

# Additional marketing opportunities

Increase your exposure before and after the Show with these opportunities

## FREE editorial & promotional exposure

There are many ways you can maximise your presence and return on investment with the Christchurch Home Show. One of these is via our extensive, targeted visitor database and social media platforms.

Our Christchurch Home Show VIP database (with over local 15,500 members) will receive targeted communication in the lead up to the Home Show, including a breakdown of exhibitor special offers, competitions, new products that will be at the Show, and a Show Programme. This is a great opportunity to promote your business to Show visitors before they get there.

So what do you need to do to be included in this promotion? Simple – just tell us.

## We're looking for...

### Industry trend articles

If you have current editorial relating to home renovation or building trends, with an accompanying high res image(s), please send this to us to include in our 'Home Trends' section on our website and use within additional PR channels.

We'll also send your article to The Press for consideration of printing within their feature pages.

### New products

We are especially interested in promoting new products and services to our customer base. If you happen to be launching (or recently launched) a new product, please tell us about it.

### Show specials / Competitions

If you will be running any amazing show specials or competitions at the Home Show, let us know (including an image) so we can promote this to our extensive database and include on our website.

#### Colour trends to dress up your home

Want a fashionable colour for your home this season? Splash your walls with one of the most popular trends for 2015/16. Bold pops of colour and dusty shades are very much on trend, with an emphasis on oranges and yellows, blues and blue-reds, black and near black. Think vibrant magenta pinks too, and a renaissance-inspired palette of azurite, indigo and ultramarine (blue palette), malachite, verdigris and earthy green (green palette), and luminous lead-lin yellows and shades of amber.



##### Feeling blue?

One of the biggest colour trends is the blues – rich, deep, and glossy blues, as well as soft greyed- and sea-washed blues. These blues inspire relaxation as well as harmony, and pair well with many colours. Deep shades such as indigos and traditional Cape Cod blues are often paired with whites, creams or silken silvers, while fresh cerulean blues ground the more powdery tones.

##### Green with envy

Olive greens, lime greens, dusty greens and deep and earthy greens – when it comes to green, anything goes. Earthy and nature-inspired greens are very much on trend.

##### A new trend: Greige

It's not grey and it's not beige – it's greige, the ultimate neutral for top-dressed homes. "Greige is a mix between grey and beige and it's perfect for those who want a grey but with the warmth of beige," says Rebecca. Even in darker tones, greige is warm and inviting, creating a sense of coziness.

**COLOUR TIP:** The key is to be a bit more clever in how you bring in colour: use bold colour behind bookshelves or inside cupboards so that you see only a glimpse of colour. Or use it on a statement piece of furniture that might sit in an entranceway.

Article supplied by Resene. Visit [www.resene.co.nz](http://www.resene.co.nz) for more.

#### New products

See what's new for your new build or renovation. From kitchens, bathroom products, interiors, outdoor, energy saving products and more!

##### Basic surface induction cooktop COMPANY | STAND 123

The new BORA Basic surface induction cooktop, with an integrated cooktop extractor is the perfect compact solution for modern kitchens and for anyone looking for outstanding performance and a unique design. The new Basic model comes with an intuitive control unit and four cooking zones with state-of-the-art induction technology.

[More info](#)



##### Alfresco outdoor beverage centre COMPANY | STAND 123

With a temperature range of 2°C to 14°C, Liebherr's new OKes 1750 alfresco beverage centre, offers the perfect storage solution in your entertainment area for food and beverages. Finished with a solid brushed stainless steel lockable door it features an internal LED temperature display, LED lighting and enclosed air grill with dust filter.

[More info](#)

Send your industry trend articles, new products  
& show specials info, **with images,**  
to **[marketingnz@eenz.net.nz](mailto:marketingnz@eenz.net.nz)**