



HOME IMPROVEMENT EXPO

28 FEBRUARY - 1 MARCH 2020
ASB SHOWGROUNDS, AUCKLAND

homeimprovementexpo.co.nz

eenz
exhibitions&eventsnewzealand

BOOST YOUR 1ST QUARTER SALES!

Driving new business is the motivation behind the new **Home Improvement Expo**. Providing a much-needed boost in sales for exhibitors, it will keep your pipeline open after the busy Christmas/New Year retail period.

Many of our Auckland Home Show exhibitors have been suggesting this event for some time, and after researching and planning over the last 12-months we're now **OPEN FOR BUSINESS!**

Running two Home Shows a year in major cities is a proven success formula, with Home Shows in Brisbane, Christchurch, Melbourne, Perth and Sydney in the first quarter of the new trading year.



STRONG DEMAND - PERFECT TIMING

Home improvement is more popular than ever for Kiwis as a growing number of home owners continue to opt in favour of upgrading and expanding their existing house, rather than trading up or moving.

In addition, new homes consented in January and February 2019 were up about 30% each from the same months in 2018, according to Stats NZ.

“The number of new homes consented in Feb 2019 is the largest for a Feb month since records began in 1966,” construction statistics manager Melissa McKenzie said.

That's a lot of ideal customers who will be interested in your product or service!

Renovations and new home builds are now a year-round trend – gone are the days when home improvement was just a SPRING thing! Summers are longer... tradies are in shortage at busy times of the year... and homeowners have more product choice, options and input into the planning process.

Marketing your business at the start of the year really is a no brainer!



WHO ARE WE TARGETING?

Much like our larger Auckland Home Show, we'll be marketing to homeowners in the wider Auckland area who are planning a home improvement project or new build.

We'll hit the masses with an extensive advertising campaign encompassing a mixture of TV, Print, Digital and Radio leading up to the Expo.

We'll speak directly to our target buyers via our online and social platforms, the fastest growing marketing mediums across our demographic. These well-formulated campaigns run throughout the year, an approach based on our experience and current marketing trends.

Our customer database of 45,000 locally subscribed Home Show Club members will be another key piece in the marketing pie!

WHO CAN EXHIBIT?

One reason our events are so successful is the quality of products on display.

We are selective about the type of business and product range that can exhibit. They must be relevant to the home improvement market, to ensure we're offering the thousands of homeowners who attend the best products and brands in home building and renovating.

Being a smaller show (about one third the size of the Auckland Home Show) we have tight product category caps in place to ensure an even mix of relevant products and services to visitors. This policy will help ensure a stable retail environment for exhibitors.



WHY EXHIBIT?

Get in front of new customers!

With all the digital touchpoints that people are bombarded with each day, live event experiences and face-to-face marketing can create lasting value for a business.

PLUS, visitors who encounter you at an Expo think your brand, product or service is at least **28% MORE innovative*** than they did before they attended!

Showcase and demonstrate your product

Let thousands of potential buyers see, touch, feel and learn about your product – right there and then!

Sell on the spot!

Make direct sales, take orders, arrange quotes and make follow up appointments.

Market your brand and product range

Build awareness and put your brand front of mind with thousands of motivated customers – right when they need your product!

Grow your customer database

Gather leads for future business and build up your valuable online community.



* Research conducted by Cog Research and adapted from FaceTime - The Power of Live Events

OUR EXPERIENCE - WE KNOW OUR STUFF!

Exhibitions and Events New Zealand Ltd (EENZ) is renowned for its innovative, successful events; and for offering exhibitors a high return on investment.

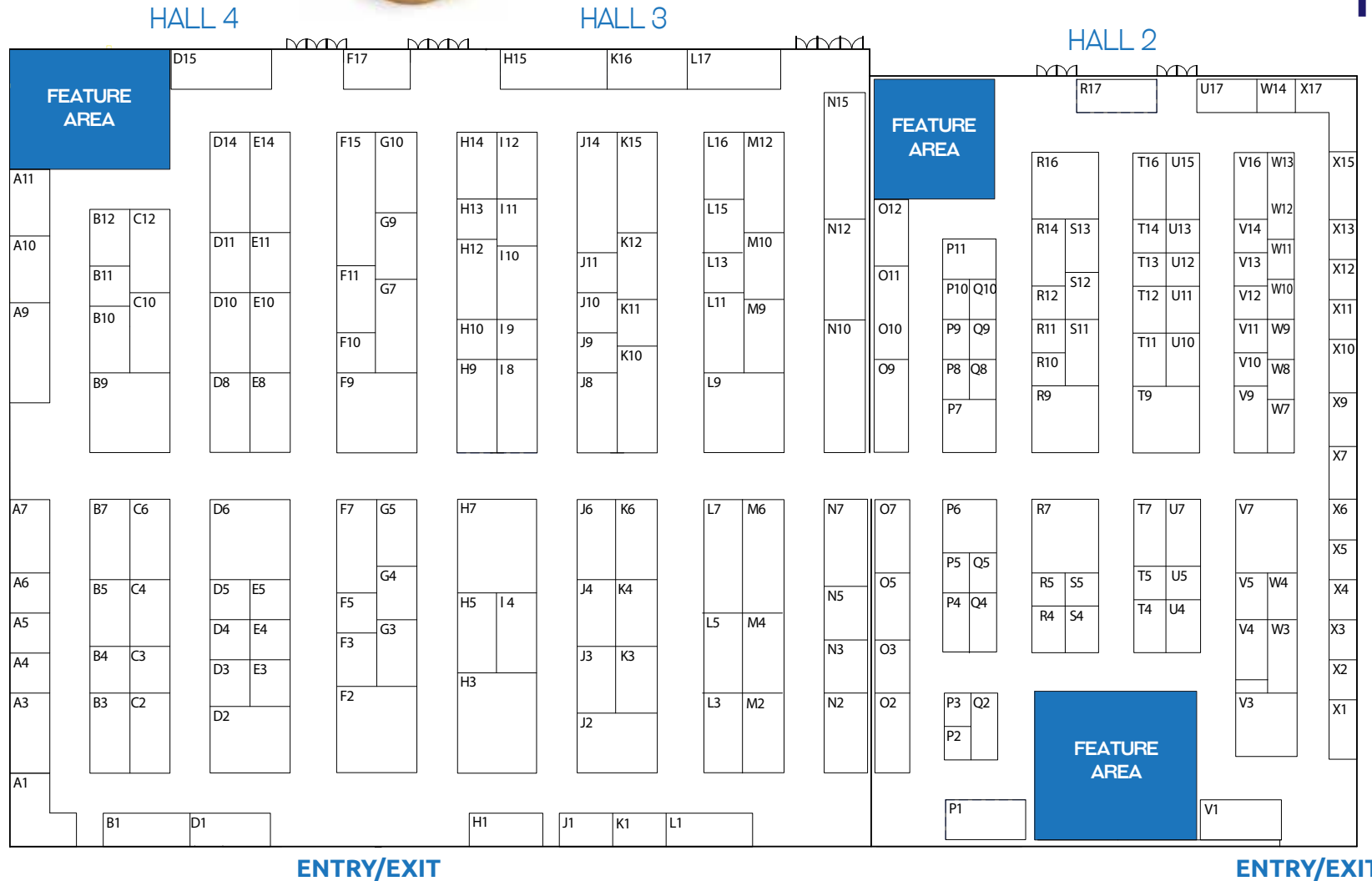
Our team are very experienced in running large, quality home shows and are focused on staging excellent events which meet both exhibitor and visitor needs.

We understand the importance of identifying and meeting customer expectations and therefore tailor solutions to ensure each customer has a rewarding exhibition experience.

AS EASY AS...



**THE CRUMBS...
THE NITTY GRITTY...
THE DETAILS...**



STAND RATES
\$305 + GST per sqm*
*(includes carpet, panels,
power & lighting)*

PARKING
YES! There's plenty
of parking for both
exhibitors AND
visitors.

3-DAYS ONLY
Friday 28 February
Saturday 29 February
Sunday 1 March

SHOW HOURS
Friday 10am - 8pm
Saturday 10am - 5pm
Sunday 10am - 5pm

To enquire about stand availability and to book your space, please contact us asap.

With limited stands available per category, stands will be booked on a first-in-first-served basis for approved businesses.

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Milli Young
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