

EXHIBITOR PROSPECTUS

HOME &
INTERIORS
SHOW



WAIRARAPA
30 – 31 October 2021
CARTERTON EVENTS CENTRE

WELLINGTON
18 - 20 March 2022
LOWER HUTT EVENTS CENTRE

THERE IS NO OTHER EVENT LIKE HOME & INTERIORS IN NEW ZEALAND

A PREMIER EVENT FOR THE HOME
IMPROVEMENT INDUSTRY. EXHIBITING
AT HOME & INTERIORS IN WELLINGTON
AND WAIRARAPA WILL PROVIDE
SIGNIFICANT SALES OPPORTUNITIES
AND OFFER HUGE MARKET EXPOSURE
FOR YOUR COMPANY AND BRAND.

Home & Interiors will attract visitors with a genuine interest in the home sector through first class exhibitors, innovative attractions and a fully integrated marketing campaign. An event designed to attract and deliver visitors who know that building their dream home or completing a renovation project is dependent on ideas, inspiration and sourcing the best products and services available.

You will be surrounded by likeminded businesses focusing specifically on the home, interiors and building sector.

“

Home & Interiors in Wellington and Wairarapa will feature your products or services in a quality environment designed to create sales and leads.

CHRISTINE NEIL
Exhibition Director
Home & Interiors
Wellington Wairarapa

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Why Exhibit at Home & Interiors

You will have a captive market looking for definitive home solutions for their current and future needs. We focus on putting quality clients in front of you which benefit your business.

This is your chance to both explain your product or service and answer any questions that may arise giving the clients reliable information directly from the source. You can share your knowledge and provide hands on experience with thousands of qualified prospects. It's your best opportunity to meet them, direct them to your showrooms and generate quality ongoing business in just three days.



WE...

- Will help you display your products to your best advantage.
- Regularly feature top line products and services with a high standard of exhibitors specifically targeting an audience with a particular desire and wherewithal to follow through and finalise a sale.
- Design marketing campaigns that appeal to motivated and discerning home owners who want to view a diverse selection of products and services all pertinent to their homes.
- Invite architects, designers, building and property professionals who will be looking for new products or services to add to their range.

A VALUABLE OPPORTUNITY FOR YOU TO...

- generate immediate and ongoing sales
- create leads for future business
- promote/launch new products
- strengthen brand awareness
- keep up to date with new industry developments
- get immediate feedback
- identify new markets, agents and distributors
- conduct market research
- enhance and build client relationships
- generate PR and promote your organisation
- increase sales results in a short time for a relatively low outlay



Build Visibility

Show visitors may not have ever experienced a brand like yours before. Though they may not immediately purchase your product or service when they meet you at the event, they connect with a real person and yours will be the first brand they go to when needing a product/service in your field.

Companies utilising experiential marketing understand nearly every customer will appreciate interacting face-to-face with brands that interest them. It is in those moments attention is captured, connections are made and in the long run gets them much closer to sealing the deal. On their own events are more effective than social media, digital marketing, print ads or any other form of traditional advertising.



Ideal for Launches

Do you have a new product or innovation? Would you like some genuine customer feedback from people with a real interest in home related products and services? Research has shown that visitors attend shows looking to test the market, keep informed on what's available and to assess new products and services. Home & Interiors provides an ideal opportunity for product launches and to grow or consolidate your brand, as the event allows visitors to view products and services across a broad range of industry sectors.



MARKETING

The friendly and efficient team behind Home & Interiors are highly experienced and respected event organisers with a real understanding of what works to attract the right audience to the event and to your stand.

The promotional activity will include:

- Four page feature in major newspapers plus multiple inserts in the local papers.
- An attractive Visitor Guide.
- Extensive radio campaigns.
- Print, web, billboards, street signs and banners.
- Digital advertising and e-newsletters.
- A focused social media campaign.
- Multi-levelled public relations campaign.
- Direct mail campaigns targeting qualified buyers.
- Our associate company (homeprize.co.nz) has 16 touchscreen survey kiosks plus a large prize campaign. We use this to attract visitors and to collect valuable survey data for our exhibitors.





QUALITY ENVIRONMENTS



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WELLINGTON Home & Interiors

Will be held at the new \$36m Lower Hutt Events Centre which has been specifically architecturally designed with events in mind.

Centrally located it is only a few minutes walk from the Lower Hutt CBD, an easy drive from both Petone and Upper Hutt and a 20 minute drive from Central Wellington.

Close to 100,000 people live within walking distance of the Events Centre, Lower Hutt has an excellent public transport infrastructure and there is plenty of car parking options within minutes of the venue (many of them are free).

There is large licenced café on site plus a number of cafés and restaurants within easy walking distance.

Three state of the art meeting rooms with the latest AV equipment will house our daily seminar programmes throughout the show (Design; New Build & Home Improvement and Property Know How).

FREE super fast fibre WiFi is available for our Exhibitors.

WAIRARAPA Home & Interiors

Will be held at the Carterton Event Centre. The architecturally stunning Events Centre provides a modern day setting with an air of history in natural surroundings.

We selected the Carterton Venue as it is now the centre of events in the Wairarapa region and is ideally positioned to attract visitors from Masterton, Martinborough, Greytown, Featherston, Wellington and beyond.

“While the seat of power sits in New Zealand’s capital city of Wellington, all eyes are on the Wairarapa. In March the Wairarapa was the “hottest” region in New Zealand, topping the chart with a 33.6% leap in demand.”

Realestate.co.nz

“In Greytown alone there are three plans for new subdivisions totalling approx. 180 units in the South Wairarapa District Council’s system awaiting resource consents which are set to increase the population base by 20%.”

Wairarapa Times Age



Lower Hutt Events Centre



Carterton Event Centre



Lower Hutt Events Centre artist impression



QUALITY VISITORS

Household income per year

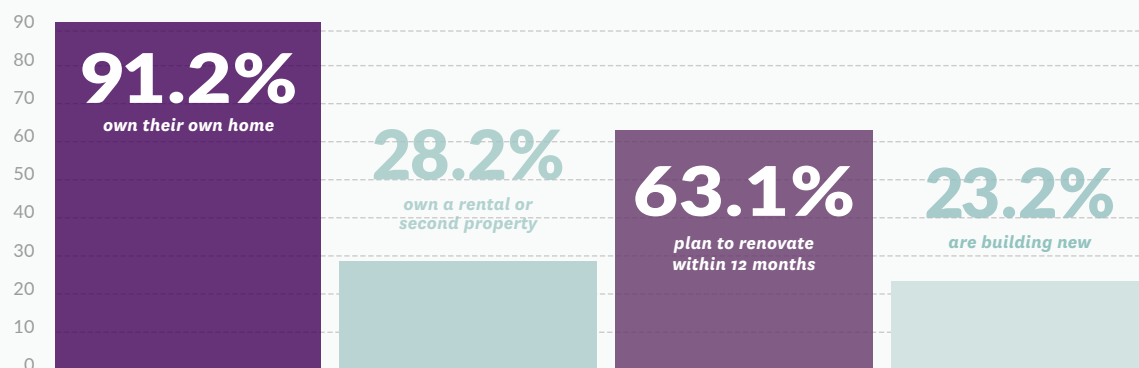
50k - \$90k	37.7%
90k - \$120k	27.2%
\$120k - \$150k	19.2%
Over \$200k	15.9%

Top ten upgrading plans within 12 months

1	Flooring	58.1%
2	Kitchen	55.3%
3	Bathroom	51.5%
4	Decorating	47.2%
5	Gardening & Landscaping	45.9%
6	Heating & Ventilation	37.6%
7	Kitchen Appliances	37.3%
8	Furniture	34.3%
9	Insulation	28.2%
10	Roofing & Spouting	25.2%

90% intend to purchase products or services they saw at Home & Interiors.

VISITOR DEMOGRAPHICS



* Independent Visitor Survey. Results fall within a maximum margin of error of +/- 2.5%.



SEMINARS

If you have a topic which is educational, informative and entertaining then you should qualify to present a seminar at our events. We offer daily positions to our Exhibitors free of charge (some terms & conditions apply). We have been arranging seminars at various home shows nationwide for 14 years and these have been hugely successful. They provide prospects who offer 20-25 mins of their time to sit and listen to your topic and are generally very 'hot' leads.

There are many benefits of presenting at our seminars including extensive marketing in the Show and Visitors Guide, web sites etc. (and the public perception is that presenting companies are industry experts and really know their stuff!). Seminar positions are extremely popular so make sure you book early.



VISITOR FEEDBACK



Here's what our visitors said...

"Some interesting new products we were not aware of so well worth the visit."

"The quality of exhibitors was very good so as long as you keep getting up to date quality products I see no need to change anything."

"Your show helped me make decisions that needed to be made about our renovations, so thank you."

"Your show gave us good ideas on the possibilities we can do to improve our house."

"Interesting to get new ideas and remind me of some products that are available. Enjoyed the seminars."

"We thought it was well laid out and a wide range of exhibitors on show."

"It is the best home show event offered in Wellington."

"I was really impressed about the overall look at Home & Interiors which gave me heaps of information."

"Nicely set out, interesting displays and the exhibitors had knowledgeable people on the stands."

"It was a really fantastic & interesting show, thanks."

"I thought it was a wonderful event!"

"I noticed a chap going around offering drinks to exhibitors and thought how efficient and thoughtful of the organisers. Somehow it highlighted that everyone was there to help - not just out to 'sell' us."

"I really enjoyed the show. All those I talked to were really free with their advice and very knowledgeable."

"Great event - keep it up. Very inspirational."

Why will you return to Home & Interiors

"Because we have a lot of renovations coming up and it's good to talk to a variety of suppliers to get valuable information when making decisions on purchases."

"To keep up with developments for the various products. I see things I'd never heard of or thought of before and it is a good chance to ask about them and be up close."

"Ongoing home renovations. Staff looking after exhibits are so friendly and helpful - can learn lots of relevant stuff, get new ideas, especially on latest technology and products."

"Inspiration/ideas. This is also a pleasant, superior setup compared to the one held at Westpac Stadium. Not interested in going back to that one after seeing yours."

"It was a good way to get inspired, find out what to do and get advice on house innovation and improvement. I would like to visit next year's one!"

How exhibitors rated Home & Interiors

87.1%	Excellent overall appearance and feel
82.0%	Quality Visitors
97.5%	Excellent support from Home & Interiors Staff
84.3%	Met their objectives for the event
28.3%	Made sales at the event valued at over \$50,000
7.00%	Made sales at the event valued at over \$500,000

Main reasons for exhibiting

Raise brand awareness	76.9%
Lead generation	66.7%
To increase sales	48.7%
Inform or educate	38.5%
Networking	23.1%
Demonstrate products	20.5%
Meet with existing clients	12.8%
New product release	10.3%



Some comments from our exhibitors

"I have enjoyed attending the Home and Interiors show over the last three years, attending this has helped raise brand awareness for our products."

"Great show, excellent atmosphere, well laid out, the perfect environment for us to showcase our brand and products."

"The best home show in Wellington."

"This show would rate as one of the better shows for attracting our market, there is a good percentage of new home-related exhibits attracting new home buyers."

"Once again the organisation and professionalism of the event was evident. Many clients commented on the warm atmosphere of the event compared to the stadium event."

"A well thought out and run show."

"We appreciate the quality clients gained from this show."



ABOUT US

A critical component of ensuring an event really works is the team behind it. Home & Interiors brings together well respected and highly experienced organisers in the home market.



Camilla Railton
EXHIBITION DIRECTOR

Camilla Railton has over 25 years experience in the management and marketing of a range of trade and consumer exhibitions in New Zealand and abroad. She has also recently worked with Wellington NZ (Wreda), Parenting Place and Conferences & Events in roles relating to business development, partnerships, marketing, strategy and the organisation of conferences and exhibitions. Camilla is currently busy renovating her home in Waikanae with her husband and two daughters. She is excited to be working with the Home & Interiors team and sees the show as the perfect connection point for the home shopper seeking quality products and services.

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Christine Neil
MARKETING

For the past 40 years **Christine Neil** has specialised in providing advertising and marketing strategies for the real estate and building industries. She produced a comprehensive training course for Professional Property Presenters and as a sought-after seminar presenter has offered advice to thousands of home owners on how to add value to their properties. For the past 12 years she has been creating and presenting seminar programmes as well as arranging highly successful market research and data collection campaigns for major Home Shows nationwide.

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HOME & INTERIORS SHOW

WHERE TO FROM HERE

We trust that once you have reviewed the branding exposure and return on investment you could receive from Home & Interiors, you will decide to join us. We believe we can strengthen your brand and reinforce it to the extensive and highly targeted market that our events attract. We look forward to working with you to achieve the best possible outcome for your business and to return major benefits to our valued exhibitors.

FOR BOOKINGS
and enquiries contact:

Camilla Railton

EXHIBITION DIRECTOR

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