

Thurs 28 April - Sun 1 May 2011
Melbourne Exhibition Centre
hiahomeideasshow.com.au

Thurs 19 - Sun 22 May 2011
Darling Harbour Exhibition Centre
sydneyhomeshow.com.au

Thurs 18 - Sun 21 August 2011
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 90,000 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

- 92% are home owners
- 89% have renovation and home improvement projects planned in the next 12 months
- 48% intend to spend over \$40,000 on home improvement projects in the next 12 months
- 57% are professionals, 17% are retired, 10% are self employed, 9% are trade
- 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 90,000+ 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

- 45% are renovating
- 45% are landscaping
- 42% are building
- 40% are decorating
- 28% are building a new kitchen
- 28% are building a new bathroom
- 21% are purchasing major home appliances



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 Buckworth, 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

"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



Daily ATTENDANCE by Show



Year	Wed	Thurs	Fri	Sat	Sun	TOTAL
2009	3,095	3,415	7,079	14,936	14,348	42,873
2010	2,266	2,529	7,154	15,319	16,633	43,781



Year	Wed	Thurs	Fri	Sat	Sun	TOTAL
2009		3,162	3,911	8,268	11,195	26,536
2010		3,430	4,132	7,956	11,023	26,541



Year	Wed	Thurs	Fri	Sat	Sun	TOTAL
2009		3,430	6,973	14,593	16,464	41,460
2008	1,361	2,323	3,461	7,772	9,725	24,642

"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