



**Eco Town**

*A new sustainable feature!*

**the  
HomeShow**

**28 FEB - 1 MARCH 2020 | BCEC**



# THE OPPORTUNITY






The Brisbane Home Show would like to offer you the opportunity to showcase your Eco and Sustainable business or products at our new sustainable feature “Eco Town”. The Brisbane Home Show will be held at the **Brisbane Convention and Exhibition Centre, Southbank** from **28 February - 1 March 2020**.

Help us educate thousands of Home Show visitors over three busy days, by either displaying or selling your eco-friendly products. Your involvement with the feature will increase brand awareness and align your brand with the concepts of sustainability and renewable energy. The following proposal presents a unique opportunity for your brand to align itself with Brisbane’s largest home improvement Show.

## ABOUT ECO TOWN

This feature will be an interactive section of the Show where visitors can come face to face with *alternative housing options (eg. Tiny Homes), renewable energy, sustainable living, water/waste management options for the home and backyard, Queensland specific gardening solutions and other products and services that encourage sustainability!*

### **The feature will aim to:**

-  Provide a platform to increase community awareness of government initiatives and businesses committed to creating positive change.
-  Offer a place to showcase your brand at the forefront of a receptive audience seeking the latest in environmentally friendly products and knowledge for their lives in a fun and interactive environment.
-  Direct thousands of visitors to the participating company stands at the Show and/or to your official website.
-  Help sponsors to build their database at the Show and make direct sales.
-  Raise your profile as an industry leader while enriching the audience experience with knowledge and expertise on topics they are keen to learn about.

# PRE-SHOW BENEFITS

- 🌿 Dedicated webpage for Eco Town including your company logo, description and link to website.
- 🌿 Facebook promotion of Eco Town in the lead up to the Show.
- 🌿 Eco Town promotion via eNewsletter to the Brisbane Home Show Club database (40,000+ subscribers).
- 🌿 Logo included on Sponsorship scroll of the Brisbane Home Show website.

# AT-SHOW BENEFITS

- 🌿 Each individual sponsor will have a small booth within the feature.
- 🌿 All rates include appropriate flooring, walling and power.
- 🌿 PA announcements directing visitors to Eco Town, mentioning sponsors where appropriate.
- 🌿 Opportunity to present at the “Eco Town” presentation area.

# COSTING

Feature space: a minimum of **2m x 2.5m floor space** display area, available at a **special “Eco Town” rate of \$1,500 (Inc. GST)**.

If a larger space is required we can offer a **4m x 2.5m floor space for \$3,000 (Inc. GST)** or a **6m x 2.5m space for \$4,500 (Inc. GST)**.



The Eco Town feature will be a go-to destination for the avid renovators and builders who attend our Shows each year. The feature presents an opportunity to increase community awareness in sustainable living and create positive change.

Bring your brand to life and become a supporting partner of this new environmentally friendly feature at the 2020 Brisbane Home Show. The benefits outlined in the proposal are indicative per show and can be tailored to best suit your brand.

To receive the “Eco Town” floorplan, cost breakdown and more information, please get in touch with:



**Brisbane Home Show**

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