

Herald Sun
homedshow

2011 SHOW REPORT



**Sell your product to 40,000+
home owners
renovating or building**

melbourneshow.com.au

A BLOCKbuster Show! Quality Visitors Attend

The 2011 Herald Sun *home* Show attracted 40,592 visitors, a 7% increase on the previous year, equating to more business for exhibitors.

Held annually since 1978, the Herald Sun *home* Show has continued to deliver a high ROI for exhibitors with the average renovation spend of visitors to the Show being \$109,521. 63% of visitors made an actual purchase at the Show, 73.4% of visitors were actively building or renovating a home.

A partnership with *Channel 9* and *The Block* along with Show coverage on *The Today Show* and *Channel 9 News* also cemented the event as Melbourne's favourite Home Show for renovators and new home builders.

85.7% of visitors are planning a building or renovation project for their home with an average budget of \$109,521.

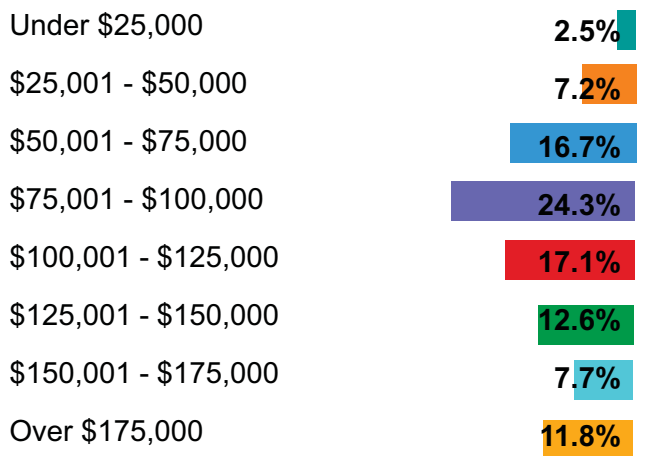


Visitors are Building/Renovating	%
I am about to start my home renovation	33.9
I am about to start building my new home	15.7
I have commenced my home renovation project	17.4
I have commenced building my new home	6.4

Visitor Age Group



Visitor Annual Income



The average value of homes owned by show visitors = \$638,000 - 28% more than the average Melbourne home value.

The average visitor income is \$109,000 pa.

Visitor Interests

High 2011 Show Attendance (adults visitors only)

Thursday	3,475
Friday	7,565
Saturday	14,435
Sunday	15,117
TOTAL	40,592

You also reach
the building
Trade with 3,601
trade visitors
attending



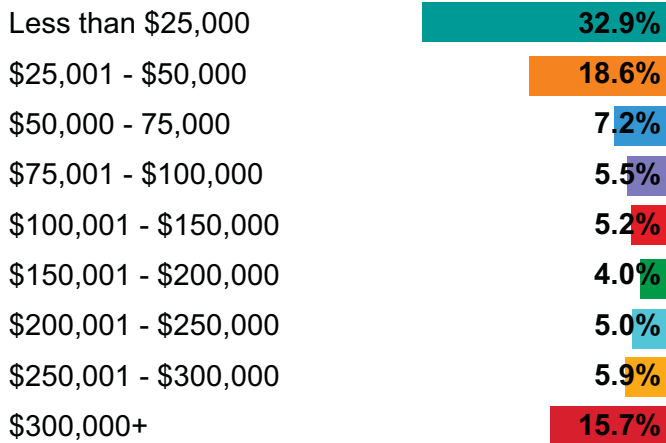
Main Visitor Product Interests	%
Kitchens	61.3
Outdoor & Gardening	53.6
Bathrooms	53.6
Energy Saving Products	45.8
Water Saving Products	38.0
Heating & Cooling	35.0
Furniture	26.7
Home Theatre & Entertainment	24.9



Why visitors attend

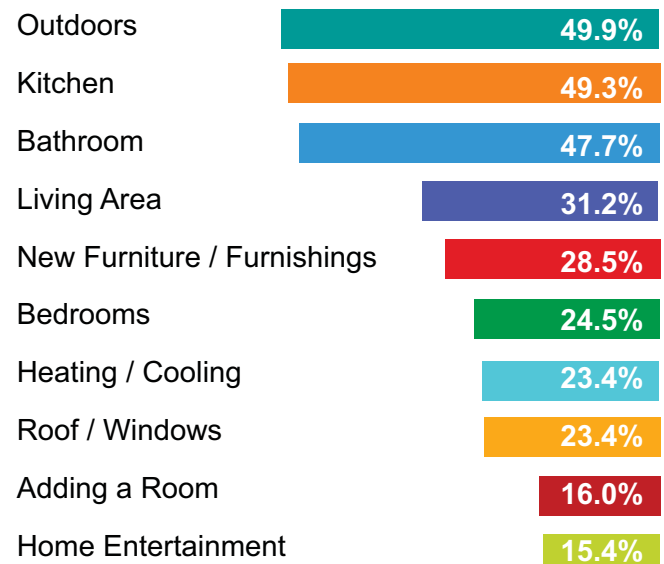
Reason	Important to Very Important %
To gather information	99.3
To get new ideas and inspiration for my home	99.1
To see the latest home building and renovation products	97.4
To get expert advice	92.8
To buy Show specials	61.0

Renovation Spend

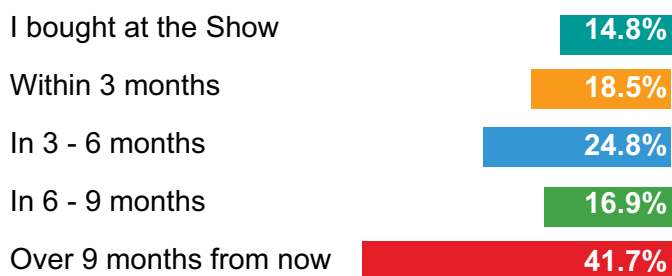


67% will spend more than \$25,000 on their renovation or building project.

What are you expecting to renovate in the next 12 months?



When are you expecting to purchase products for your next building or renovation project?



63% of visitors made a purchase at the Show - well above the industry benchmark of 33%.

High Exhibitor Satisfaction

87% of exhibitors will take the same or more space at next year's Herald Sun *home Show*.

90.4% of exhibitors rate the Show as 'Important' or 'Very Important' to their business.



Show rates highly against other advertising mediums and Shows used by exhibitors.

Exhibitor Satisfaction	Satisfaction %
Quality of visitor	98.8
Generating brand awareness	97.6
Launching a new product	96.7
Total number of visitors	96.4
Gather leads for post show sales	95.0
Secure high value sales leads	93.2
Volume of sales leads	92.0
Meeting building trades	89.2
Making sales at the Show	87.1

Marketing Medium	% that rate the Show as a more effective advertising medium
TV Advertising	82.6
Magazine Advertising	81.3
Newspaper advertising	79.0
Other Shows & Expos	78.0
Email Marketing	77.2
Social Media Marketing	75.9
Radio Advertising	73.5
Internet Advertising	63.4

91.7% of exhibitors were satisfied with the Show's overall performance for their company.

MONTHS OF WORK GAINED

- 14.8% gained continuous work
- 44.5% gained over 4 months work
- 66.7% gained over 2 months work



Exhibitors Success Stories

"The Herald Sun Home Show has once again proven to be a great investment for our business. Since the show ended, the amount of emails and phone calls from clients wanting to use our products, has been fantastic. Our sales have already increased dramatically. We highly recommend the Herald Sun Home Show."

**Deb & John Duckworth, Owners
Hooble Stone**



"We have been involved with the Show for around 10 years now and it is our major source for acquiring business. The Show brings us quality customers from all over Melbourne, keeping us very busy all year round."

**George Clark, Director
Clark Bros Tuscan Renderers**



"We were amazed with the quality and quantity of genuine customers at the Home Show. To say we were run off our feet is an understatement."

**Grant Dziurek, National Sales Manager
AVI Glass**



"Your shows are so good they are now our only form of advertising – brilliant show with thousands of public and trade buyers."

**Phyllis Ceylanbas, Director
Attila's Natural Stone & Tile**

"Congratulations on a great Herald Sun Home Show - we recorded the most leads from a Home Show at the Herald Sun home Show and we do a lot of Shows. In a challenging market this is a fantastic result. If our conversion rate is on track we could break a company record with sales."

**Frank Debrincat, Director
New Age Windows**



Targeted Marketing Campaign

Our targeted marketing delivers the right customers to you: buyers ready to start on a major building or renovation project.

Our proven marketing campaign delivers a quality audience with high disposable incomes already allocated towards their home project.

Our partnership with *Channel 9* and *The Block* also gave us exposure to over 1 million viewers each night for the two weeks leading up to the Show.

The strategic campaign includes:

- Intensive TV advertising on prime time
- Saturation radio advertising across 5 mainstream stations
- Coverage in targeted home & lifestyle magazines
- Integrated internet and email marketing to 29,761 - a 34% growth in Home Show Club members
- Comprehensive PR campaign - 159 articles achieved across TV, print, radio and online
- Extensive Show Website - over 81,000 visits for the month leading up to the Show - 85% increase
- Social marketing via facebook - over 2,150 'likes'
- Direct mail to trade and consumers that are renovating



20,000 Free Show Guides distributed to visitors with 54% planning to keep them for the duration of their renovation project.



In 2011 there was an 85% increase in website traffic - there were over 81,000 visits to the website in the month leading up to the Show.

Key website highlights:

- Number of visits = 85,204 - an 85% increase on last year
- Number of pages viewed = 286,074 - a 95% increase on last year
- Average page views = 3.36 - a 5.49% increase on last year
- The new eDirectory and eShowbag were the 2nd and 4th most viewed pages



Herald Sun homeshow

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