

Thurs 26 - Sun 29 April 2012  
Melbourne Exhibition Centre  
hiahomeshow.com.au

Thurs 31 May - Sun 3 June 2012  
Darling Harbour Exhibition Centre  
sydneyhomeshow.com.au

Thurs 16 - Sun 19 August 2012  
Melbourne Exhibition Centre  
melbournehomeshow.com.au

## How do you effectively reach homeowners planning to build or renovate?



Australia's leading Home Shows are organised by Exhibitions and Events Australia and attract in excess of 110,000 renovators, new home builders and trades people each year.

By exhibiting, you will achieve real business success. Home Shows are one of the best marketing and promotional tools for sourcing sales in this competitive and challenging economic climate – sales that will generate cash flow.

Exhibitions and Events Australia Home Shows are at the forefront of home improvement, building and design; and bring together a targeted, quality audience of both consumers and trade.



### Grow your sales - Visitor Profile

- 94% are home owners
- 89% have renovation and home improvement projects planned in the next 12 months
- 50% intend to spend over \$135,000 on home improvement projects in the next 12 months
- 57% are professionals, 17% are retired, 12.5% are trade, 10% are self employed
- 75% of visitors will place an order or purchase something after the show
- 38% bought something at the Show

### Connect with targeted buyers

- meet face to face with 110,000+ active home improvers
- sell to 1,000's of buyers in just four days
- develop your sales database
- launch and promote new products and services
- secure leads for post show sales
- find an agent / distributor / reseller
- conduct market research with your customers
- support distribution channels
- demonstrate and sample your product
- increase brand awareness

## To book your stand contact

homeshows@eea.net.au

03 9276 5555

eea.net.au



## Key buying reasons why visitors attend our home shows

- 86% are renovating
- 45% are landscaping
- 34% are building a new home
- 27% are decorating
- 46% are building a new kitchen
- 46% are building a new bathroom
- 21% are purchasing major home appliances



Over \$35 million is spent onsite at the Show. Plus over 70% of our visitors intend to make their purchase decision within the next 12 months. *HIA Melbourne Home Show Research*

*“Trend Windows has been exhibiting in the Shows for well over 10 years now. Of the many events that we do get involved in, the HIA Home Shows are of immense value to Trend Windows by reaching quality consumers and builders.”*

David Richardson, National Marketing Manager  
**Trend Windows**

## What current EXHIBITORS say

*“Great crowds and genuine buyers – we will write over ¼ million dollars of business.”*

Tom Mullan, Owner  
**Prestige Appliances**

*“The quality and standard of visitors has been superb. We have far exceeded expectations of lead generation.”*

Mario Shuster, Director  
**Future Technix**

*“The Shows give us the opportunity to showcase new product to genuine prospects. We get immediate sales after the Show and continual work for the year.”*

Deb & John Duckworth, Owners  
**Hooblerstone**

*“The Show was excellent - loved the size of the Show, the quality and quantity of leads were excellent.”*

Jim Petrakis, General Manager  
**Modern Group**



## Average Yearly Attendance

**HIA melbourne HomeShow**  
Australia's No.1 Building & Renovations Show

**40,000+**

**HIA sydney HomeShow**  
Australia's No.1 Building & Renovations Show

**30,000+**

**Herald Sun homeshow**

**40,000+**

*“Absolutely fantastic show - we could have packed up and left after day 1, results were that good. Best we have experienced in 8 years.”*

Christian Farmer, Managing Director  
**Farmers Kitchens**



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**exhibitions&eventsaustralia**