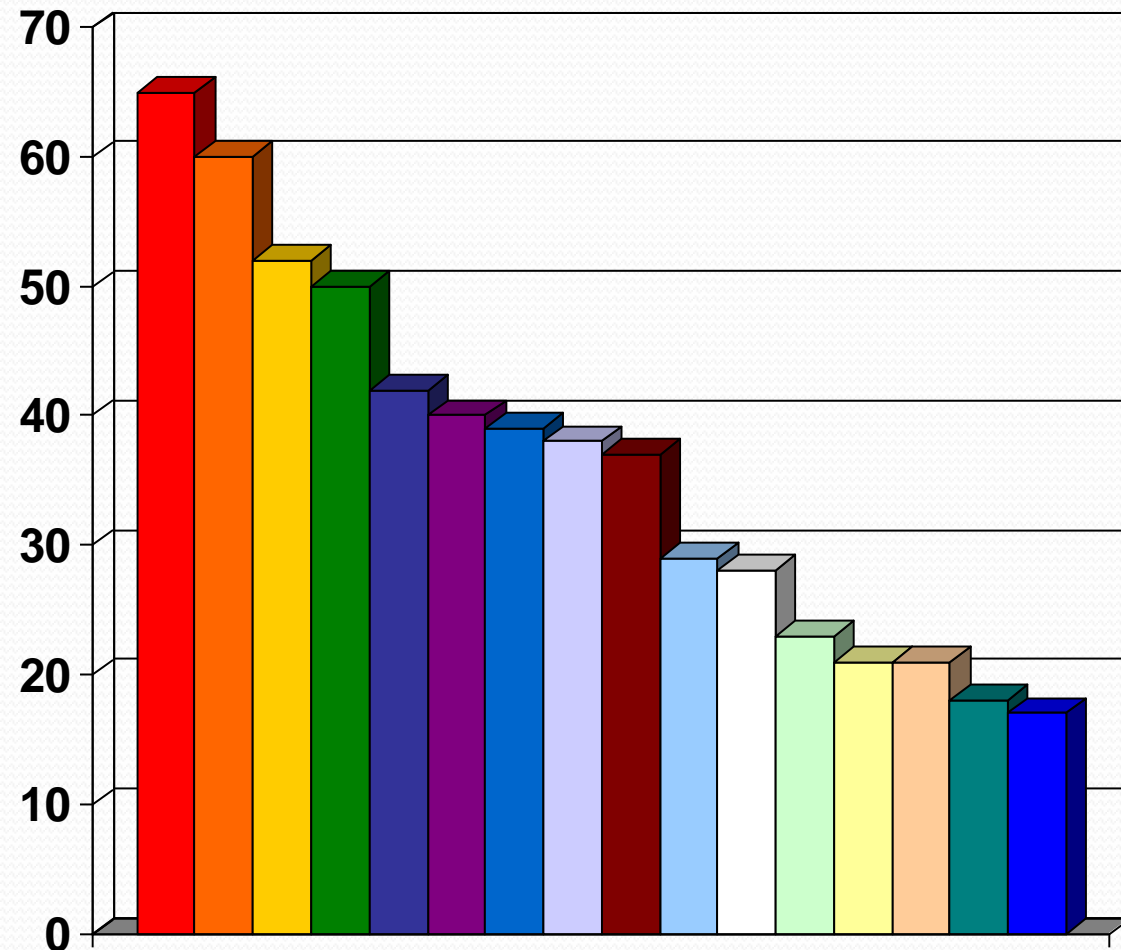
■ Heating & Air Conditioning

■ Home Office Furniture

Buyers, not Browsers

- ✓ **56%** of Guests will buy at **directly at the show**
- ✓ Home Shows generate on average **\$1 million** of on site revenue for exhibitors & sponsors
- ✓ Average on site purchase in 2008 = **\$226 per guest**
- ✓ **55%** of Guests will buy **within 90 days** of the show's conclusion
- ✓ Home Shows generate on average **\$22 million** of post event revenue for exhibitors & sponsors
- ✓ Average post show purchase in 2008 = **\$4,258 per guest**

Guests Want More...



- DIY
- Home Decorating
- Home Renovation
- New Home Builders
- Kitchens & Bathrooms
- Gardening/landscaping
- Home Technology
- Paint, Wallpaper, Faux Finishes
- Power tools & equipment
- Appliances
- Furniture
- Crafts & Home Accents
- Home Office furniture & equipment
- Gourmet Food & Beverages
- Pet Care supplies/services
- Health Products & Services