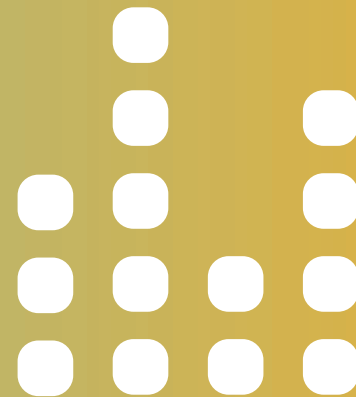




# the HomeShow

Sydney 2018 Show Report

DELIVERING A QUALITY AUDIENCE READY TO SPEND!



# THE SYDNEY HIA HOME SHOW : Overview

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Sydney's biggest home improvement event cements its position as the premier destination for homeowners and trade alike. Returning again in 2019 to the International Convention Centre Sydney in the heart of Darling Harbour, don't miss your opportunity to join the HIA Home Show, Australia's No.1 building and renovation expo.

## EXHIBITORS GET RESULTS



92%

of exhibitors were satisfied with the Home Show overall



96%

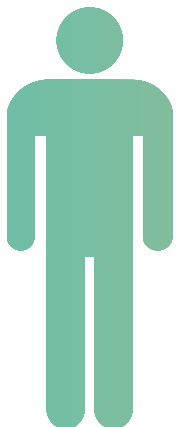
of exhibitors rate the Home Show as the ideal place to launch a new product



88%

of exhibitors were satisfied with the sheer volume of visitors at the Home Show

## VISITORS GET RESULTS



89%

of visitors were satisfied with the Home Show overall



94%

of visitors are currently undertaking or planning a building, renovation or home improvement project



61%

of visitors placed an order with Show exhibitors within the next 12 months, or plan to

# THE HOME SHOW VISITOR PROFILE: *spend*

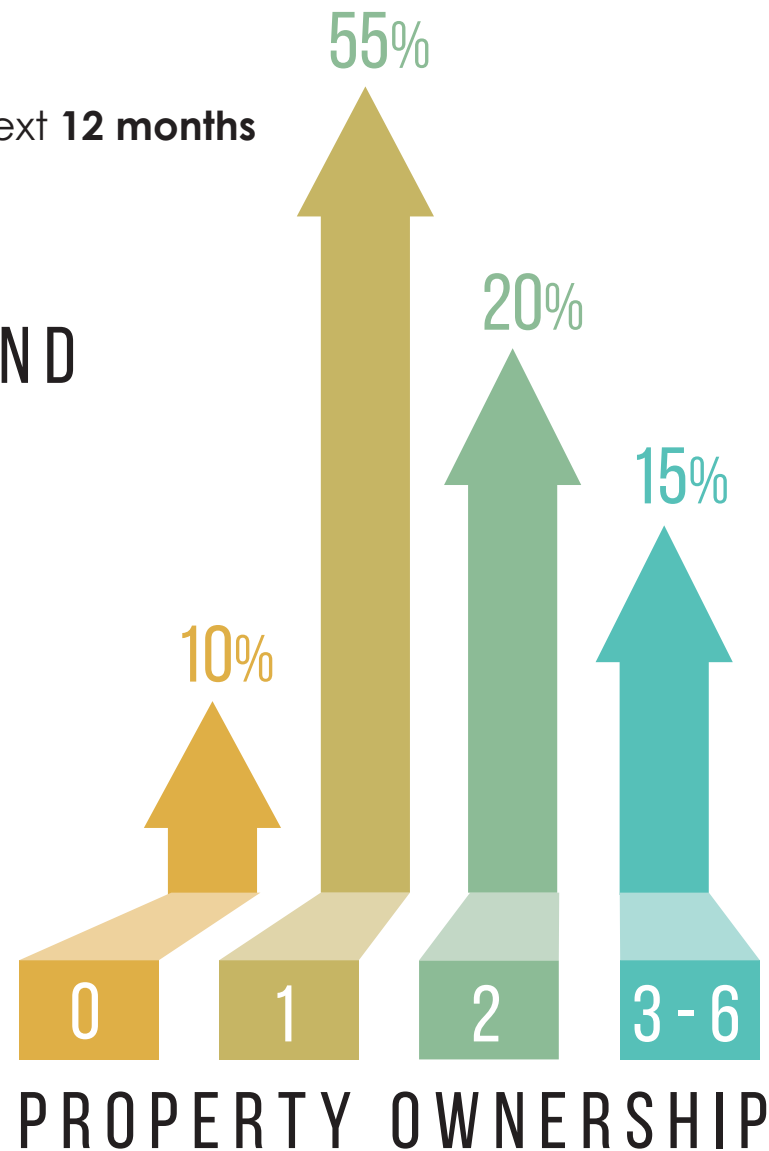
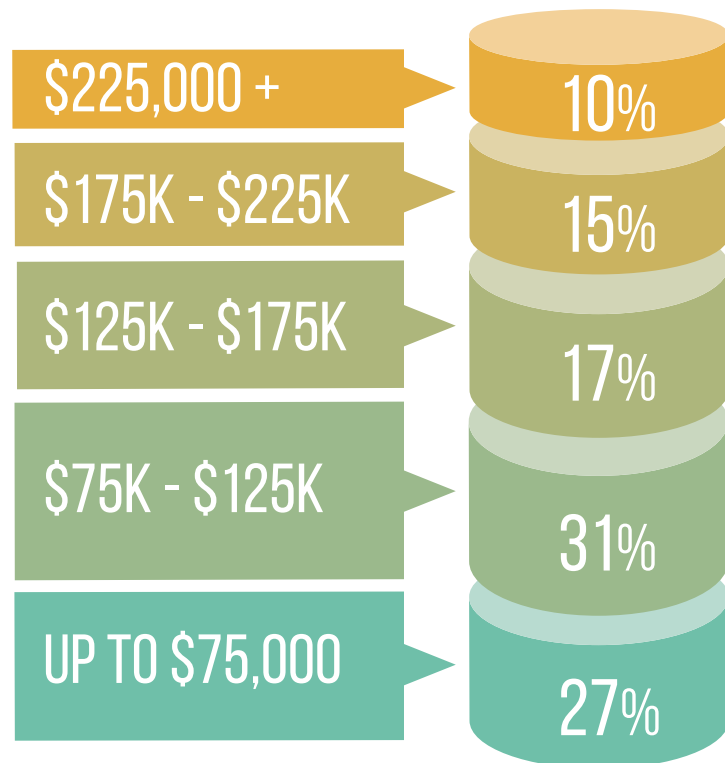
**94%** are planning a building, renovation or home improvement project

**47%** are looking to spend over **\$100,000**

**45%** expect to finish their project within the next **12 months**

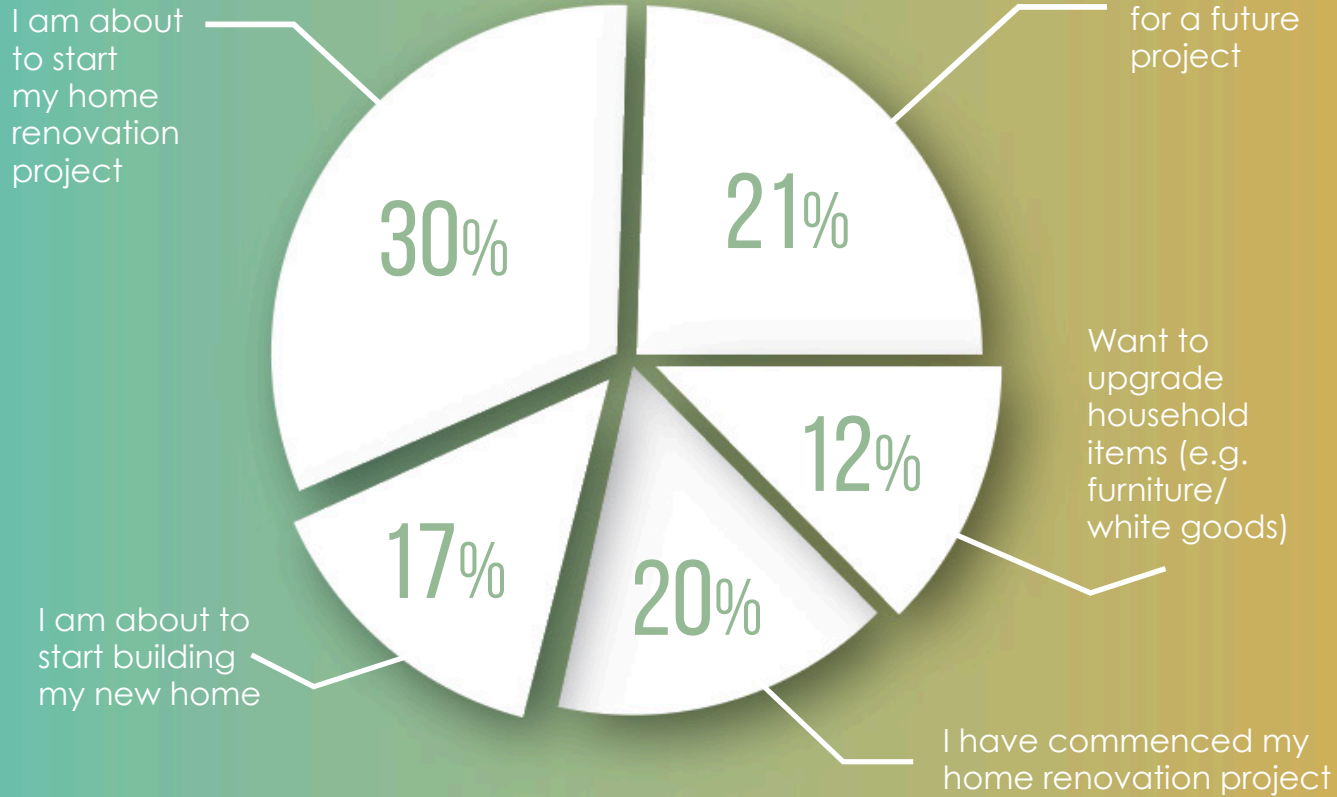
Average visitor income is over **\$138,000**

## VISITOR RENOVATION SPEND



# THE HOME SHOW VISITOR PROFILE: products & projects

## PROJECT STATUS



## VISITOR SEEK YOUR PRODUCTS

Kitchen	59%
Bathroom	57%
Landscaping	47%
Flooring	44%
Blinds - Indoor and External	40%
Patios and Decking	40%
Lighting	39%
Heating & Cooling	38%
Windows & Doors	38%
Energy Efficient Products	34%
Wardrobes and Cabinetry	27%
Home Automation / Security	26%
Roofing/Gutters	22%
Furnishings	22%
Pools and Spas	18%

what our visitors had to say in 3 words.....

BIG, BRIGHT & EXCITING

WELL WORTH IT

BUSY, INFORMATIVE, ORGANISED

BLOODY GOOD SHOW

HELPFUL, ENTERTAINING, IMPRESSIVE

WE LOVED IT!

## EXHIBITORS GET *results*

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Our exhibitors highly recommend the Home Show for...



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**On average**, exhibitors  
looking to generate sales  
made more than

**\$100,000**

during the Home Show

# TARGETED marketing

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A comprehensive and targeted marketing campaign was implemented to reach homeowners planning a building or renovation project. Our campaign varies by Show in order to guarantee the best reach. We use a combination of media to attract Home Show visitors who are ready to buy. Our campaigns consistently deliver quality buyers with significant budgets ready to be spent on their home improvement project. The strategic campaign includes:

## THE 2018 STRATEGIC MARKETING CAMPAIGN INCLUDED:

Prime time TV advertising across the major networks with high TARP rating - reaching 60% of Sydney homeowners



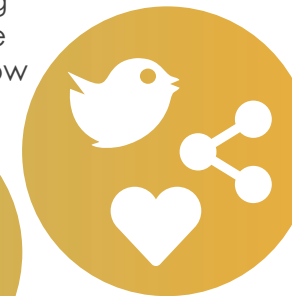
Prime time mainstream radio advertising across key Sydney FM stations and Australian Traffic Network

70 page glossy Show Guide magazine distributed to all visitors at the Show



Targeted digital advertising including Google re-marketing, interest profiling, display and video

Comprehensive website with individual 12-month exhibitor profiles attracting 80,000 visits in the lead up to the Show



Engaging paid and organic social promotions across Facebook and Instagram

Focused electronic direct mail, marketing your brand to 50,000 NSW based homeowners





# the HomeShow

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SYDNEYHOMESHOW.COM.AU

*Book your stand for the next Sydney HIA Home Show!*

FRIDAY 5 - SUNDAY 7 APRIL 2019 | INTERNATIONAL CONVENTION CENTRE SYDNEY



OR ENQUIRE  
ABOUT OUR  
OCTOBER SYDNEY  
HOME SHOW!