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WAIKATO

**HOME &  
GARDEN  
SHOW** 2016

6-9 OCTOBER

OUR SUCCESS IS SHOWING

# WELCOME TO THE HOME OF GREAT BUSINESS

NEW ZEALAND'S LARGEST HOME  
AND GARDEN SHOW IS GEARING  
UP TO SHOWCASE THE LATEST  
IDEAS, TRENDS, PRODUCTS, AND  
SERVICES FOR PEOPLE WHO WANT  
TO BUILD, RENOVATE, DECORATE, OR  
LANDSCAPE THEIR HOMES.

## BOOK NOW FOR THE 2016 SHOW

Every year this high quality consumer event gives more than 450 local, national and international companies the chance to get face-to-face with tens of thousands of homeowners in a dynamic environment full of unrivalled selling opportunities. There is no more cost-effective way for you to make sales, increase your business profile, create brand awareness, launch new products, and gather sales leads.

## UNDER NEW MANAGEMENT THAT REALLY CARES

When Graham Hannah went looking for a buyer for the event he founded more than 30 years ago, at the top of his list was North Port Events, an Auckland-based company that has developed some of New Zealand's best consumer and trade exhibitions, including The Food Show, The Baby Show, Fine Food New Zealand, and more. North Port Events has now acquired the Waikato Home & Garden Show but won't be making sweeping changes. Rebecca Hannah will remain at the helm of the show as Exhibition Director and will continue to be your main point of contact.

“ I'm delighted to be working with North Port Events to ensure the long-term success of the Waikato Home & Garden Show. I know their highly professional team shares the same passion and commitment to excellence that has made the show what it is today. I'm extremely confident that together we will steer the Waikato Home & Garden Show successfully into the future and continue the legacy that my father, Graham Hannah, created and built up over 31 years. ”

*Rebecca Hannah, Exhibition Director  
Waikato Home & Garden Show*



“ We love the Waikato Home & Garden Show, just like many thousands of other Kiwis. It's an iconic event that has consistently grown and attracted big audiences for the last 31 years. It's a show that comes with a long history of making it happen for exhibitors and visitors alike – and we're keen to build on that. So we're excited about working with Rebecca Hannah to develop the Waikato Home & Garden Show while retaining the unique elements of its winning formula. ”

*Dona White, CEO North Port Events*



# WHY YOU SHOULD EXHIBIT

## UNRIVALLED DIRECT SALES OPPORTUNITIES

This is your chance to sell directly to thousands of qualified prospects, many of whom will delay their building, renovating, decorating, and landscaping buying decisions until they've attended this show. It's your best opportunity to meet them, fill your order books, and generate years of work in just four days.

## POWERFUL FACE-TO-FACE MARKETING

Exhibitions work because they provide your customers with first-hand experience of your product or service, which is impossible to replicate online or through other media. In an increasingly fragmented media landscape, exhibitions enable you to more accurately target significant concentrations of pre-qualified prospects, so your marketing dollars are much better spent. Plus, no other medium packs so many opportunities into a single package: from brand promotion to product demos, sampling to data collection, and from on-site sales to lead generation.

## BEST INTRODUCTION TO THE GOLDEN TRIANGLE

Three cities produce a third of New Zealand's GDP – the so-called Golden Triangle of Auckland, Hamilton, and Tauranga – and all three are expected to grow by 34% by 2031.

This show is the biggest of its kind in the country and puts you in the box seat to reach increasing numbers of affluent residents from these growth areas, primed and ready to buy.

## EXPERT ADVICE AND SUPPORT

We will support you every step of the way to ensure you get the best out of the show with expert advice, a comprehensive exhibitor manual, exhibitor training seminars, and a wealth of online tools available from our centralised North Port Events website.

## EXTENSIVE MARKETING CAMPAIGN

We will back your commitment with a comprehensive marketing campaign in excess of \$200,000 that will bring

qualified buyers directly to you.

We will utilise every channel available across traditional media, including newspapers, magazines, radio, TV, billboards, and bus backs, plus online media, including the upgraded show website, banner ads, e-newsletters sent to prospective visitors, and social media campaigns.

## TOP QUALITY SALES ENVIRONMENT

The Waikato Home & Garden Show is held at the Claudelands Event Centre, which was recently revamped to the tune of \$67 million and offers 9,000m<sup>2</sup> of indoor space integrated with generous outdoor exhibition spaces. The show comprises six huge pavilions offering exhibitors a range of options, including indoor exhibition shell systems with black velcro-compatible walls, carpeting, power, and lighting, plus large outdoor areas with or without power, lighting and marquees.



## **COMPREHENSIVE BUYERS GUIDE**

As an exhibitor, you'll receive a free company listing and product description in this high-retention, full-colour gloss magazine distributed free to every visitor. The Buyers Guide also includes show plans, seminar timetables, and information about special features at the show. Independent research confirms 90% of visitors keep their Buyers Guide for a month or more after the show. Limited display advertising is available.

## **UPGRADED SHOW WEBSITE**

The new Waikato Home & Garden website has been upgraded to bring exhibitors and visitors a raft of benefits. You'll get your own profile page to post content, images, videos, show specials, new products, and links to your other online assets like Facebook. Visitors will be able to browse your profile, 'favourite' what

they like with one click, and automatically compile their own 'itinerary' with an interactive floor plan of the show that they can print out and take to the show.

## **FREE SERVICES ALL INCLUDED**

Exhibitors at the show will receive a range of free services, including exhibitor parking, access to VIP exhibitor lounges, Eftpos facilities, top-class security services, anytime assistance from our Home Show Ambassadors, and access to our on-site administration office.

## **RECOGNISED SHOW AWARDS**

The prestigious NZ Landscape Design Awards are an integral part of this high calibre event, plus we are bringing back the popular NZ Interior Design Awards for the 2016 show.



*This page: 2015 Best Special Feature Award: Wild Exposure and Premier Pavers*

*Next page: 2015 Gold Winner of the NZ Interior Design Awards and the Public Choice Awards: Rooms Furniture*

# VISITOR SURVEY\*

## KEY RESULTS

- 89.4%** of visitors rated the show either 'Excellent' or 'Good'
- 70.9%** of visitors purchased at the show
- 52.8%** of visitors intended to purchase within 12 months of the show
- 54.2%** More than half of visitors spent up to \$500 at the show
- 36.1%** of visitors spent between \$501 and \$10,000 at the show
- 84.8%** of visitors are likely to recommend this show to others

Overall, the show generated an estimated **\$86 million** for exhibitors

### GENDER

Female	67.3%
Male	32.7%

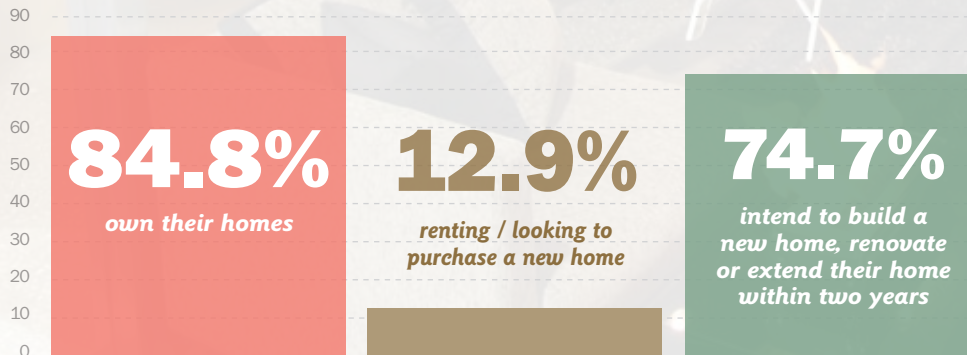
### AGE

**89%** of visitors are over 30 years of age.

### INCOME

**65.9%** of visitors earn over \$70,000 per year

### VISITOR DEMOGRAPHICS



\* Independent Visitor Survey conducted by TouchScreen Marketing & Research. Results fall within a maximum margin of error of +/- 2.5%.





# EXHIBITOR FEEDBACK

“Wow what an amazing show!

We doubled the sales from the previous year. It is a credit to the show in regards to marketing and exposure. The quality of the leads was outstanding. Will definitely be back next year!”

**Scott Brumby, Rotaform Plastics Ltd**  
*Forme Leisure Spas*

“The Waikato Home & Garden Show proved to be the perfect place to showcase our product. It was our first time at the show and the experience was amazing from beginning to end. The four days at the event saw our sales soar well past any other show we have exhibited at over the past two years. I would like to thank Rebecca Hannah and all the other staff that helped make the 2015 Waikato Home & Garden Show a great success for us.”

**Gerrard McCarthy**  
*MicroMizt*



“Very happy with show. Steady stream of serious visitors, good positive leads, well and truly superseded our expectations.”

**Rachelle and Paul**  
*Frame Wardrobe World*



“Awesome show, 115 leads captured and at least 100 more inquiries, the show has made a huge difference to my business!”

**Isaac Ludlow**  
*Bathroom Transformations*

“The Waikato Home & Garden Show is probably the best consumer show of its type I have ever attended – and I have worked at shows in many countries around the world.”

**Colin Green, Best of Show**  
*Training, Australia*



“The show represents a significant part of our annual marketing investment. It gives us the opportunity to display our latest models and for buyers to touch and feel the product and to buy at the show or from one of our dealers when they’re ready.”

**Rachel Louie**  
*General Manager Smeg*

“We have been associated with this show for many years and it remains one of the premier events of the year. From the quality exhibitors and large number of quality visitors, the show delivers what it promises year in and year out.”

**Joseph Beuker, APL**

“The Waikato Home & Garden Show has been integral in our efforts to create and build brand awareness over eight years. It is a world-class event with organisers truly committed to the success of their exhibitors.”

**Kim Fagan, 3G Teak**

“In 21 years of doing home shows and garden shows all over Australia, and some in New Zealand, this would have to be the best show I have ever done.”

**Theo Broom, Leafbusters**

“It’s just great, managed with passion, professionalism and integrity. Every year it seems to get better and better. As an exhibitor for many years we always seem to exceed our expectations.”

**Kevin Judd, Bessemer**

“I want to personally thank you for putting on an amazing show. It was our first year exhibiting and it has been an absolute success. The quality and number of leads generated has been exceptional. We will definitely be back bigger and better next year. Thank you very much. Looking forward to next year.”

**Daniel Klinkenberg, Urban Homes**

“We have exhibited at the Waikato Home & Garden Show for eight years. This year was our best show ever. We set very high sales targets and this year we well exceeded our expectations.”

**Kevin Dowling, Ecomist**

“All Home Shows should model off this show.”

**Justine Page**  
*Retired Furniture*

“We promote product at over 100 exhibitions throughout Australia and New Zealand, the Waikato Home & Garden Show is our top event of the year.”

**Darryl Clarke,**  
*Southern Cross Promotions*



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THE  
**HITS**  
98.6

  
**Waikato Times**  
As Waikato As It Gets

**FOR BOOKINGS AND OTHER  
ENQUIRIES, PLEASE CONTACT:**

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*Exhibition Director*

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