



brisbane **ADVERTISING
& PROMOTIONAL OPPORTUNITIES**

advertise in the official show guide

The official Home Show Buyer's Guide is a glossy magazine designed to complement the selling process for exhibitors after the Home Show.

With only limited space available, advertising will ensure you stand out from the crowd, reinforce and strengthen your presence at the event and give you an edge over your competitors.

THE SHOW GUIDE MAGAZINE:

Distribution of 10,000 -14,000 copies per Show

Readership of 30,000+ annually

53% keep the magazine for 12 months while renovating to refer to suppliers

64 pages of tips, trends, special offers, products and exhibitor directory 2 editions published per year.



Push-Button Digital Door Lock
DIGITAL DOOR LOCKS | STAND G08
Samsung's SHP-UP28 is the newest
push-button digital door lock to become
available in Australia.



Window Automation
BLUE SQUARE | STAND P15
Maximise your internal air quality
while reducing your home cooling costs
with fully automated window control.



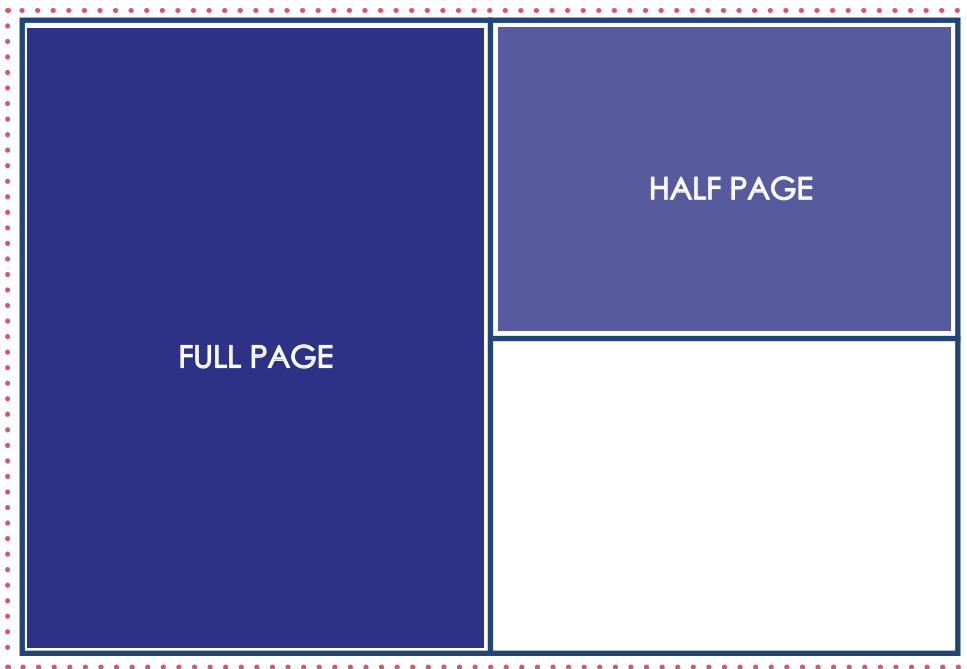
Orbell
and B&Z

SAVE UP TO \$500 ON HAIKU FANS
Save \$100 on Haku I Series fans in Black or White.
Save \$200 on the Haku H Series fans with Bamboo finishes.
Save \$500 on the Haku Luxe Series aluminium fans (pictured)
Offer only available at the Show.

Friday 21 April 2017 | Crown Plaza Melbourne | 8.00am - 1.00pm | 5 CPD Points
Find out more by visiting h.a.com.au/Events
or contact the Events Team on 03 3260 8200 or email events@h.a.com.au

Invest your time for REWARD

show guide advertising opportunities, specs & deadlines



dates & deadlines

BRISBANE HOME SHOW:
28 FEB - 1 MARCH 2020

BOOKING DEADLINE: **17 JAN '20**
MATERIAL DEADLINE: **24 JAN '20**

BRISBANE HOME SHOW:
11 - 13 SEPTEMBER 2020

BOOKING DEADLINE: **7 AUG '20**
MATERIAL DEADLINE: **14 AUG '20**

specifications

SIZE / POSITION	SPECS (w x h)	PRICE inc GST
INSIDE FRONT COVER	216mm x 285mm + 5mm bleed	\$3,990
INSIDE BACK COVER	216mm x 285mm + 5mm bleed	\$3,500
DOUBLE PAGE SPREAD	432mm x 285mm + 5mm bleed	\$4,800
FULL PAGE	216mm x 285mm + 5mm bleed	\$2,500
HALF PAGE	210mm x 136mm	\$1,550
PREMIUM LISTING	60mm x 126mm	\$440*
DESIGN FEE	--	\$800*

REQUIREMENTS

Finished artwork to be supplied as a .PDF or .EPS only

All images must be 300dpi at 100%

Email artwork to marketing@eea.net.au



PREMIUM LISTING

Located next to your exhibitor directory listing

*All prices quoted include GST. Non-exhibitors attract a 30% loading.

**Design Fee is not a stand alone item and is only applicable in addition to bookings requiring the ad artwork to be produced by the Home Show designer. Includes one round of edits only.

digital advertising: website + eDM newsletters

website advertisement

Banner advertisements on our website garner a qualified audience and link directly to your website. The Show website receives more than 50,000 visits in the lead up to each Show.

INCLUSIONS + SPECS + PRICE

764px x 271px Home Show website banner ad, including URL. Options available for placement location and duration.

PRICE: from \$1000* per advertisement

*depending on placement and duration

eDM newsletter advertisement

Advertising in our Club eNewsletter places your brand in front of a targeted geographical database of more than 60,000 homeowners.

INCLUSION + SPECS + PRICE

600px x 250px banner advertisement included in one of four issues, in the lead up to the Show. Enquire for schedule.

PRICE: \$650 per advertisement / per issue

*All prices quoted include GST. Non-exhibitors attract a 30% loading.



SMART HOME HUB
Connected Living
Whether you're looking for smart lighting, intelligent security, smart toilets or automated connected living, the Smart Home Hub at the Home Show is

Ready to start building your own Smart Home? Or perhaps you've outgrown your existing one and are looking to upgrade? Whether you're looking for smart lighting, intelligent security or fully automated connected living, the **Smart Home Hub** at the Home Show is a must-see for all home automation enthusiasts.



As our smart home sponsor **Baahouse + Baastudio** - Brisbane's leading Bay-side re company specialising in aesthetically superior homes to suit your site, lifestyle etc. Come check out their custom-designed home, with materials and finishes by **Domayne Hire & Property Styling QLD** | **Rinnai Australia** | **Digital Living** | **Burgess Kitchens & Cabinet Makers** | **JD Lighting** | **Concept V** at the Home Show!

SMART HOME HUB FEATURED EXHIBITORS



home show advertising booking form

COMPANY:

CONTACT PERSON:

EMAIL:

PHONE:

SIGNATURE: DATE:

STAND NO:

PAYMENT: (please tick) VISA MASTERCARD

NAME ON CARD:

CARD NUMBER:

CSV: EXPIRY:

TOTAL AMOUNT:

SIGNATURE: DATE:

Please tick:

SIZE:	SIZE:	FEB/MARCH 2020	SEPTEMBER 2020
INSIDE FRONT COVER	\$3,990	<input type="radio"/>	<input type="radio"/>
INSIDE BACK COVER	\$3,500	<input type="radio"/>	<input type="radio"/>
DOUBLE PAGE SPREAD	\$4,800	<input type="radio"/>	<input type="radio"/>
FULL PAGE	\$2,500	<input type="radio"/>	<input type="radio"/>
HALF PAGE	\$1,550	<input type="radio"/>	<input type="radio"/>
PREMIUM LISTING	\$440	<input type="radio"/>	<input type="radio"/>
DESIGN FEE	\$800*	<input type="radio"/>	<input type="radio"/>
WEBSITE BANNER:	\$POA	<input type="radio"/>	<input type="radio"/>
eDM NEWSLETTER BANNER:	\$650	<input type="radio"/>	<input type="radio"/>

To secure your booking, please return completed form to marketing@eea.net.au

All rates are quoted including GST. Non exhibitors will incur a loading of 30%.

An additional design fee is applicable to bookings requiring the ad artwork to be created on their behalf. The design fee must be added at time of booking.

By signing this form, you confirm you are an authorised representative of the company listed above and you have the authority to sign.

100% payment must be made in order to secure your advertisement booking.

free opportunities to increase your exposure at the brisbane home show

free pre-show promotion

ONLINE EXHIBITOR DIRECTORY: Thousands visit our website to plan, source and discover suppliers in the lead up to the Show. Make sure your directory listing is complete with quality images, brochures, special offers, contact details, website & social links! We may even use your content to promote you as part of the Marketing Campaign!

SPREAD THE WORD: Word of mouth is a crucial marketing tool and it's important to communicate regularly within your networks. Share the official Home Show Facebook event with your Facebook following and use the official promotional tiles on your website, email signature and social media channels.

EDITORIAL SUBMISSIONS:** Are you an expert in your field? We're looking for renovating, building & design tips & trends to potentially feature on our website, social media & within the Show Magazine.

NEW PRODUCT SUBMISSIONS:** If you are exhibiting a NEW product (less than 6 months old) at the Show, we can help you promote it on our website, on social media & within the editorial section of the Show Magazine.

LIFESTYLE IMAGERY:** We're looking for your professional, print quality, inspiring, lifestyle images to feature within our campaign.

***Stay tuned for an email from the Marketing team asking for submissions, roughly 8 weeks prior to the Show.*

at-show success

SET SMART OBJECTIVES: Specific, Measurable, Attainable, Realistic and to a Timeframe. What results do you want from the Show and how will you measure them?

STAND DESIGN: Your stand should be eye-catching & professional. There should be something about your stand that draws people to you.

SPACE & LIGHT: Leave plenty of room for visitors on your stand. At least 50% of your stand space should be left for visitors and the balance should be product. Avoid designing a stand which creates "barriers" to the visitor stepping onto it. **Remember you can't stand or sell in the aisles.**

SIGNAGE: Signage should be professional, bright & simple. Ensure it is visible from a distance and clearly legible.

STAFF: 85% of your Show success depends on your staff's performance.

- Staff should be engaging, well dressed & knowledgeable
- The first 4 hours of each day are the busiest, so this is when you need your top sales people to work.
- Roster to ensure breaks are covered, so staff are not eating on your stand & your stand is not left unattended.
- Comfortable shoes are key on an exhibition hall floor.