

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

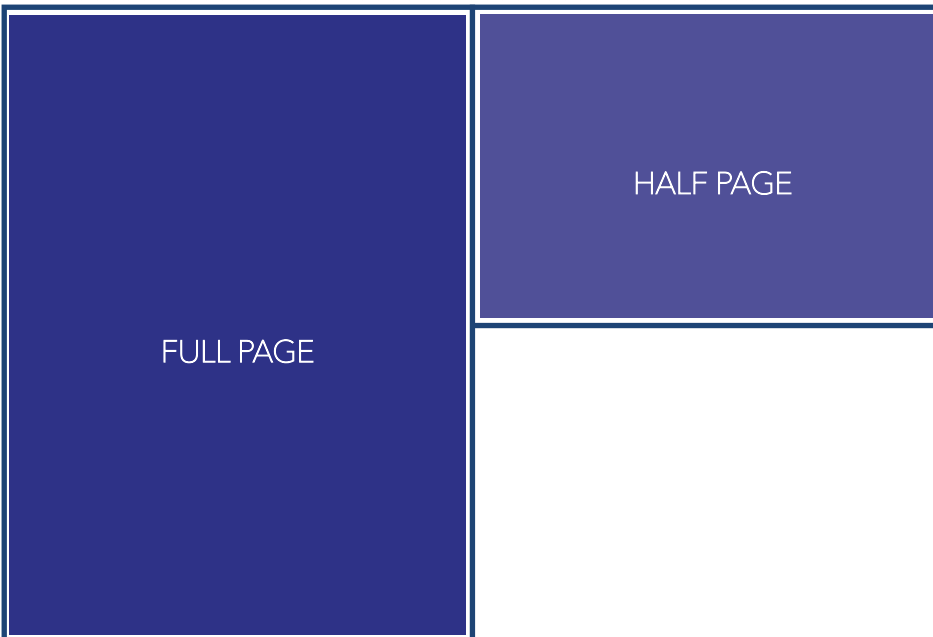
Readership of 30,000+ annually

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.



show guide advertising opportunities, specs & deadlines



dates & deadlines

BRISBANE HOME SHOW:

26- 28 FEB 2021

BOOKING DEADLINE: **25 JAN '21**

MATERIAL DEADLINE: **27 JAN '21**

BRISBANE HOME SHOW:

10- 12 SEPTEMBER 2021

BOOKING DEADLINE: **30 JULY '21**

MATERIAL DEADLINE: **6 AUG '21**

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*

A-Z exhibitor DIRECTORY



ASBESTOS CENTRAL

A fully licensed and insured Asbestos Removal Company, providing competitive prices with over 20 years of experience. Services include: Asbestos removal and disposal inspections, Lab Testing Remedial repair work, Sealing encapsulation, Site decontamination, Airlocks, Safety Kits, Wet and dry Waterproofing

CONTACT

SYDNEY 200
PHONE: 08 9344 8857
EMAIL: enquiries@asbestoscentral.com.au
WEB: asbestoscentral.com.au



PREMIUM LISTING

PREMIUM LISTING

Located next to your exhibitor directory listing

*All prices quoted include GST.

**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.

REQUIREMENTS

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

All images must be 300dpi at 100%

Email artwork to alanahawthorne@eea.net.au

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.



Ready to start building your own Smart Home? Or perhaps you've outgrown your existing setup 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.



One of our smart home sponsor **Baahouse + Baastudio** - Brisbane's leading Bayside architecture company specialising in aesthetically superior homes to suit your site, lifestyle and budget. Come check out their custom-designed home, with materials and finishes to suit. Also featuring **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



advertising: social + door prize

social advertisement

Targeted social media campaign to promote your brand and appearance at the Show. Drive visitors to your website with 2 editorial posts to promote a new product, show special, or any additional information about your products or services.

INCLUSIONS + PRICE

Brisbane Home Show Facebook and Instagram ad to occur within 6 weeks prior from the Home Show.

PRICE: \$300

door prize

Provide a door prize \$3,000 (minimum) value to receive additional coverage and promotion over the Show campaign!

INCLUSIONS + PRICE

- Facebook and Instagram post to promote prize
- Placement on the Show website
- Inclusion in an eNewsletter reaching 50,000 + subscribers
- Signage at the entrance at the Show
- Placement in the Show Guide
- Lead Scanner

PRICE: \$950 per Show

**All prices quoted include GST.*

 **Brisbane Home Show** is in **Brisbane, Queensland, Australia.**


November 18, 2020 · 🌐

ADAPT // don't move, adapt it Instead!

You love your home, you love your location, so why move?
Especially when [Adaptit Group](#) can extend, alter, build, renovate and improve your existing home!

They do patios, decks, carports, enclosures and renovations with the use of 3D design. ... [See More](#)



 **Brisbane Home Show**

December 2, 2020 · 🌐

OPEN UP // your Outback Doors to let the outside in or close them and keep the outside out. Just make sure you can see it all... open OR closed.

Wouldn't it be nice if there was a frameless glass bi-folding door system which not only preserves your views and opens up your living areas but also does a pretty great job of keeping the wind and the rain out? Now there is thanks to [Outback Doors Pty Ltd](#).

Check out their display at the Brisbane Home Show in February and say hi to... [See More](#)



**WIN \$5,000 WORTH OF SIEMENS PRODUCTS FOR
YOUR HOME!**

Siemens are one of the most innovative technology brands in the home appliances sector, and are admired for their outstanding engineering achievements, characterised by creativity, perfection and precision.

WINNING APPLIANCES | STAND E38

SIEMENS

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:

FEBRUARY 2021

SEPTEMBER 2021

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 alanahawthorne@eea.net.au

All rates are quoted including GST.

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.