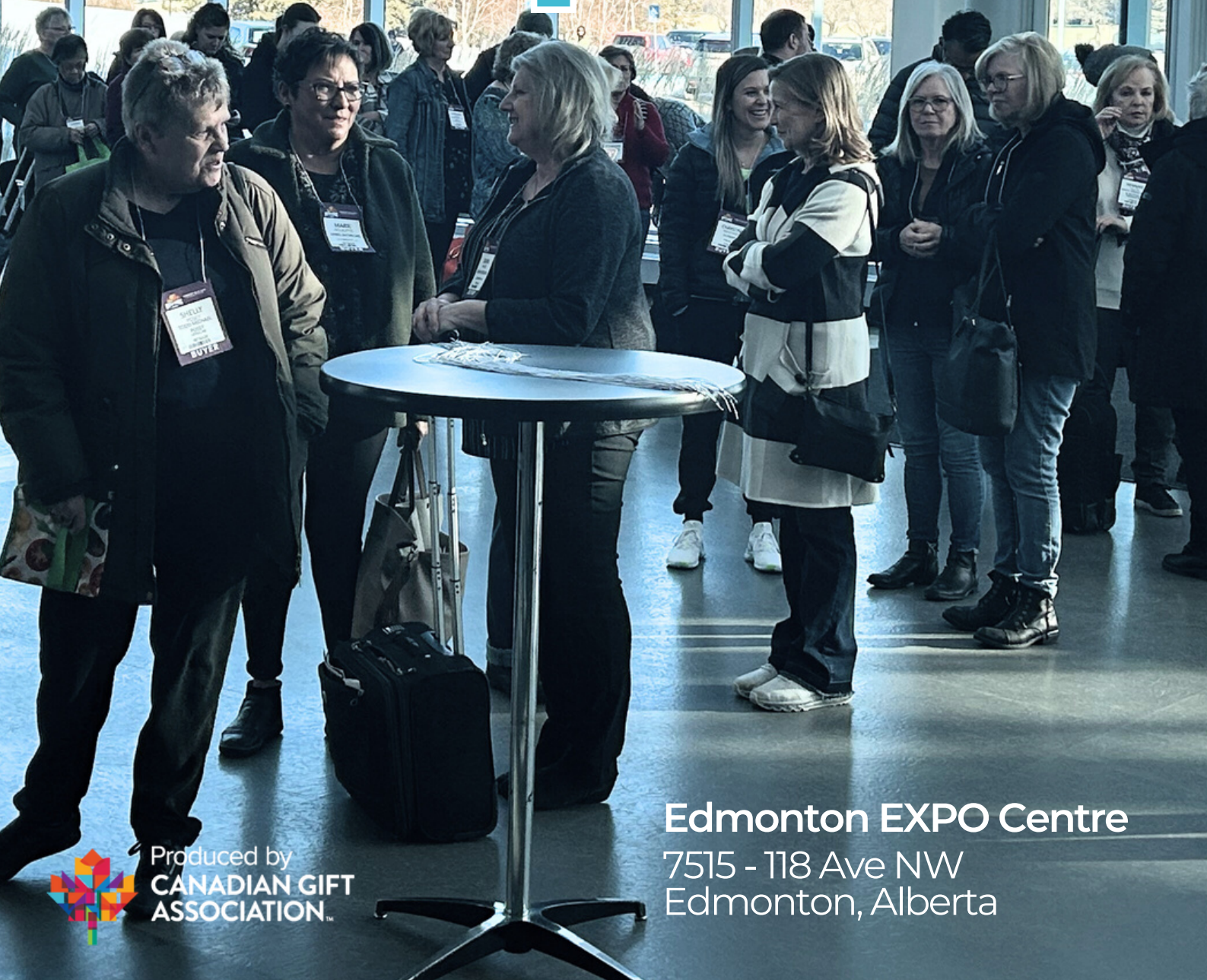


GIFT + HOME
MARKET™

— ALBERTA —

February 26 - 28, 2023

Post-Event Report

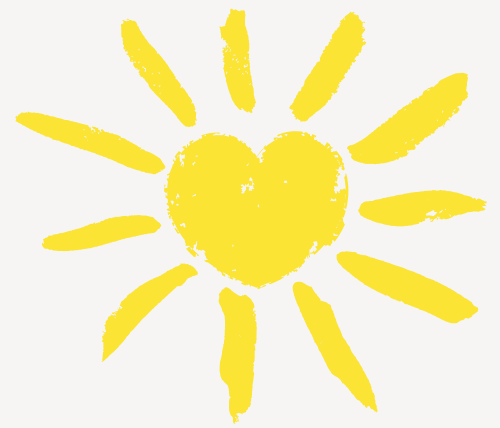


Edmonton EXPO Centre
7515 - 118 Ave NW
Edmonton, Alberta

Produced by
**CANADIAN GIFT
ASSOCIATION™**



Hi there!



THE FORECAST PREDICTS EXCITEMENT AHEAD

What's inside!

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ATTENDANCE +
WEATHER

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FACTS + FIGURES

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MARKETING +
SOCIAL MEDIA

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TESTIMONIALS

06 - 07

SHOW GALLERY

08

EXHIBIT AT
THE SHOW!

The Alberta Gift + Home Market is Western Canada's largest gift + home wholesale shopping destination. Last show **1,700+ qualified buyers** crowded the aisles and were all warm smiles!

In February 2023, we saw an **average temperature of -4** with cloudy skies and some gusty winds. The safe bet: expect more of the same in 2024. Not to worry: it will be all aglow on the show floor!



Feb. 26 **-2°**



Feb. 27 **-5°**



Feb. 28 **-4°**



2023 Facts & Figures

17% 

Attendance
increase
over 2022

1,724

Qualified Retail Buyers
shopped the show
in just **21 show hours**

Over the course of 3 days, the 2023 Alberta Show inspired, informed and entertained qualified attendees at the Edmonton EXPO Centre!



Alberta

91%



The Alberta Show is the premier gift + home event serving Western retailers who value the availability of a wholesale venue closer to their homes and businesses.

Percentage of show attendees local to the province



Marketing + Social Media

#abgiftmkt
@cangift

7,760+ CanGift followers



4,700+ CanGift followers



CanGift executes a detailed marketing plan each show cycle on behalf of all participating exhibitors.

30+ email campaigns to **tens of thousands** of retail buyers

Social media outreach is continuously ongoing



Print + digital advertising initiatives:

Full page ads appear regularly within *InStore* Magazine reaching over 12,000 gift + home buyers across Canada!



We're the essential Go-To Show for Western Gift + Home retailers

"Working together with our partners at the Alberta Market makes us all more successful!"

DANIELLE FEDDEMA
RIVERVIEW CAMPGROUND

"It is great to see vendors providing a space where we can visualize up-and-coming trends!"

MINA ANGOTTI
EDEN ROCK INTERIORS

"Touching and seeing new products is adventurous! It is easy to overlook things on a website."

MARGARET KENNEDY
FRIENDS CAPPUCCION BAR

"Finding new products always helps me curate fresh new options for my customers."

ROSEMARIE M.
DRAYTON VALLEY HOSPITAL GIFT SHOP



Loyalty and repeat business are fostered through in-person sales

say exhibitors!

"Online sales will never measure up to the solid connection we get through face-to-face contact."

ELEANOR KURE
ARTBURN

"We are forever thankful for the people we met who took a chance on our brand!"

MELISSA LAU
ROYCE AND OAK

"This show allows us to meet with many new customers."

DAVID FELDBLOOM
ROYAL SPECIALTY SALES

"Seeing us at the show gives customers confidence we are a company with staying power."

ERIC MOYSEY
SARASWATI JEWELRY





Ready to learn more?



01

Reach out to us!

Norm Schulz: nschulz@cangift.org
800.611.6100 x1024 or 416.642.1024

02

Ask us about...

our **multi-show** and **discount** exhibit rates!



03

Sign your contract...

and return it to us with your 1st instalment payment by **October 16, 2023**.

FREE

- Buyer registration
- WIFI for exhibitors
- Online Service Manual
- Online listing with links
- Material handling assistance
- Parking

We also offer discounted hotel rates, flexible move-in dates & times, Lead Retrieval Services and so much more!

We can't wait...

TO WELCOME YOU TO
CANADA'S PREMIER GIFT +
HOME TRADE SHOWS!