



MEDIA RELEASE

FOR IMMEDIATE RELEASE – Monday 30 January 2012

Herald Sun *home Show* Wins Best Consumer Show

The academy awards for the Exhibition industry - the EEAA Awards for Excellence, was held at Crystal Palace Luna Park, Sydney, Tuesday 6 December 2011.

The Herald Sun *home Show* was crowned with the title 'Best Consumer Show over 10,000 square metres' in Australia.

21 independent judges evaluated the finalists on event innovation, marketing strategy, performance outcomes for key stakeholders and growth on the previous years.

The Herald Sun *home Show* ticked all the boxes having achieved a 7% increase in visitor attendance, 85% increase in website traffic, a 92% exhibitor satisfaction rating and over \$10 million dollars of business conducted at the Show. New marketing initiatives were implemented extending the life of the Show beyond the 4 event days with the use of an online platform. Plus new strategic partnerships were developed with *Channel 9's The Block* and of course the *Herald Sun home magazine*.

Exhibitions & Events Australia Managing Director, Jane Ford, said the success of the Herald Sun *home Show* is based on connecting buyers with sellers, ensuring quality business takes place. "It's all about attracting visitors that are renovating or building their homes. *This year our visitors averaged a planned renovation budget of \$109,000 and 63% of them made a purchase at the Show. We create vibrant, successful shows, using our proven and trusted event management expertise. Our events deliver a measureable, high return on investment for exhibitors; and solutions, ideas and inspiration for our visitors,*" Ms Ford said.

General Manager of EEAA, Joyce DiMascio, said the Awards provide an excellent opportunity for businesses to showcase their expertise and commitment to the exhibition and event industry. "Our team of 21 independent judges assessed the Award submissions very closely looking for evidence of innovation, measureable results and return on investment," said Ms DiMascio.

Next year the Herald Sun *home Show* celebrates its' 40th Birthday. One of Australia's founding exhibitions for the nation; it is still Australia's leading event for home building, renovation, kitchens, bathrooms and outdoor living.

This year's event takes place at the Melbourne Exhibition Centre from **Thursday 16 - Sunday 19 August 2012**.

To find out the latest information on the show, visit melbourneshow.com.au or phone our office on 03 9276 5555.

- ENDS -

For all media enquiries, interviews, images, contact:

exhibitions&eventsaustralia

Shelley Tilbrook, Marketing Manager
(03) 9276 5520
shelleytilbrook@eea.net.au