



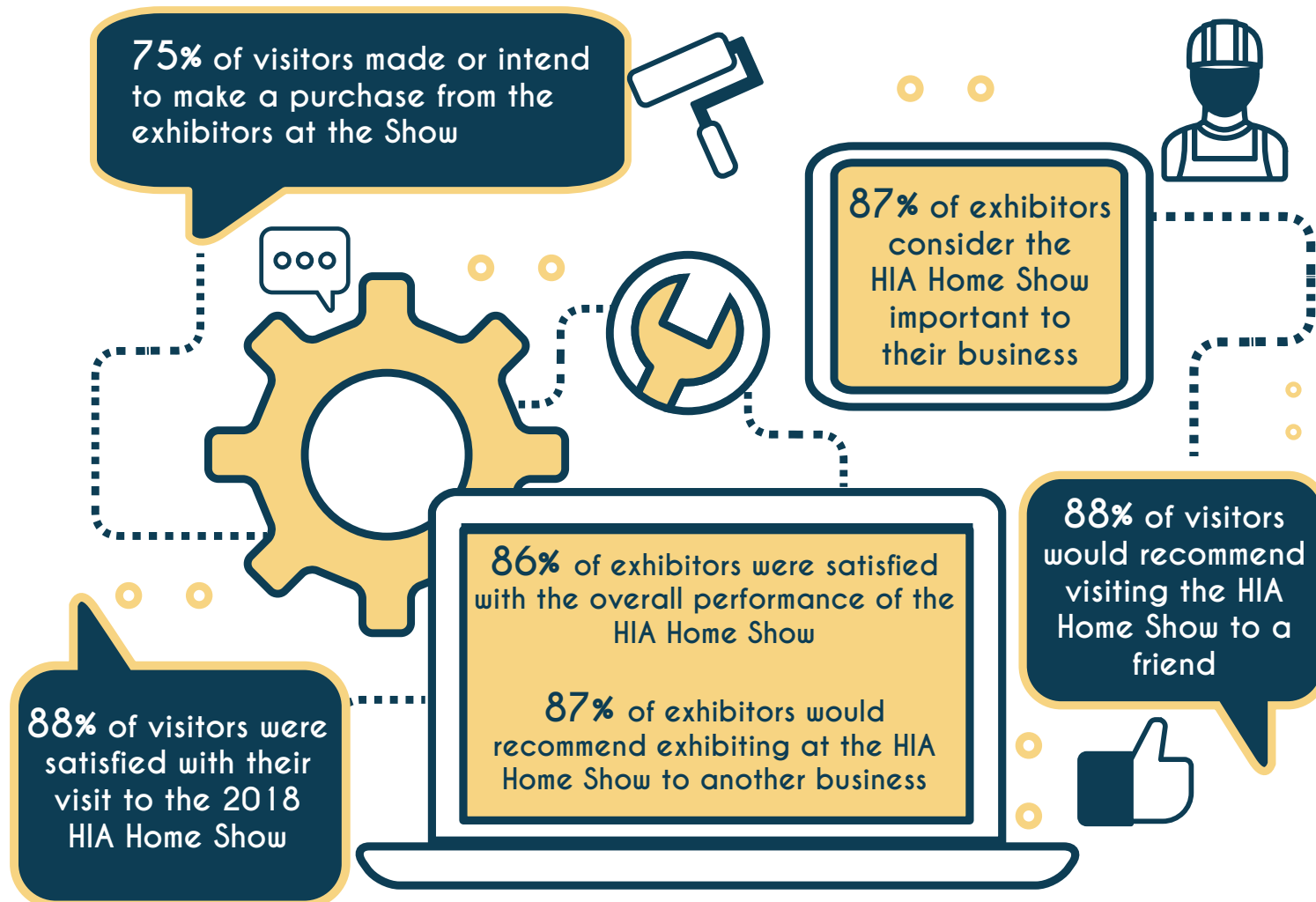
the HomeShow

2018 SHOW REPORT

DELIVERING YOU A QUALITY AUDIENCE READY TO SPEND!

THE BRISBANE HIA HOME SHOW - OVERVIEW


With thousands of quality visitors attending over 3 days, the Brisbane HIA Home Show demonstrates once again its importance for Brisbane homeowners. Returning again in 2019 to the Brisbane Convention and Exhibition Centre, don't miss your opportunity to join Brisbane's favourite building and renovating event.



THE HOME SHOW VISITOR PROFILE OVERVIEW & SPEND

VISITOR STATS

97% are planning a building, renovation or home improvement project 

 Average visitor household income is over \$125,000

42% of Home Show visitors own more than one property 

 Visitors spend approximately \$2.3 million on orders and purchases at the Show

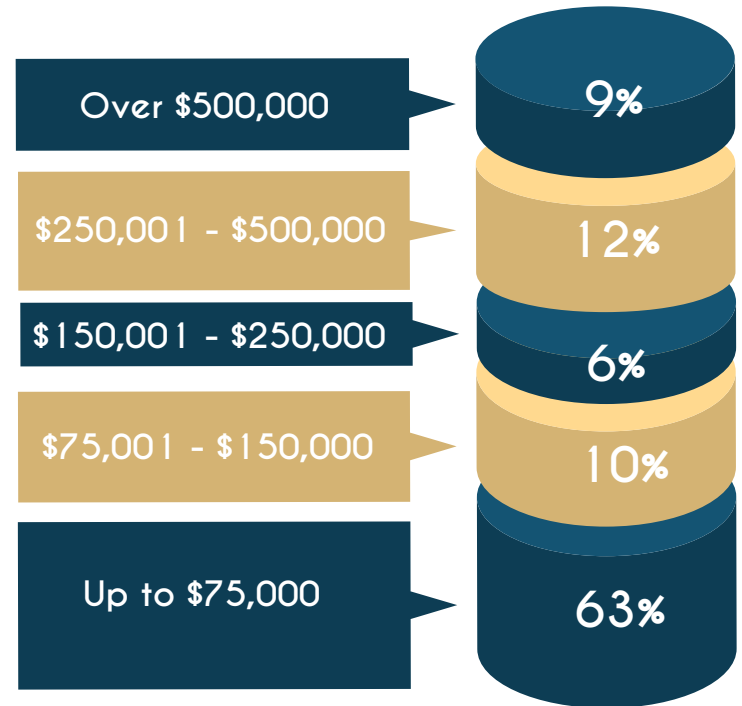
27% have a renovation budget of \$100,000+ 

 26% have already commenced their home renovation projects

51% intend to complete their projects within 12 months 

 88% are likely to recommend visiting the Home Show to a friend

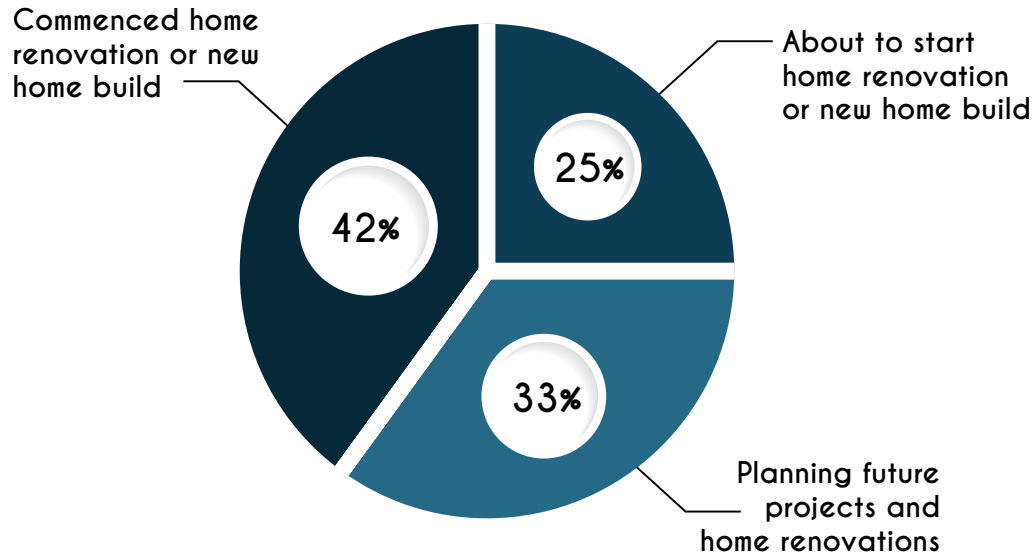
VISITOR RENOVATION SPEND



THE HOME SHOW VISITOR PROFILE

PRODUCTS AND PROJECTS

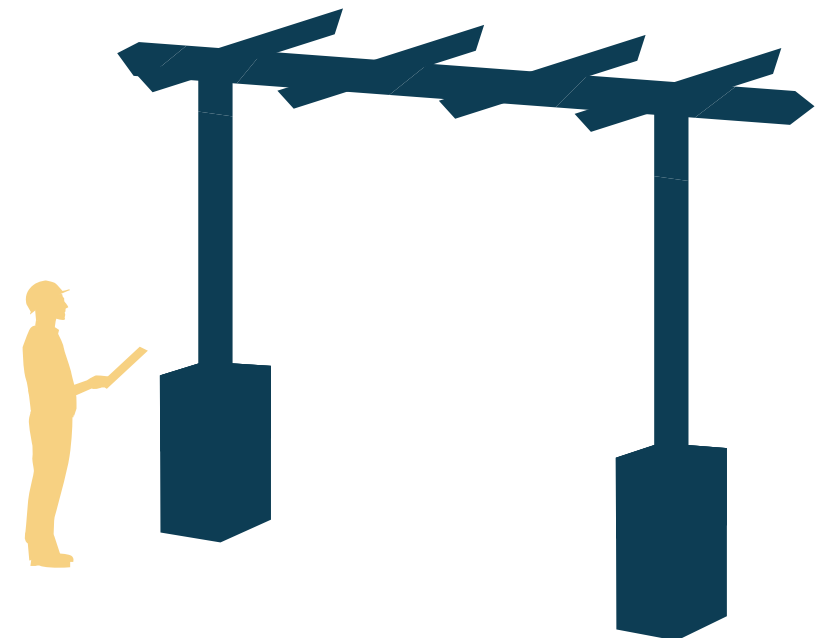
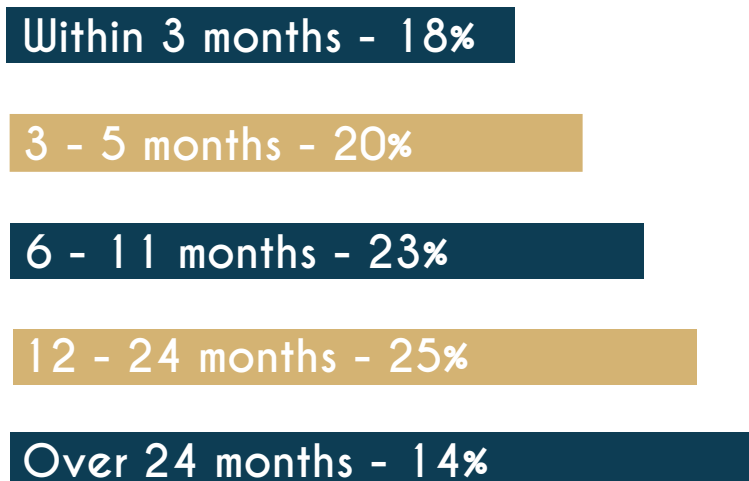
VISITORS ARE RENOVATING NOW - PROJECT STATUS



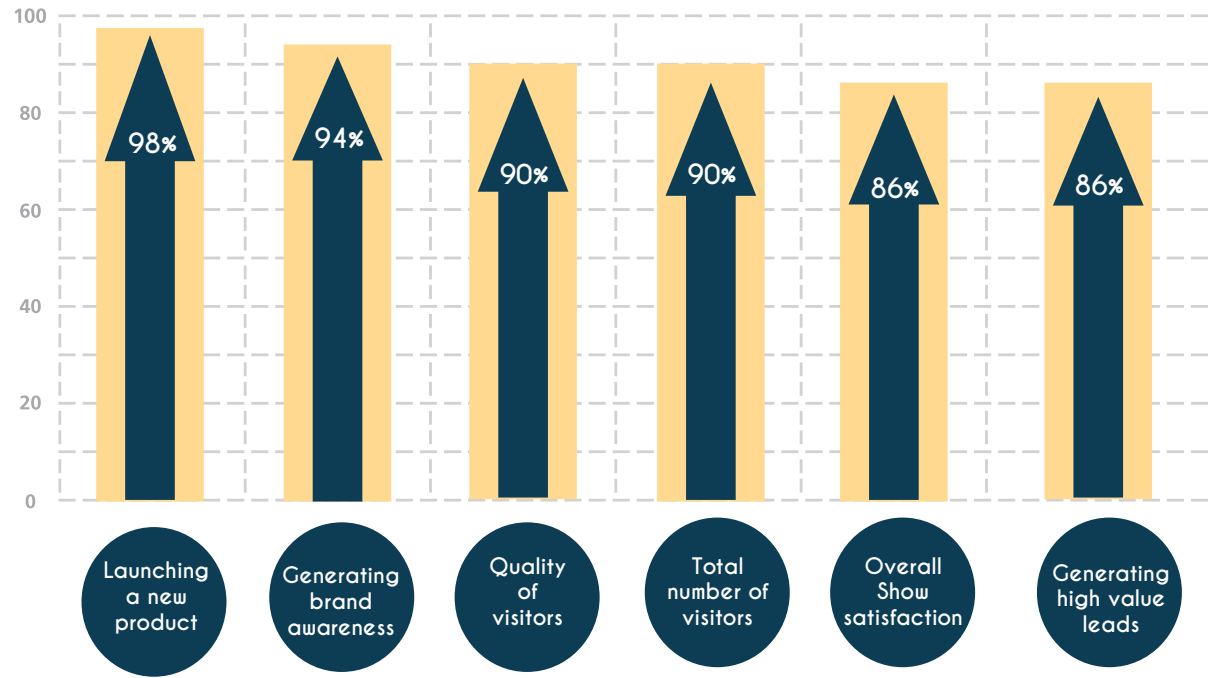
VISITORS SEEK YOUR PRODUCTS

Gardens and landscaping.....	54.3%
Bathrooms	50.2%
Kitchens.....	50.0%
Blinds - Indoor and external.....	43.1%
Patios and Decking.....	41.9%
Flooring	40.1%
Energy efficient products.....	34.5%
Wardrobes and Cabinetry.....	31.1%
Home Automation/Security.....	30.0%
Furniture and Furnishing.....	25.1%
Heating and cooling.....	22.1%

PROJECT COMPLETION TIMELINE



EXHIBITORS GET RESULTS HIGH EXHIBITOR SATISFACTION



"We had a fantastic time at the Home Show with the launch of our new product Point Pod. The quality and quantity of attendance was our perfect target market and we feel we gained great market exposure. We will definitely be returning to exhibit again."

Point Pod

EXHIBITOR TESTIMONIALS

"This was our first time at the Brisbane Home Show and our team is thrilled with the results. Our stand had a constant stream of visitors throughout the entire weekend and we left with over 100 leads which we have since followed up and generated fantastic sales."

SP Screens

"We had a great location and it certainly helped to build the brand awareness that we were looking for. We will definitely have the same location again next year so that we can hand out all our free goodies. It was a hit for sure and we have had business already from the event."

Storage King

"Great support, great venue and great staff. Altogether a very pleasant experience. We'll be back for sure."

Smart Toilet Australia

TARGETED MARKETING

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 and we use a combination of media to attract Home Show visitors who are ready to buy.*** See below for the campaign implemented for the **2018 HIA Home Show**.

THE 2018 STRATEGIC CAMPAIGN INCLUDED:

- Prime time TV advertising with high TARP rating - reaching 64% of Brisbane homeowners aged 35 - 64
- Mainstream radio advertising across key Brisbane FM stations
- Press advertisements in the prominent print publications located in metropolitan & regional centres of QLD
- Outdoor digital billboards located within and outside Brisbane CBD.

Social Media marketing via Facebook and Instagram. Reaching over 145,000 QLD renovators and home builders

Strategic digital advertising targeted to home renovators using a mix of Google re-marketing, display and video advertising

64- page Show Guide magazine distributed to Show visitors

Comprehensive website with over 40,000 visits in the month leading up to the Show.

eNewsletter marketing to the Home Show Club - now over 40,000 members



BOOK YOUR STAND FOR THE NEXT BRISBANE HIA HOME SHOW!

13 - 15 SEPTEMBER 2019

BRISBANE CONVENTION AND EXHIBITION CENTRE



OR ENQUIRE ABOUT OUR MARCH 2019 HOME SHOW!

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