

Information Pack

**HOME &
INTERIORS
SHOW**

2022

Wellington

22—24 July
Lower Hutt Events Centre

Wairarapa

1—2 October
Carterton Events Centre



homeandinteriors.nz



“
"The Home &
Interiors Show
Lower Hutt is the
premier Home
Show event in
Wellington."

—2021 Exhibitor

Home & Interiors is a premier event for the decor and home improvement industries based in Wellington and Wairarapa.

SIGNIFICANT BUSINESS DEVELOPMENT OPPORTUNITIES

2

The Home and Interiors Shows are well established exhibitions based in Wellington and Wairarapa with an extensive following, a reputation for quality and attracting visitors with a genuine interest in the home sector through first class exhibitors and a fully integrated marketing campaign.

Exhibiting at Home & Interiors Wellington and Wairarapa will provide significant sales opportunities and top exposure for your brand to a quality market.

You will be surrounded by like-minded businesses focusing specifically in the home, interiors, gardening and building sectors.

With lockdowns and level restrictions live events, especially exhibitions, have seen a surge in interest with many people investing in their homes and visitors keen to experience products and meet suppliers in-person.

QUALITY VISITORS

Home plans in the next 12 months

Renovation	70%
Buying a new home	20%
Buying a rental	10%
Buying a home	10%

percentage of visitor that own their home

95%



"My exhibit at the Home and Interiors Show proved very successful in developing awareness of my brand and generating sales. The event was well organised with great communication at every step of the way. I continue to receive calls and emails with people ordering my products after seeing them at the show." — 2021 Exhibitor

3

Visitors top renovation plans

Flooring	60.0%
Kitchens	56.0%
Bathroom	50.7%
Landscaping	50.6%
Decorating	48.5%
Solar energy / Heating	48.0%
Home improvement	46.0%
Appliances	34.0%

TOP BRAND EXPOSURE

The average time your brand needs to reach a customer is now between 8-13 times. This can be a large task for any business.

We have an extensive database of homeowners, architects and builders who have visited our shows and subscribed via the website.

We can offer you additional exposure exclusive to exhibitors only by:

- Articles on our website
- Articles in our newsletters
- Posts on our digital media,
- Company profile on our website
- Company listing in the printed show guide,
- Opportunities to present at our seminar programme,
- Special rates on advertising in the Home & Interiors Magazine



"Given how busy we already were, we were not 100% sure about going into the Home and Interior Show. Now we are very glad we did as we have achieved both good brand awareness and plenty of leads for work in the New Year."

—2021 Exhibitor

SEMINAR OPPORTUNITIES

4

We have two themed seminar programmes and offer daily positions to our exhibitors free of charge. We will promote your seminar in our publicity with announcements at the show, in our programme, on the website and print advertising and on social media.

Seminars give you the opportunity to further profile your brand, get additional visibility and provide information and expertise.

Seminars provide prospects who offer 20-25 minutes of their time to sit and listen to your topic and are generally very 'hot' leads.

"Really enjoyed working the home and interiors show. The stalls were nice and big, plenty of room to talk to potential clients. The client that came through was a great mix of people." —2021 Exhibitor

Exhibitor



SHOW MARKETING

We design marketing campaigns that appeal to motivated and discerning home owners who want to view a diverse selection of products and services

- Advertising in the main newspapers
- Facebook promotion
- Radio campaigns
- Dedicated web page
- Billboards, street signs and banners.
- Newsletters to our extensive database
- Direct email campaigns to targeted and qualified buyers.
- Invitations to architects, designers, building and property professionals who will be looking for new products or services to add to their range.



"I would like to thank the team with the recent Home & Interiors Show we attended last month. We found the show to be very engaging and well worth our time with the leads generated from this show. I fully recommend this show to any business in the future." –

2021 Exhibitor

QUALITY ENVIRONMENTS

22-24 July

Friday - Sunday

10am - 4pm daily

1 x Networking Functions

WELLINGTON

Home & Interiors is held at the new \$36 million Lower Hutt Events Centre.

Centrally located it is only a few minutes walk from the Lower Hutt CBD, near the Queensgate Mall.

There is large licenced café on site which offers you the perfect place to meet with your clients and network with exhibitors.

The venue has state of the art meeting rooms with the latest AV equipment to house our daily seminar programmes throughout the show and FREE super fast fibre WiFi.

7

"The boutique Carterton Home & Interiors Show is a quality event that delivers a great range of services and products to current or prospective home owners - don't miss it!" —2021 Exhibitor



1-2 October

Saturday - Sunday

10am - 4pm daily

1 x Networking Function

WAIRARAPA

8

Home & Interiors is held at the Carterton Event Centre. The architecturally stunning Events Centre provides a modern day setting with an air of history in natural surroundings. It is situated a few meters off the high street with easy access for visitors.

It is ideally positioned to attract visitors from Masterton, Martinborough, Greytown, Featherston, Wellington and beyond.

"Camilla and her team at the Wairarapa Home Show have a professional and dedicated team to ensure all wants and needs are met with a high standard, we definitely recommend attending and/or setting up your own stand." — 2021 Exhibitor

"Great communications and the event was successful for us."

—2021 Exhibitor

THE TEAM

A critical component of ensuring an event really works is the team behind it. Home & Interiors brings together a dynamic team of highly experienced organisers and business development professionals.



Camilla Railton
Exhibition Director

Camilla Railton has over 25 years experience in the management of events, business development and marketing in New Zealand and abroad. She has worked with Wellington NZ as a business development manager and managed sponsorships and conferences at Conferences & Events and Independent Schools of New Zealand. She is excited to be working with exhibitors to promote their businesses and to be offering homeowners an inspirational event with quality products and services to enhance their homes.

Contact Camilla to book your stand

m 022 412 5811

e camilla@homeandinteriors.nz



Tristan Smith
Finance / Client Support

Tristan manages finances and client support. She is highly skilled in partnerships, running events, training, accounts, client support, marketing, logistics and health and safety. Tristan brings an eye for detail, strong communication and customer care to both our exhibitors and visitors to the show.

m 029 973 8724

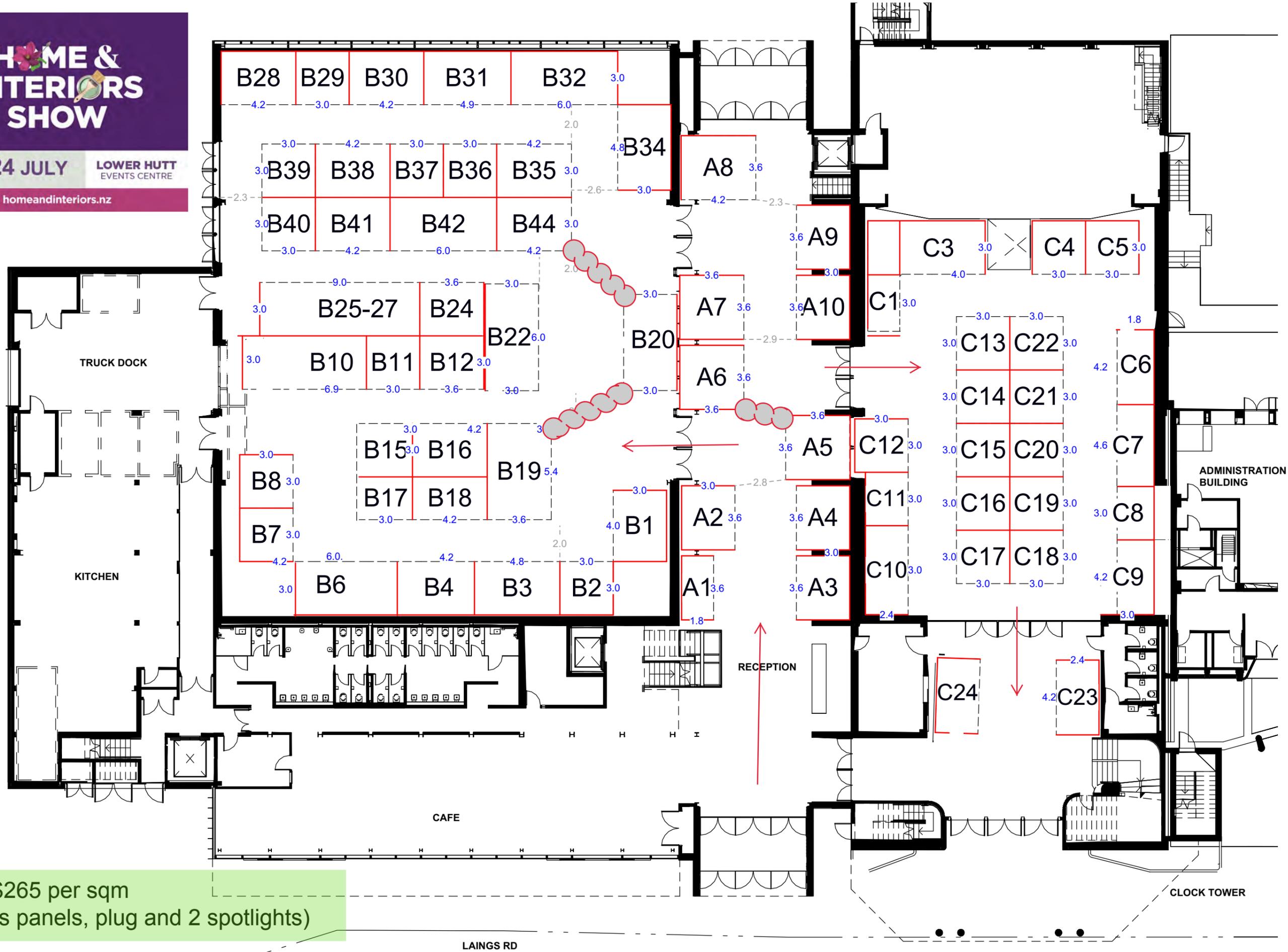
e tristan@pulseexhibitions.co.nz

HOME & INTERIORS SHOW

22 - 24 JULY

LOWER HUTT
EVENTS CENTRE

homeandinteriors.nz



Rates: \$265 per sqm
(includes panels, plug and 2 spotlights)

LAINGS RD



Home & Interiors Expo 2022

Venue: Lower Hutt Events Centre, Lower Hutt (Wellington)

Coordinator: Nakita Lockett
Event Date: March 2022
Designer: NL
Scale: 1:200@A3
Drawing: Lower Hutt Events Centre

