

WESTCOAST SMALL HOME EXPO

Events Plus Management Ltd (EPM) is pleased to announce that we're expanding the Westcoast Small Home Expo for 2020!

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, marketed to both industry and to consumers. Our expansion is an exciting opportunity to get into a show that has been cross-marketed to many of our prior audiences! Exhibitors at our shows come back year after year, and continue to give us overwhelming positive reviews.

How is the Westcoast Small Home Expo 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 providing 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, mass media press, road signage, and of course, partnering with our Exhibitors, Speakers, and Sponsors to drive traffic back to your retail locations and websites. We have already more than tripled attendance at shows that we have 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?

The next show will be June 6th and 7th 2020, 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! This will be year 2 in our 5-year plan for this event. 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 for our BACK HALL Tiny House Village only.

Standard booth sizes	Booth Price
10ft x 20ft	\$950.00
10ft x 30ft	\$1950.00
10ft x 40ft	\$2950.00
10ft x 50ft	\$3950.00
20ft x 30ft	\$2450.00
20ft x 40ft	\$3450.00
20ft x 50ft	\$4450.00

Please see the Expo floor plan and the 2020 Booth Space Application at our website:

<http://smallhomeexpo.ca/want-to-exhibit/>

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 new ways we can integrate more support for your business, please tell us! We look forward to hearing from you.

Sincerely,

The Westcoast Small Home Expo Team