NEXT SHOW:
21-23 MAY
2021

autumn home show

SYDNEY OCTOBER 2019

POST SHOW REPORT

Prepared by Exhibitions & Events Australia

BACK & BETTER THAN EVER IN 2021!

The Home Shows have been running in Australia for over 40 years and are a brand Australians trust. By aligning your business with us, you can secure new and loyal customers.

Exhibitions & Events Australia deliver excellent home renovation events that meet both industry and client needs. We've got the major markets covered, reaching a combined homeowner network of 165,000+ visitors across four major Australian cities.

Exhibitions & Events Australia is renowned for its innovative, exciting events and offering exhibitors a high return on investment. The exhibition portfolio consists of Australia's iconic Home Shows, the MindBodySpirit Festivals and the EveryWoman Expo across Melbourne, Sydney, Brisbane and Perth.

WHAT YOU'LL FIND IN THIS REPORT

- Information and statistics about the attendees
- Results and testimonials from our exhibitors
- Why live events work
- The product and services our visitors seek
- A brief description of our 2019/20 strategic marketing plan
- Brands we've worked with
- How you can be a part of the 2021 event

MEET THE ATTENDEES

These homeowners hope to improve the value of their property, with some even building from the ground up.
Their projects require a broad range of home improvement products, particularly kitchens, bathrooms and landscaping.

95%
are currently undertaking or planning a home improvement project

90%
are home owners, owning at least one property

85%
would recommend the Home Show to friend/family

62%
make an order with an exhibitor at the Show, or plan to within the following 12 months

52%
have a project budget of over $100,000

45%
plan on completing their project within the next 12 months

*data from surveyed attendees

of people can agree that Home Shows are...

...a convenient way to see hundreds of home renovation and improvement products all under one roof

...a great way to get ideas for your house.

...a great way to see all of the latest trends for your home in one place..

*data from Exhibitions & Events Australia Home Show research report conducted by Nature Research

WHY EVENTS?

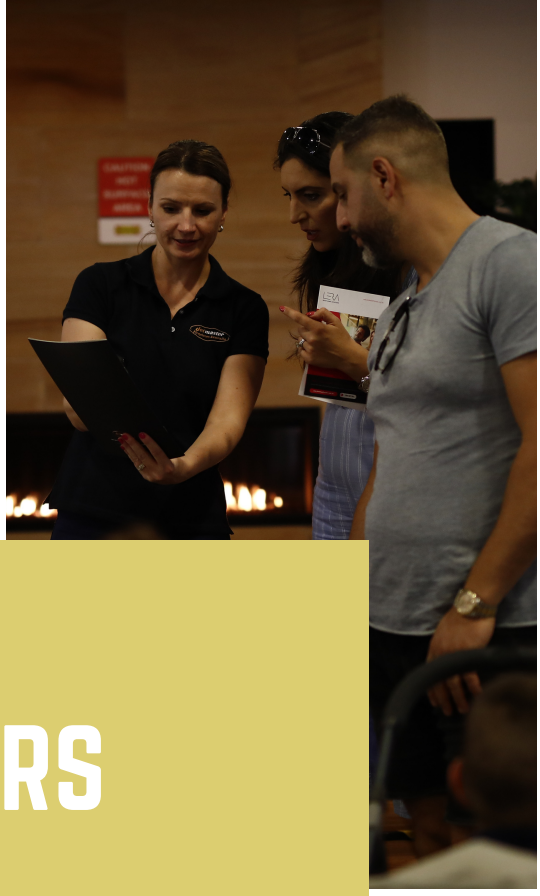
"69% OF VISITORS SURVEYED TWO WEEKS AFTER ATTENDING EVENTS STATED THEY HAD ALREADY RECOMMENDED, OR WOULD BE RECOMMENDING, BRANDS THEY HAD SEEN AT THE EVENT."

Research conducted by Cog Research on behalf of FaceTime

2x more powerful than TV ads

3x more effective than print media

4x more effective than radio ads



OUR EXHIBITORS ACHIEVE THEIR GOALS

95% are satisfied with the event overall

94% are happy with the total number of attendees

82% are happy with the number of sales made at the Home Show

*data from surveyed exhibitors

IN 3 WORDS

SPECIALISED • REPUTABLE • PROFESSIONAL

INFORMATIVE • ORGANISED • EXCITING

BUSY • GENUINE • PROFESSIONAL

INTERESTING • INFORMATIVE • HELPFUL

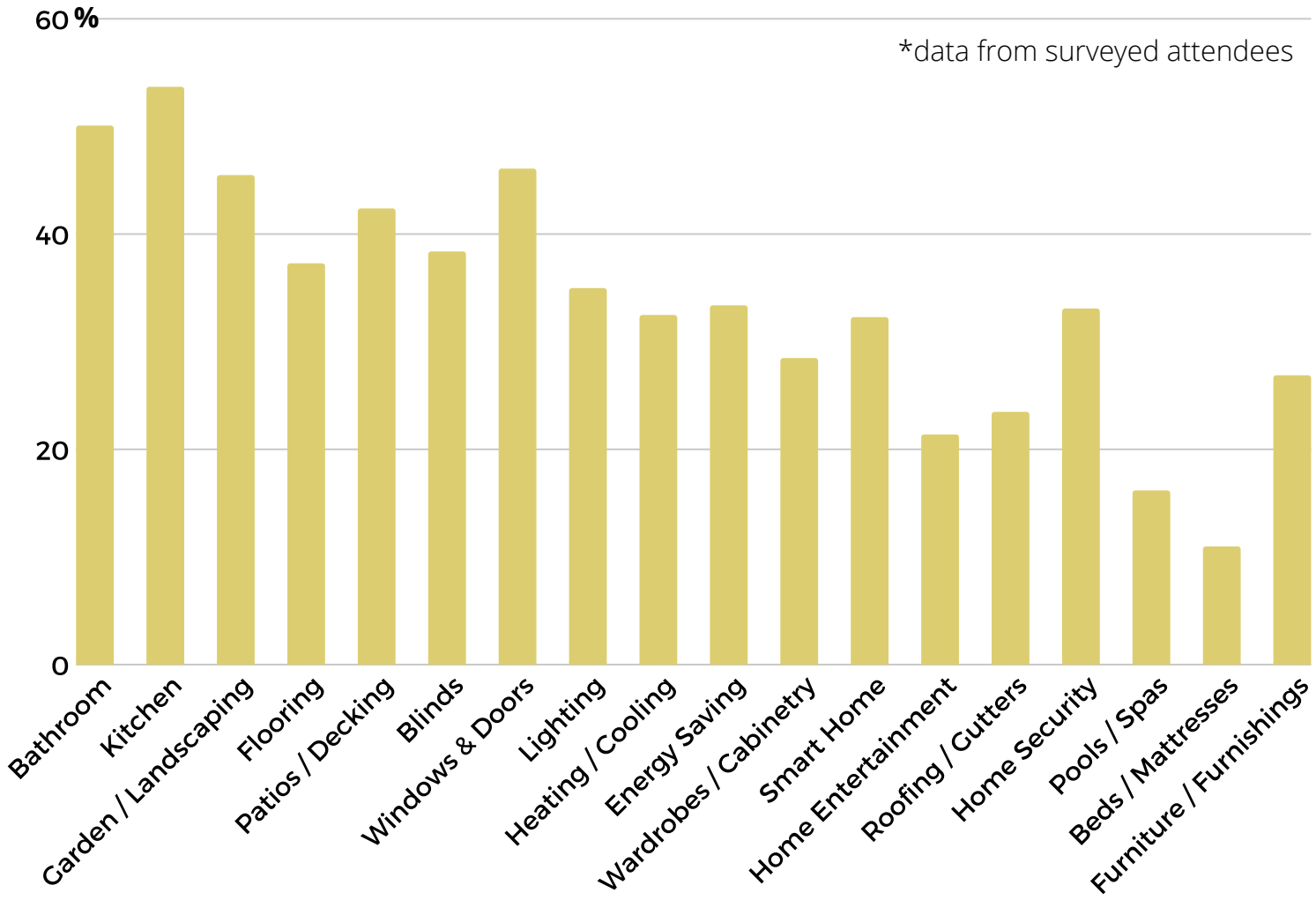
INSPIRING • HELPFUL • PRODUCTIVE

GREAT • POSITIVE • EXPOSURE

FUN • COLLABORATIVE • INSIGHTFUL

BUSTLING • AWARENESS • INTERACTIVE

VISITORS SEEK YOUR PRODUCTS!



Top categories we are searching for

Bathrooms	**Kitchens**	**Landscaping**	**Smart Home Technology**	**Energy Saving Products**

*data from Exhibitions & Events Australia Home Show research report conducted by Nature Research

TESTIMONIALS

"Myard and Zammit Metal Roofing had a great experience at the Home Show accomplishing our goal of achieving brand awareness. We generated many leads and gained relevant industry insights. We thank the organisers for producing a great show."

"Thank you to the team involved at EEA for another successful show. The whole event was a breeze thanks to the planning and marketing, with a special thank you to the operations team for the work they have done for us"
- Jetmaster Fireplaces

"As a first time exhibitor, [Space Maka Built] were genuinely surprised at the number and quality of the leads generated at the Show. It was managed well and we are excited about the work opportunities generated. We will definitely attend again next year."

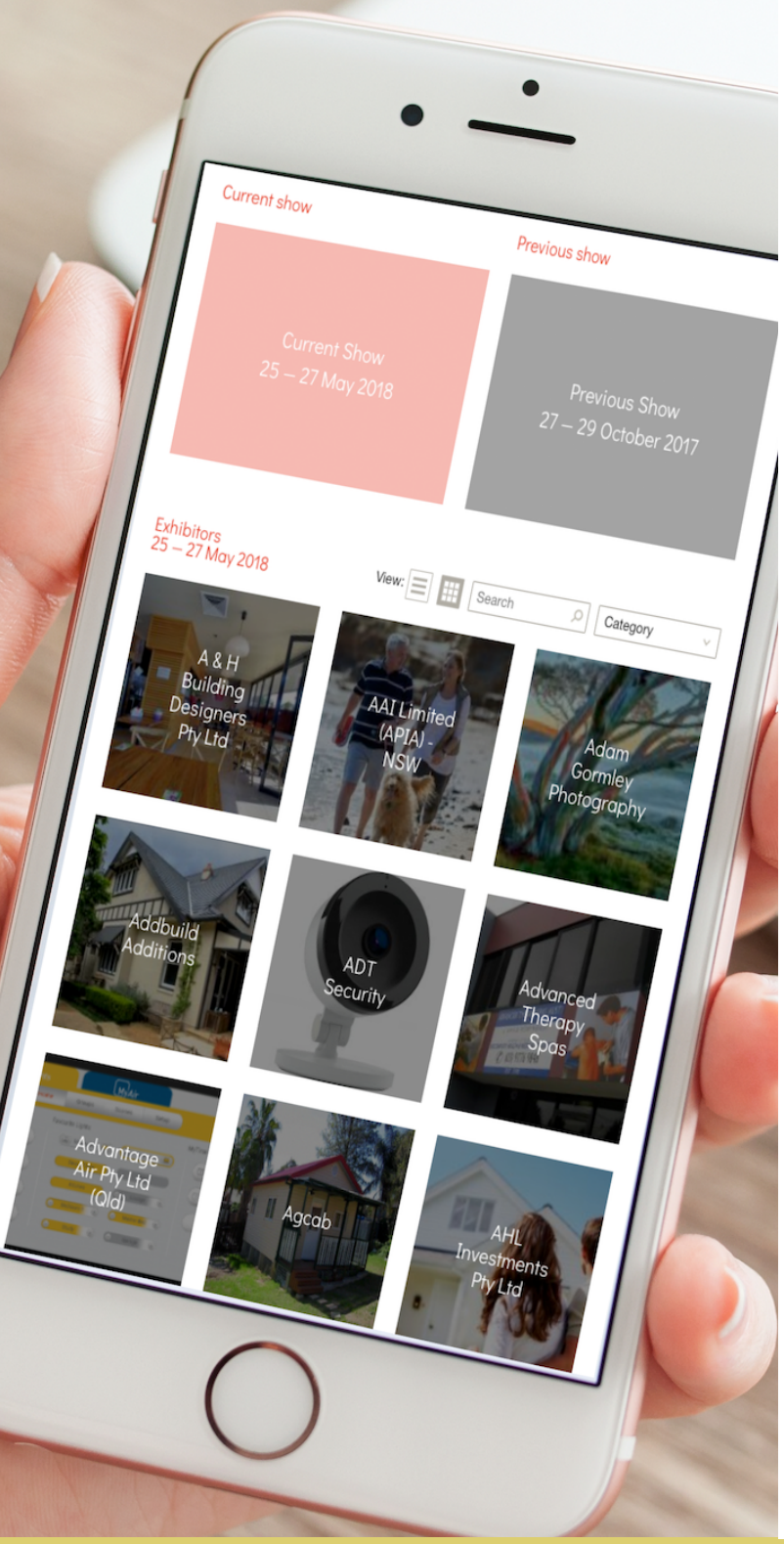
"VERGOLA HAS BEEN EXHIBITING AT THE HOME SHOW FOR OVER 20 YEARS NOW. WE WOULD NEVER MISS ONE. OUR PRODUCT NEEDS TO BE SEEN TO SHOW IT'S VERSATILITY AND IT'S THE BEST WAY WE'VE FOUND TO DEMONSTRATE THIS."

"HelloFresh had a great time at the Home Show hitting specific targets and enjoyed talking to so many new customers. The Show is always a joy to be at!"

MARKETING CAMPAIGN

THE 2019/20 STRATEGIC MARKETING CAMPAIGN INCLUDED:

*but is not limited to



Prime time TV adverts across channels 7 & 9.

Prime time mainstream radio adverts across key Sydney FM stations including 2Day & MMM, plus the Australian Traffic Network network.

Catch-up & connected TV providers including 9Now, 7Plus, 10Play & SBS.

Targeted paid and organic social promotions across Facebook and Instagram.

Individual 12-month exhibitor profiles via the official website. Website visitation increased by 25%+ in 2019 with 95,000 sessions within a 6 month timeframe.

Targeted electronic direct mail, marketing your brand to over 80,000 NSW based homeowners.

A paid, targeted Google remarketing campaign.

BRANDS WE'VE WORKED WITH

NEXT UP:

THE AUTUMN SYDNEY HOME SHOW 21-23 MAY 2021

INTERNATIONAL CONVENTION CENTRE SYDNEY, DARLING HARBOUR

Contact us to get involved:

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