



the HomeShow

2019 POST SHOW REPORT

DELIVERING YOU A QUALITY AUDIENCE READY TO SPEND!



THE BRISBANE HIA HOME SHOW: *Overview*

Brisbane's biggest home improvement and renovation event cements its position as the premier destination for homeowners and trade alike. Returning again in 2020 to the Brisbane Convention and Exhibition Centre, don't miss your opportunity to join the Home Shows, Australia's No.1 building and renovation expos.

EXHIBITORS GET RESULTS



97% of visitors are currently undertaking or about to start a home improvement, renovation or build.



75% of visitors placed an order or plan on placing an order with an exhibitor at the HIA Home Show.



90% of exhibitors would recommend exhibiting at the Brisbane Home Show to a friend.



90% of exhibitors and of **85% of visitors** were satisfied with the 2019 HIA Home Show overall.



80% of exhibitors were satisfied with the total number of visitors at the Show.



Image: JD Lighting

THE HOME SHOW VISITOR PROFILE: Spend

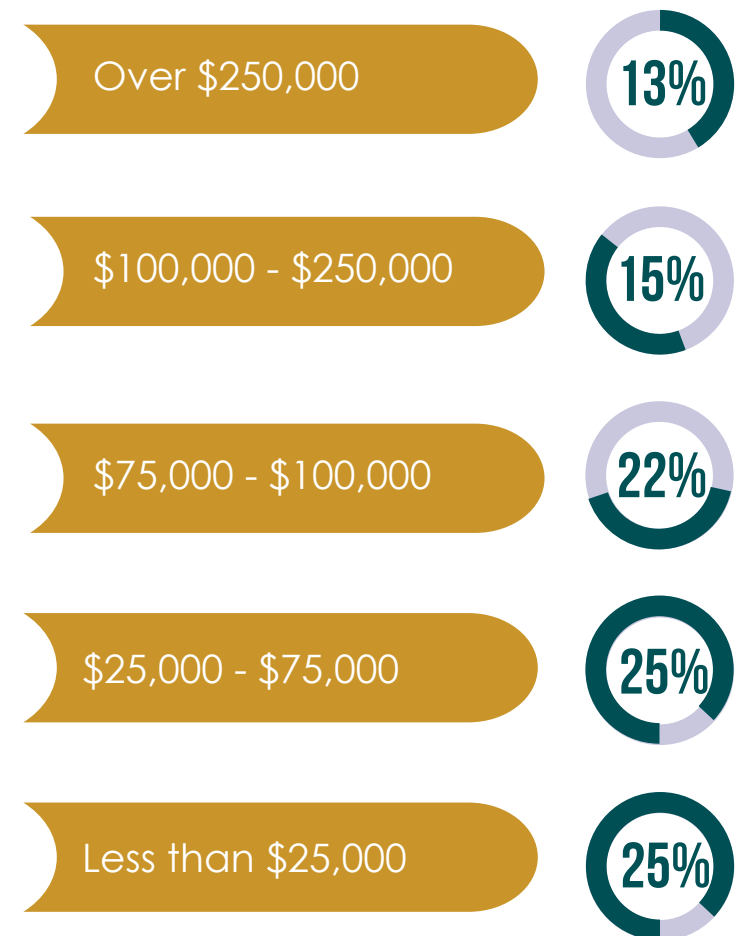
- 28% are looking to spend over \$100,000 on their renovation, build or home upgrade.
- 50% expect to finish their project within the next 12 months.
- Average visitor household income is over \$150,000.

VISITORS WILL SPEND APPROX **\$27 MILLION**
ON ORDERS FROM THE HOME SHOW



Image: Smart Home Hub Sponsor - Baa House + Baa Studio

VISITOR RENOVATION SPEND

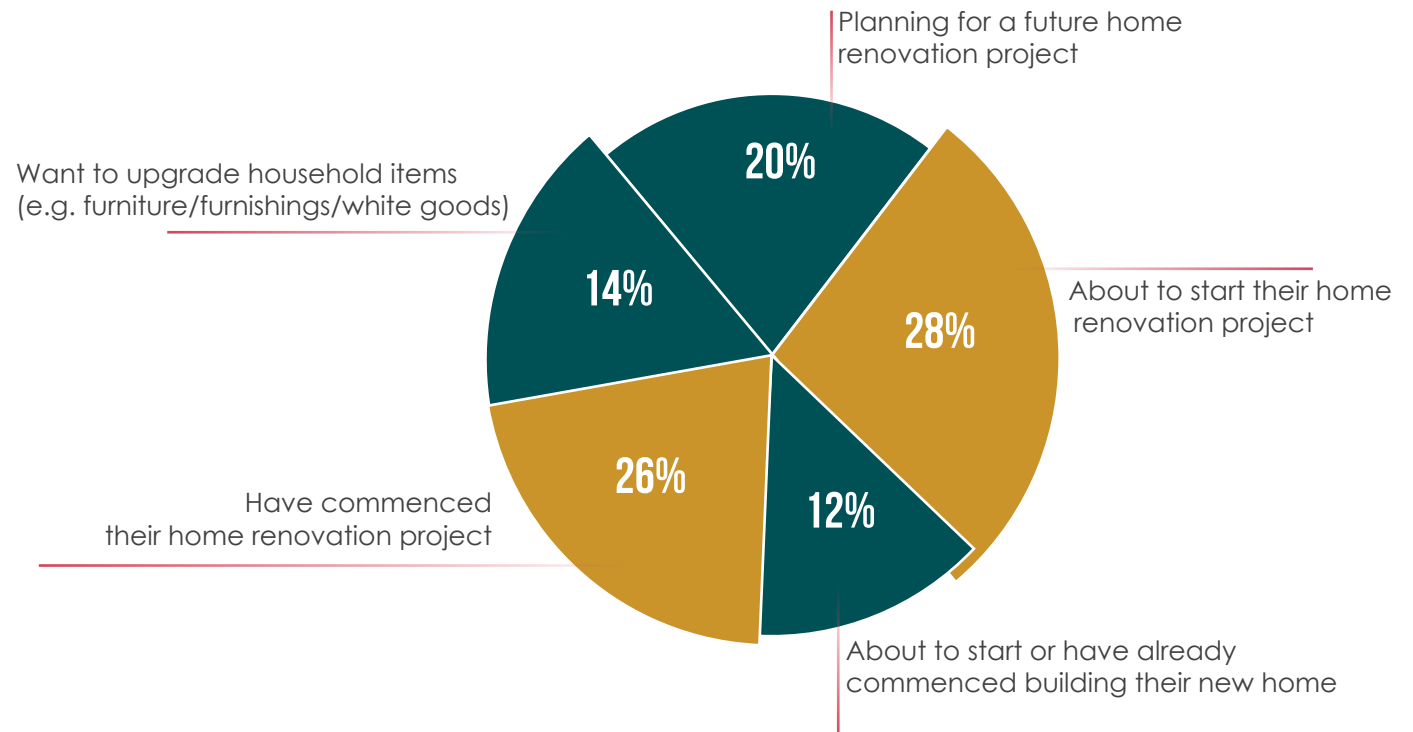


THE HOME SHOW VISITOR PROFILE: *products and projects*

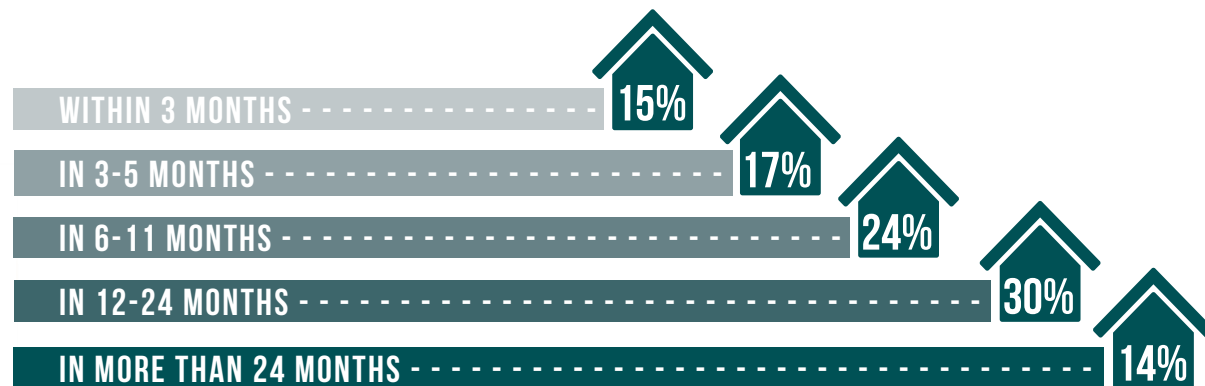
VISITORS SEEK YOUR PRODUCTS

Bathroom	61%
Kitchen	56%
Gardens & Landscaping	51%
Flooring - carpet, timber, tiles	48%
Lighting	45%
Patios and Decking	41%
Windows & Doors	40%
Blinds - Indoor and external	37%
Products to cut energy bills	35%
Wardrobe solutions	30%
Interior design	30%
Furniture	30%
Sustainable living solutions	28%
Home security	28%
Heating & Cooling	26%
Home automation	25%
Home entertainment	20%
Pools & spas	20%

PROJECT STATUS



PROJECT COMPLETION TIME-FRAME %



EXHIBITORS GET *results*

TESTIMONIALS

"Exclusive Steel Homes have not used the HIA Home Show previously but the experience & the number of good inquiries has now made us review where we should spend our marketing dollars. We will definitely be back for the next Home Show."

Ross - Exclusive Steel Homes

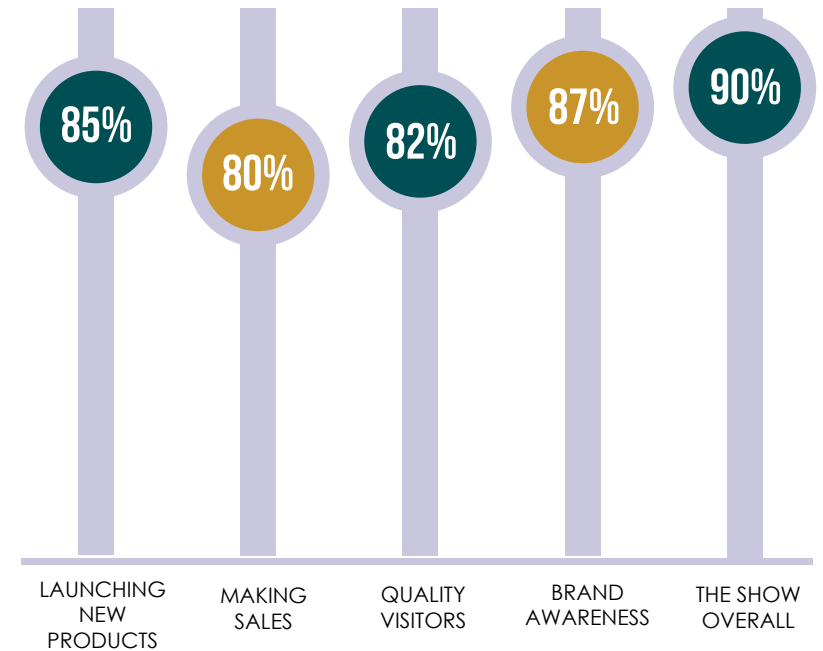
"Tailored Artworks has exhibited at the Brisbane Home Show 19 times since 2009. We experimented in 2017 and 2018 with other forms of advertising whilst developing our new product line, Built-in Art Assets, and then came back to exhibit again knowing we would reach our target market at the Home Show. We did and we will be back."

Sharron - Tailored Artworks

"As a first time exhibitor and with a new product to the market the Brisbane HIA Home Show was great for our company."

Clinton - Pod Tech

HIGH EXHIBITOR SATISFACTION



GENERATING BIG BUSINESS



\$1.9M

of sales generated during and after the Home Show

VITAL MARKETING STRATEGY



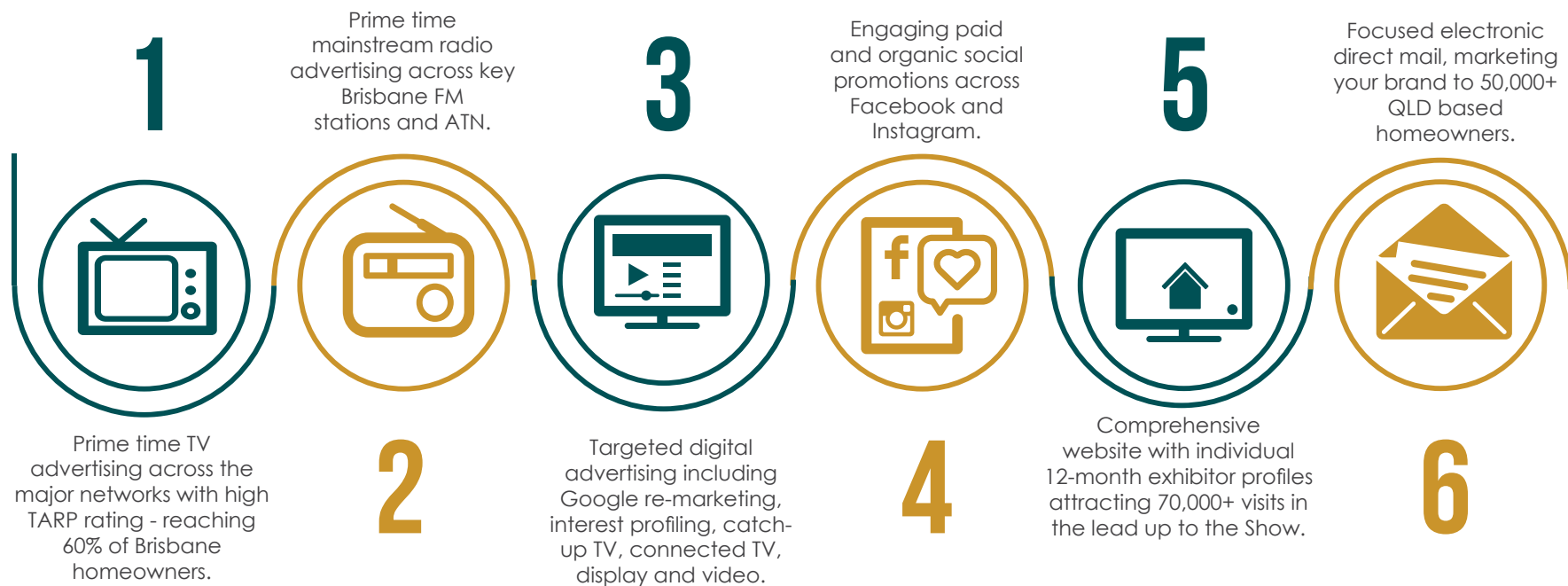
88%

of exhibitors consider the Home Show important to their business

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. 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 SEPTEMBER 2019 STRATEGIC MARKETING CAMPAIGN INCLUDED:



join us at:



the HomeShow

**FRIDAY 11 - SUNDAY 13 SEPTEMBER 2020
BRISBANE CONVENTION AND EXHIBITION CENTRE**

**OR ENQUIRE ABOUT OUR 2020 HOME SHOW!
FRIDAY 28 FEB - SUNDAY 1 MARCH 2020**

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