



# homeshows

featuring the building and renovation expo



## 2009

# POST SHOW REPORT



**HIA Home Ideas Show**  
Melbourne Exhibition Centre  
Wed 15 - Sun 19 April 2009

**HIA Sydney Home Show**  
Sydney Exhibition Centre  
Thurs 30 April - Sun 3 May 2009

# EXHIBITOR STATS

## What was their main objective for exhibiting?

	%	Satisfaction Level
To increase company profile	28.5%	99.5%
To make sales	22%	95.5%
To gather sales leads	22.5%	99.5%
To promote new products	9%	100%
To launch new product	5.5%	100%
To Network	5%	100%
To find an agent /distributor	5%	81.25%

99% of exhibitors surveyed intend to exhibit again in one or more of our Home Show in the next 12 months.



## EXHIBITOR SATISFACTION

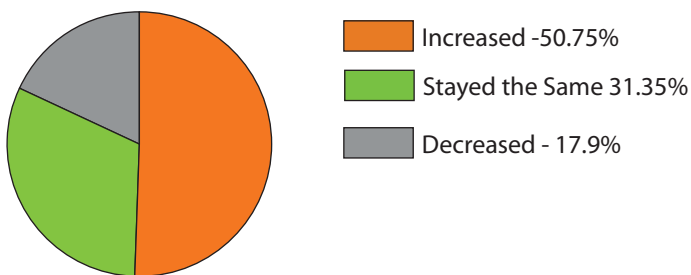
**'The HIA Home Show is very important to my business'** (agree or disagree)  
**82.5%** agree or strongly agree

**How satisfied were they with....(very satisfied & satisfied)**

- total number of visitors **88%**
- total visitors to their stand **85%**
- quality of visitors **71.5%**

## Onsite Sales

**Did your onsite sales in 2009 increase or decrease compared to the 2008 HIA Home Shows?**



83.9% of visitors intend to contact a specific exhibitor after the Show, making the post show sales a large percentage of the overall return.



## BOOKINGS

**HIA Home Ideas Show**  
 Wed 7 - Sun 11 April 2010

**HIA Sydney Home Show**  
 Thurs 13 - 16 May 2010

*To rebook your stand or make an enquiry about the Shows, please contact:*  
**03 9276 5555      homeshows@eea.net.au      eea.net.au**



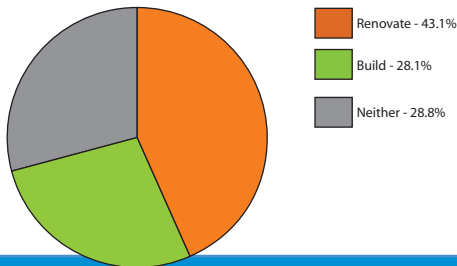
### What was their main reason for attending?

- To get home ideas 56.6%
- To see new products 34.3%

### What was their main area of interest?

- Kitchens & Bathrooms 37.2%
- Building products 35.8%
- Garden & Outdoor 19.3%

### Are you planning to build or renovate in the next 12 months?



### Visitor Profile

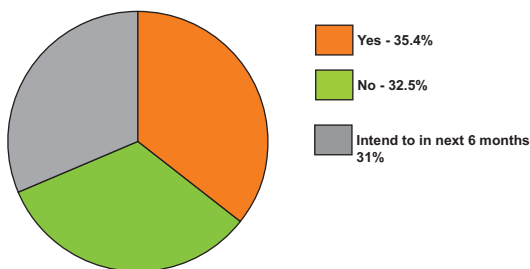
- 71% are aged between 35 - 64
- 50% earn over \$80,000 per annum
- predominantly professionals
- 19% are in the building industry

### How they heard about the show

- TV 33.9%
- Promotion 20.8%
- Word of mouth 17.5%
- Herald Sun 13.9%
- Radio 10.6%

### Purchase Behaviour

#### Did you purchase or place an order at the Show?



83.9% intend to contact a specific exhibitor after the Show

*"It is a great way to get ideas for our new plan, or see what products are out there to improve our new home."*

**Lottie Mascadri, visitor**

*"Lots of new ideas & companies promoting products that I may need that I would not have been aware of."*

**G Kiang, visitor**

*"I always like the fact that at the show I get the three dimensional look. I like to be able to walk around and to touch things and ask questions."*

**N Bennett, visitor**

*"I enjoy having the opportunity to look at products/services that you don't normally see in a shopping centre environment."*

**Julie Schoenfelder, visitor**

*"I enjoyed being able to gather information about a range of products, all under the one roof. Also being able to speak with the experts was very helpful."*

**Tamara Metallo, visitor**

## TOTAL ATTENDANCE

### HIA Home Ideas Show - 5 days

Wed	Thurs	Fri	Sat	Sun	TOTAL
3,095	3,415	7,079	14,936	14,348	42,873

### HIA Sydney Home Show - 4 days

Thurs	Fri	Sat	Sun	TOTAL
3,162	3,911	8,268	11,195	26,536



**What the Exhibitors said about the 2009 Shows**

*"We had a great, targeted response throughout the expo. Visitors were all qualified and ready customers. Well worth while."*

Brad Scharenguiver, Visionarii uPVC Windows

*"Quality & quantity were fantastic. Whole exhibit from A – Z was great."*

Russel Egerton, Manager Victoria, Ozzi Kleen Water

*"I've done countless shows over the past 30 years, after this week I would definitely say the good old days are back!"*

Jeff Collins, Real Flame

*"This show would have to be the best show we have done for the last 4 years. We went through all brochures and gained more leads than ever before."*

Darren Evans, Owner Solar Solutions Design



*"The show was excellent, loved the size of the show, & the quality & quantity of leads were excellent."*

Jim Petrakis, General Manager Modern Group

*"Absolutely fantastic show – we could have packed up and left after Day 1. Results were that good. Best we have experienced in 8 years. 5 times better than last year, with 10 out of 10 for a well organized show."*

Christian Farmer, Managing Director Farmers

*"Great crowds and genuine buyers – we will write over ¼ million dollars of business."*

Tom Mullan, Prestige Appliances

*"The quality and standard of visitors have been superb. We have far exceeded expectations of lead generation."*

Mario Shuster, Future Technix

*"Brilliant Show – even better than last year, we'll need a bigger site for 2010!"*

George Christou, Director The Big Picture People

**REBOOKINGS**

**HIA Home Ideas Show**

42% rebooked, within 6 weeks after the show

**HIA Sydney Home Show**

45% rebooked, within 4 weeks after the Show

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