



45,869
quality visitors
attended in
2017

30%
of visitors
will spend over
\$100,000
on their next
renovation or
home building
project.

95%
of exhibitors were
'very satisfied' to
'satisfied' with the
quality of visitors
that attended the
Home Show.

86%
of exhibitors were
'very satisfied' to
'satisfied' with the
number of high
value sales leads
achieved

** Statistics in this report are taken directly from the 2017 Auckland Home Show Visitor and Exhibitor Surveys.*

Quality + Quantity

The annual Auckland Home Show is one of the most beneficial marketing and sales opportunities for home building, renovating and decorating businesses.

With on average **47,000+* quality visitors** attending the 5-day event each year, this event is a constant, essential marketing tool in New Zealand's most successful home improvement brands business calendars.

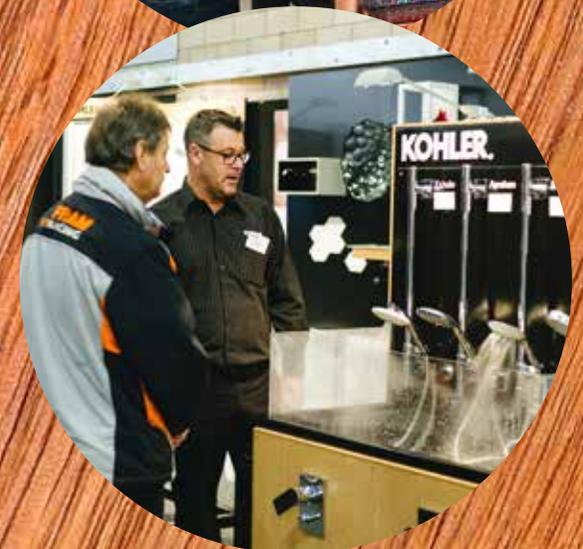
Auckland Home Show exhibitors continue to report strong trading at the event, with 95% 'very satisfied' to 'satisfied' with the quality of visitors that attend.

The 2017 Auckland Home Show attracted 45,869 homeowners actively seeking home improvement products and solutions to complete their next renovation/build project, with 28% planning to spend \$25k - \$100k; 30% planning to spend over \$100k; and 12% planning to spend over \$500k.

The Auckland Home Show consistently delivers a strong financial ROI for exhibiting businesses, which is why it remains in such strong demand.

** 45,869 visitors in 2017, 48,397 visitors in 2016; 49,213 visitors in 2015*

78% of 2017 exhibitors will 'definitely' rebook for 2018, with a further 21% stating they would 'probably' rebook!

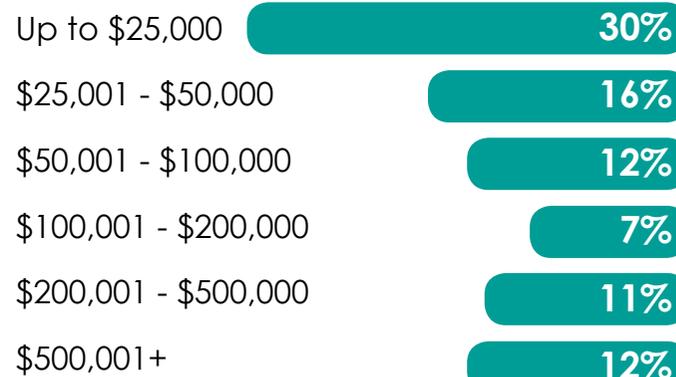


Genuine buyers attend - Why your brand & products need to be here

Quality visitors

- **98%** are planning a renovation, building or home improvement project
- **34%** own more than one property
- **31%** have a household income of over **\$150,000**
- **42%** will spend **over \$50,000** on their next home improvement project
- Visitors have an average renovation budget of **\$116,379**
- **51%** of visitors will be making further purchases from exhibitors after the Auckland Home Show, while another **40%** are still confirming their purchasing decisions.

High renovation spend



23% of 2017 visitors were **NEW** to the Auckland Home Show

A further 32% of visitors attended in previous years but not in 2016

Motivated, targeted customers

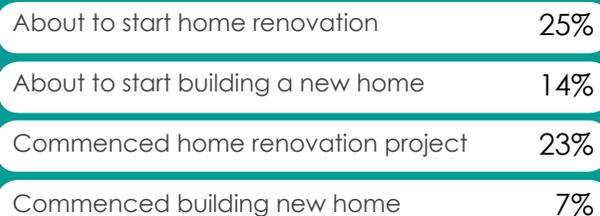
Visitors renovating now

Project completion time-frame

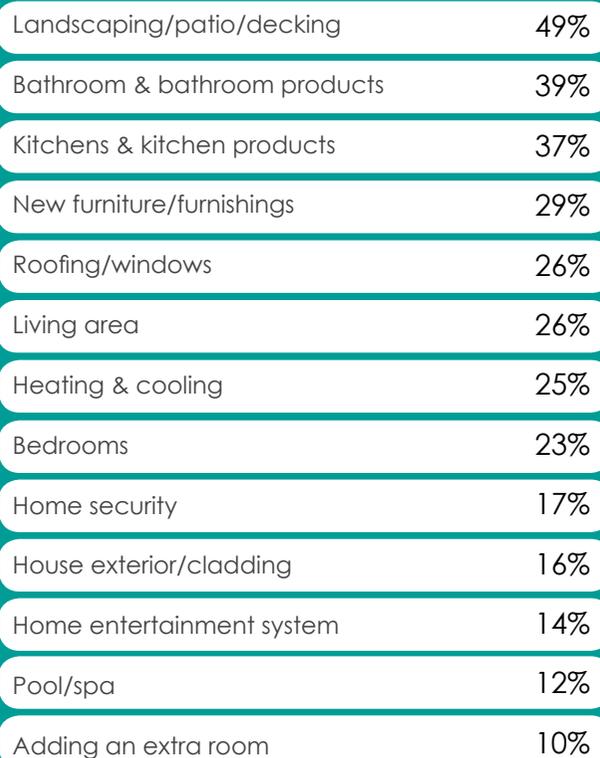


59% of visitors undertaking a building or renovation project expect to be completed within 12-months.

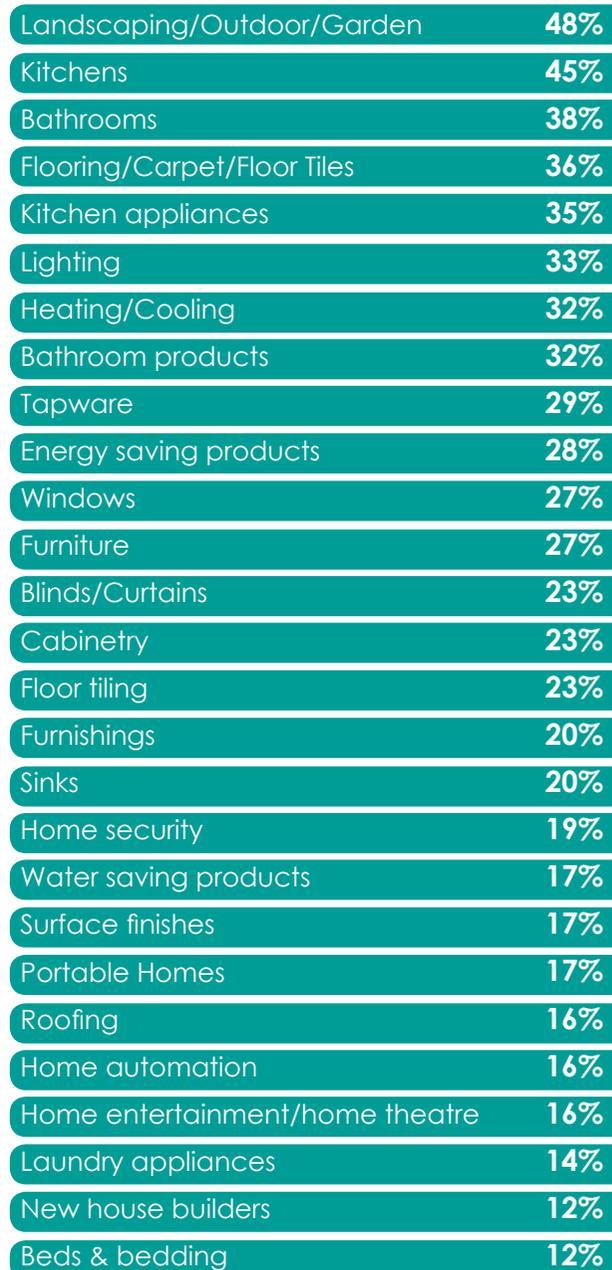
Visitors home improvement projects status



Renovation projects planned



Products of interest



Delivering immediate sales and ROI for your business



Exhibitor satisfaction levels

Launching a new product	96%
Quality of visitors	95%
Generating brand or product awareness	93%
Total number of visitors	86%
Making sales at the Show	85%
Generating high value leads	85%
Meeting building/industry trade	79%
Generating large volume of leads	73%

83% of exhibitors who attended both the 2017 and 2016 Auckland Home Shows said the 2017 Show was 'more successful' or 'as successful' for their business'.

40% of exhibitors generated up to 3-months work.
37% generated 4 months or more work.

Exhibitors estimate an average return on investment up to **\$205,556**

HOW DO EXHIBITORS BENEFIT?

Make direct sales on the day
It's not just about branding!

Showcase/demonstrate your product
Receive immediate customer feedback

Increase brand & product awareness
With 000's of motivated customers

Connect with new customers
Put your brand front of mind

Grow your customer database
Generate leads & build your online community

Network with industry peers
Build & strengthen relationships

What do exhibitors have to say about the Home Show?

"The Auckland Home Show 2017 once again proved to be a pinnacle in the consumer event world. Our sales targets were met and the overall quality of attendees exceeded our expectations for the third year running."

"We had a great show with both our companies stands. We have produced some record results and look to push that onto a good amount of sales in the coming months."

"The leads we received were far in excess of our expectations. We will be back."

"Resene has been involved in the Auckland Home Show for over a decade. We have found it an excellent way to connect customers and potential customers with our Resene ColorShop staff, and to promote new products and services. We enjoy working with the Exhibitions & Events New Zealand team, who are always proactive in looking for new ways to improve the show and the opportunities available to exhibitors." Karen Warman, Resene.

"Thanks for yet another well organized and well-run event. The crowds were a bit smaller due to the bad weather, however we achieved a higher number of leads to last year, and a much better-quality leads also. We have already re-booked – see you next year!" Murray Kee, Director Finesse Residential Ltd.

If marketing your business is akin to fishing, then having a stand at the Auckland Home Show is having the fish leap straight into the boat!

The Auckland Home Show is the ideal arena for us to showcase our wardrobes and storage units to designers, builders, architects and the individual client. Well worth the investment.

"A great show with lots of visitors ready to buy, definitely back next year" Mike Edwards, Flare Fires.

Secure your space for 2018 NOW!

Contact us to see what space options are still available.
Please note: some product categories may already be at capacity.

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auckland
HomeShow
New Zealand's No.1 Renovation & Building Expo   

Wed 5 - Sun 9 September 2018
ASB Showgrounds, Greenlane
aucklandhomeshow.co.nz

exhibitions&eventsnewzealand