

"The Ottawa Cottage Life & Backyard Show is one of the best shows in Ottawa. The quality of the visitors is excellent, the exhibitors are great, and the leads we received this year were top of the class"

— MARK RYAN, VIA CAPITALE OUTAOUAIS

# OTTAWA Cottage Life & BACKYARD SHOW

April 22–24, 2022  
EY Centre in Ottawa

Celebrating its  
**21<sup>ST</sup>**  
**YEAR**



# WHY EXHIBIT WITH US?

The Cottage Life Shows attract an elite consumer: high household income, high net-worth, and dual homeowners. We serve this market by bringing the best of cottage country and backyard living to the city. The majority of attendees come back year-after-year, with the knowledge that we give them the ultimate one-stop shop for all things cottage and backyard-related. **Don't miss your chance to join the more than 250 businesses that come together to capitalize on this unique opportunity each spring!**

## THE 2019 SHOW WAS A HIT WITH ATTENDEES



Attendance:  
**11,200**



**93%** of attendees rated the show as good/excellent



**76%** of attendees made a purchase or plan to purchase at the show



**73%** of attendees owned a cottage



**49%** were planning a cottage build or major improvement



**46%** were planning a backyard improvement project



**11%** shopped for cottage real estate or land



"The show allowed us to educate the public on our organization, the work we do, and why we do it"

—ROBIN HORWATH, ONTARIO FUR MANAGERS FEDERATION

"Such a well-run show, and a pleasure to be a part of"

—JESSICA LIN, JESSICA LIN PHOTOGRAPHY



# COTTAGERS AND HOMEOWNERS ATTEND TO SPEND!

Key product categories 2019 attendees shopped for included:

- |   |  |
|---|--|
| <b>35%</b> Docks & Accessories                        | <b>22%</b> Builders & Building Services      |
| <b>30%</b> Outdoor Furniture                          | <b>19%</b> Clothing, Footwear & Accessories  |
| <b>27%</b> Sporting Goods & Water Toys                | <b>31%</b> Landscaping, Products, & Services |
| <b>26%</b> Arts, Crafts & Decor                       | <b>14%</b> Hot Tubs & Spas                   |
| <b>18%</b> Canoes/Kayaks                              | <b>14%</b> Motor boats                       |
| <b>19%</b> Building Products                          | <b>19%</b> Generators                        |
| <b>17%</b> Septic Systems, Toilets & Related Products | <b>11%</b> ATVs                              |
| <b>17%</b> Alternative Energy                         | <b>9%</b> Heating Systems                    |
| <b>16%</b> Water Systems & Accessories                | <b>12%</b> Indoor Furniture                  |
| <b>11%</b> Barbecues                                  | <b>6%</b> Cottage Rentals                    |
| <b>27%</b> Sheds, Gazebos, or Bunkies                 | <b>11%</b> Real Estate                       |



## Exhibitors were happy with their experience!

**82%** of exhibitors rated the quality of attendees as good/excellent

**91%** rated our staff as good/excellent

**86%** rated move-in/move-out as good/excellent

At the end of the 2019 Ottawa Cottage Life & Backyard Show, **73%** of exhibitors were already planning to be back next year!



“Since the 1990s when I’ve been in the business, I’ve never seen so many people from Ontario come here.”

ROCH ST-JACQUES -VP, GATINEAU REAL ESTATE BOARD.

Source: [here.radio-canada.ca/news](http://here.radio-canada.ca/news) January 12, 2021

# THE COTTAGE AND OUTDOOR MARKETS ARE CHANGING AND THRIVING

Sales of single-family homes/cottages in the Laurentians and Pontiac Region saw increases of **58%** and **56%** respectively (source: Radio-Canada, published on February 18, 2021).

Several small urban resorts also registered phenomenal sales increases in 2020, including: Sainte-Agathe-des-Monts (**+64%**), Mont-Tremblant (**+59%**) and Sainte-Adèle (**+57%**)

A 2020 Moneris spend trend report shows that boat dealers across the country saw a spending volume increase in **17 per cent** with a notable uptick of **26 per cent** by Ontario dealers. As well, a shortage of kayaks, paddle boards and fitness equipment in the summer and the sporting goods category was still seeing an uptick as of November (source: *Toronto Star*, January 23, 2021)

Canoe, kayak and/or rowboat sales just for Lake Ontario are estimated grow by **12,770** between 2020 and 2025 (source: *Toronto-Danforth City—Toronto Star*, April 2021).

Prices in cottage country across Ontario have seen a **20 to 25 per cent jump** on year-over-year average prices in October 2020, according to the Canadian Real Estate Association (CREA)

# 2022 SHOW DETAILS

## LOCATION

- The EY Centre, 4899 Uplands Dr., Ottawa
- Conveniently located at the centre of Canada's 4<sup>th</sup> largest consumer market and one of North America's largest cottage markets, with more than 2.3 million people and thousands of Ontario cottagers between Ottawa and Kingston, as well as in the Outaouais and Laurentian regions

## INTENSIVE ADVERTISING AND PROMOTIONS CAMPAIGN EXCEEDING \$150,000!

- Multi-page ads in *Cottage Life* Magazine, reaching 1.4 million + Canadian readers
- Bilingual ads in major Ottawa-Gatineau newspapers
- Radio ads promoting the show will run on major Ottawa-Gatineau stations
- Bilingual ads in weekly newspapers throughout eastern Ontario and West Québec

- Billboard ads on major Ottawa roads
- Extensive promotions to 400K+ followers on cottagelife.com
- Targeted ads to 3M viewers on the Cottage Life Television Channel and other TV channels
- Discount admission coupons distribution directly to Ontario and Québec lake association members
- Trade-only invitations for an exclusive free admission to more than 10,000 industry professionals, including; architects, home and cottage builders, building and landscape contractors, renovators, interior designers and decorators, retailers and realtors
- Exciting media partner contests
- A professional public relations campaign, ensuring maximum opportunities for new product/exhibitor coverage in print, radio, digital and TV news

## Show Dates & Times

### MOVE-IN DAYS/HOURS

Thursday, April 21 ..... 8 am–9 pm

\*Note a scheduled move in applies as per the 2022 floor plan exhibit space colours

Friday, April 22 ..... 8 am–12 noon

\*Carry-in items only. No access/use of four-wheel dollies

### SHOW DAYS/HOURS

Friday, April 22 ..... 12 noon–9 pm

Saturday, April 23 ..... 10 am–6 pm

Sunday, April 24 ..... 10 am–5 pm

### MOVE-OUT DAYS/HOURS

Sunday, April 24 ..... 5 pm–9 pm

Monday, April 25... 8 am–12 noon

## TO APPLY FOR SPACE

Please complete the attached application form and send it, along with your deposit payment to:

Blue Ant Media Inc.  
99 Atlantic Ave., 4<sup>th</sup> Floor  
Toronto, ON M6K 3J8

## CONTACT

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Cottage Life & Backyard Show  
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[pleguerrier@cottagelife.com](mailto:pleguerrier@cottagelife.com)



"Our first Ottawa Cottage Life & Backyard Show was a pleasant surprise with better sales than expected"

—BETH NADON, LAKEHOUSE INNOVATIONS

# FREQUENTLY ASKED QUESTIONS

## WHAT IS THE SHOW ATTENDANCE?

The 2019 Ottawa Cottage Life & Backyard Show attendance was 11,200. Under Cottage Life's management attendance has grown each year and we expect that trend to continue.

## WHAT ARE THE ATTENDEE DEMOGRAPHICS?

### Age Groups

- 18 to 39 ..... 9%
- 40 to 49 ..... 14%
- 50 to 59 ..... 40%
- 60+ ..... 37%

### Location of principal residence

- Ottawa East ..... 16%
- Ottawa West ..... 22%
- Ottawa South ..... 13%
- Central Ottawa ..... 8%
- Gatineau Region ..... 4%
- Outside Greater Ottawa-Gatineau .. 20%
- Other ..... 19%

### Location of cottage

- Ontario—East of Ottawa ..... 4%
- Ontario—South of Ottawa ..... 17%
- Ontario—West of Ottawa ..... 43%
- Québec—East of Gatineau ..... 9%
- Québec—North of Gatineau ..... 20%
- Québec—West of Gatineau ..... 8%

### Language most spoken at home

- English ..... 81%
- French ..... 6%
- English and French equally ..... 13%

### Household income

- Above \$100,000 ..... 67%
- The average family income of Ottawa residents is \$102,000 (2<sup>nd</sup> highest in Canada)
- The Ottawa-Gatineau unemployment rate was at 5.5% in May 2019 (Statistic Canada)
- 44% of the Ottawa population is bilingual and there are more engineers, scientists, PhDs per capita than any other city in Canada!

## IS THERE A DEADLINE FOR BOOKING EXHIBIT SPACE?

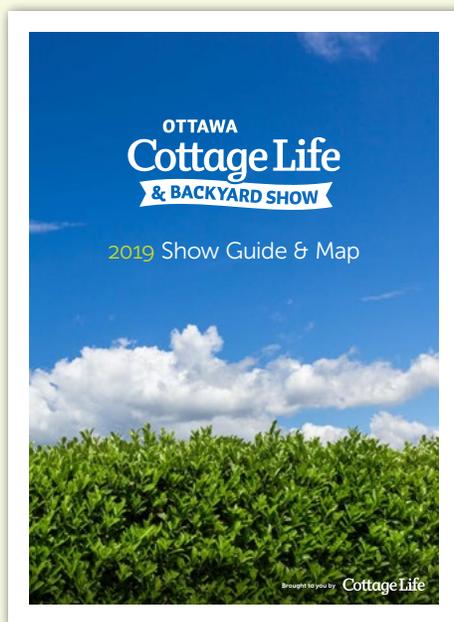
While there is not an actual deadline date to book, spaces are allocated on a first come, first served basis. There are also a limited number of spaces allocated by product/service category. Subsequently, we encourage you to reserve early and before August 27th for more exhibit location options and to ensure your logistical requirements are met. Lastly, all space rates will increase

for space reservations a confirmed after October 1, 2021, and again after February 18, 2022.

## WHAT IS PROVIDED IN THE EXHIBIT SPACE?

- Face-to-face contact with prequalified buyers interested in the latest cottage and backyard products/services
- Your name, phone number, website, and booth number in the on-site 2022 print and online show directories\*

\*Only if paid in full by 03/25/2022 print deadline



2019 Show Directory

- A standard (green forest colour) draped exhibit (8' high back wall and 3' high sides)
- Ten complimentary guest passes and discounted additional guest passes
- Five (400 sq.ft. or less) to ten (401+ sq.ft.) full-show exhibitor badges
- One three-day parking pass
- Access to four-wheel dollies during the scheduled move-in/out days
- 24 hour security
- Carpeted aisles
- Limited storage for crates and boxes
- Forklift (with driver) services for heavy display material deliveries (exhibit set-up forklift services extra)
- Free one-year *Cottage Life* magazine subscription
- A friendly, experienced and professional show management team

## IS AN ELECTRICAL SUPPLY AND ADDITIONAL LIGHTING INCLUDED IN THE BOOTH COST?

No. An electrical service contractor order form will be made available prior to the show for optional electrical supply and additional lighting services to exhibitors.

## IS ANYTHING ELSE REQUIRED TO EXHIBIT?

- Signage indicating your company name and a floor covering are mandatory for all exhibits but not provided by the show.
- Exhibitors are also responsible for their additional staff parking.
- A certificate of liability insurance with a minimum of \$2,000,000 is mandatory for participation in the Cottage Life Shows. Further details are provided upon booking

## HOW HIGH CAN I BUILD MY EXHIBIT, INCLUDING SIGNS?

Please note the regular maximum height for the back of an exhibitor's display is 8 feet (including signage). For booth displays 10 feet or less in depth, sidewalls and display materials may extend 5 feet from the back at a maximum height of 8 feet. For the remaining 5 feet closest to the front/aisle, sidewalls and display materials cannot exceed 4 feet in height. Exceptions can be made only in advance of the move-in dates and with the consent from Show Management.

## ARE THERE ANY OTHER COSTS ASSOCIATED WITH PARTICIPATION IN THE SHOW?

Other than space cost, optional electrical/lighting services, and mandatory insurance, all other costs are within your control. Items such as signage, floor covering, tables, bar stools/chairs, booth structures, and the like are available from designated suppliers, but you are welcome to bring your own with you. Optional phone and internet services are also available at an additional cost.

## WHEN DO I MOVE IN AND OUT?

Thursday and Friday are the designated move-in days. Each exhibitor will be assigned a specific move-in day and time base on their exhibit location and size. Move-out is Sunday and Monday, commencing at show close.