

2013 Prairie Showcase Post Show Report



Post Show Report

Congratulations! You have just participated in the largest Showcase ever. We are proud to say that Prairie Showcase is one of the best BUYING shows in Canada and many people have commented that it is one of the top five lumber and building materials shows in North America. To those exhibitors who offer great show specials and new products, to those retailers who faithfully support our exhibitors, to the companies who sponsor events, we thank you. You have made Showcase what it is today. To those retailers and exhibitors who attended for the first time, we trust it was a positive experience, and hope to see you again next year. This event is truly a team effort. Our association is more than just bricks and mortar, it's people who give that little extra to make a difference. That is what the WRLA and the Prairie Showcase is all about.

Annual General Meeting

At the Annual General Meeting on Thursday, Steve Peters and Martha Konantz retired from the Board of Directors. Please join me in welcoming Tom Bell, Jeni's Hardware, La Salle, MB and Marc Palsson, RONA Home Building Centre, Gimli, MB as our newest board members from Manitoba.

Industry Achievement Award

This is our association's greatest honor and the WRLA recognizes the individual who is or has been actively involved in the building supply industry, who has faced challenges and recognized opportunities, and who wishes to share best practices with the industry.

Rod Mancini, Domtek Building Products, Selkirk, MB, is the recipient of the 2012 WRLA Industry Achievement Award. Michael Westrum introduced Rod and he accepted the award at Thursday's Gala evening.



Attendance

In total, there were 267 exhibiting companies in 650 booth spaces with approximately 22 new exhibiting companies. We had **1,616** exhibiting booth personnel. On the retail side, there were **408** stores with **1114** attendees.

Breakdown is as follows:

<u>Retailers by Province</u>		<u>Buying Group</u>	
AB	271	Castle	156
SK	532	FCL	149
MB	193	Home Hardware	188
ON	11	ILDC	52
BC	94	RONA	82
NWT/NU/YT/US	12	Sexton	231
NB/NS/QC	1	Tim-BR-Marts	159
TOTAL	1114	Windsor	49
		Independents	48
		Total	1114

Crystal Awards

Lots of thought, hard work and passion go into designing the perfect booth that not only attracts buyers, but also represents your business and what it does. Recognition of Best Booth & New Products at the Showcase is very important and as difficult as the choice may be, it's because of the many excellent displays and products that line the aisles.

The Crystal Award Best Booth(s) recipients are:

Best Large Booth – 300 square feet or more

First Place

- *Ply Gem Windows & Doors – Booth 347 (1,500 sq. ft.)* www.plygem.ca

Runner-up

- *Madero Distribution – Booth 743 (900 sq. ft.)* www.madero.ca



Best Small Booth – 100 – 200 square feet

First Place

- *Barkman Concrete (second time in a row) – Booth #126 (200 sq. ft.)* www.barkmanconcrete.com

Runner-up

- *Brown & Rutherford – Booth #115 (200 sq. ft.)* www.brownandrutherford.com



Best Booth winners are judged on a set of pre-determined criteria, including:

- ✓ Design/Visual Impact
- ✓ Quality of Exhibit Construction (cleanliness, safety)
- ✓ Product Presentation (promotional material, layout, unique display techniques, visual aids)
- ✓ Booth Personnel (passion for their work, appearance, knowledge of their product, willingness to answer questions, pride in their company)
- ✓ WOW Factor

The Crystal Award Best New Products recipients are:

Best New Product - Canadian

First Place

- *Chemque Inc. – Booth #648 – Fast 2K Fence Post Backfill* www.chemque.com

Runner-up

- *Shercom Industries Inc. – Booth #638 – Signature Series Recycled Paving Tile* www.shercomindustries.com

Best New Product - Imported

First Place

- *Menzies Metal Products – Booth #1322 – SHR Shingle Retro Flashing* www.menzies-metal.com

Runner-up

- *McLean Lumber Sales – Booth #638 –Azek Vast Pavers* www.mcleanlumber.com

The Best New Product – Canadian & Imported Awards are presented to the Exhibitor that distinguished itself with a strategic marketing mix to improve sales and brand image. The best new product award is determined by the following criteria:

- ✓ Innovation/Uniqueness
- ✓ Packaging
- ✓ Provides Distinct competitive Advantage
- ✓ Customer Appeal
- ✓ Possibility of Follow-up Products

Show Specials

The WRLA encourages all exhibitors to offer a show special. Show specials can create interest and activity in your exhibit and, when available to attending delegates only, are in the best long-term interests of exhibitors and dealers alike.

The WRLA promotes this as a buying show, encouraging building supply retailers throughout the region to attend, stressing the value in meeting suppliers, seeing new products, and taking advantage of show specials. ***These specials can be offered only for the two days of the show.*** The WRLA and the Prairie Showcase Committee are very adamant about this. As a result a show special policy (below) was established in 2003. We thank those companies who held the show specials for just the two days. However, we have received a few reports of some exhibitors offering show specials before and after the show. The Show Committee has followed up on all reports. *What is the incentive for retailers to come to the show if they can get the same specials without attending – why let your competitors know your prices – because they do find out!*

6. SHOW SPECIALS: SHOW SPECIALS: In order to maintain the integrity of the Prairie Showcase, Show Management must insist that participating Exhibitors who offer show specials: ***available only to those retailers attending the show; available for the 2 days of the show; any pre-show marketing of specials must NOT include pricing; and non-exhibiting associate members must not offer any show specials.*** The integrity of the Prairie Showcase relies on these rules being followed and they will be closely monitored by the WRLA Board, the retailers and exhibitors. Immediate remedial action, if necessary in the opinion of show management, will be taken for any reported infractions.

Early Tear Down

19. EARLY TEAR DOWN - The Prairie Showcase is a two day show - January 24 & 25, 2013. All booths must remain completely set up and decorated until the Show officially closes at 3:30 p.m., Friday, January 25, 2013. Early tear down is strictly prohibited. The dismantling of any booth affects the integrity of the show, disrupts the consistency of the Exhibit Halls, and detracts from neighboring booths. **Exhibitors must plan to have their booth operational at all times during exhibit hall hours. Hours are clearly stated in all materials - please make travel plans accordingly.**

28. IF ANY OF THE ABOVE RULES AND REGULATIONS ARE VIOLATED THE FOLLOWING WILL OCCUR:
The Company will be contacted by letter to inform them of their offense. If a second offense should occur, the Company will be expelled from the Prairie Showcase for a one-year period and/or at the discretion of the Board of Directors, termination of their WRLA membership.

Booth Space For 2014

The Booth Renewal Forms for the 2014 Show will be emailed out in April, so please remember, it's important you respond quickly. We already have a waiting list for next year, so if you want your booth space held or any changes, reply by the deadline.

SURVEY

An online evaluation survey is available on www.wrla.org. We ask that you complete this online survey as soon as possible. This survey will help the Show Committee see if we met our objectives of creating an effective marketplace for exhibitors to do business. It will also aid in providing you with the type of service that you want to see in the future.

Once again, thank you from the Board of Directors, the Show Committee, and the WRLA Team for helping to make this another successful Prairie Showcase

Watch for the March YardStick and the Prairie Showcase website for photographs of the show & evening events.

Mark your calendars!
2014 Prairie Showcase Buying Show & Convention
January 22, 23 & 24, 2014
Saskatoon, SK

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