



Show Report

** Statistics in this report are taken from the 2018 Christchurch Home Show Visitor and Exhibitor Surveys.*



100%

of exhibitors were
'very satisfied' to
'satisfied' with the
brand and product
awareness they
generated at the
Home Show

97%

of exhibitors were
'very satisfied'
to **'satisfied'**
with the overall
performance of the
Home Show for
their business

93%

of exhibitors
generated a
high value of
quality leads for
post show sales

94%

of exhibitors were
'very satisfied' to
'satisfied' with the
quality of visitors
that attended

Quality + Quantity... in only 3-days!

The Christchurch Home Show offers quality home renovating and building related businesses the opportunity to get in front of a highly targeted audience of potential customers wanting to source products and services for their home current and future improvement projects.

Our targeted marketing campaign attracts **10,000 motivated, quality visitors** with **54%** having a disposable combined income **over \$100k**.

The Christchurch Home Show delivers a strong financial ROI for exhibiting businesses.

88% of visitors were “**very satisfied**” to “**satisfied**” with the 2018 Christchurch Home Show.

82% of visitors were “**extremely likely**” to “**likely**” to recommend the Christchurch Home Show to friends/family/colleagues.

On average approximately

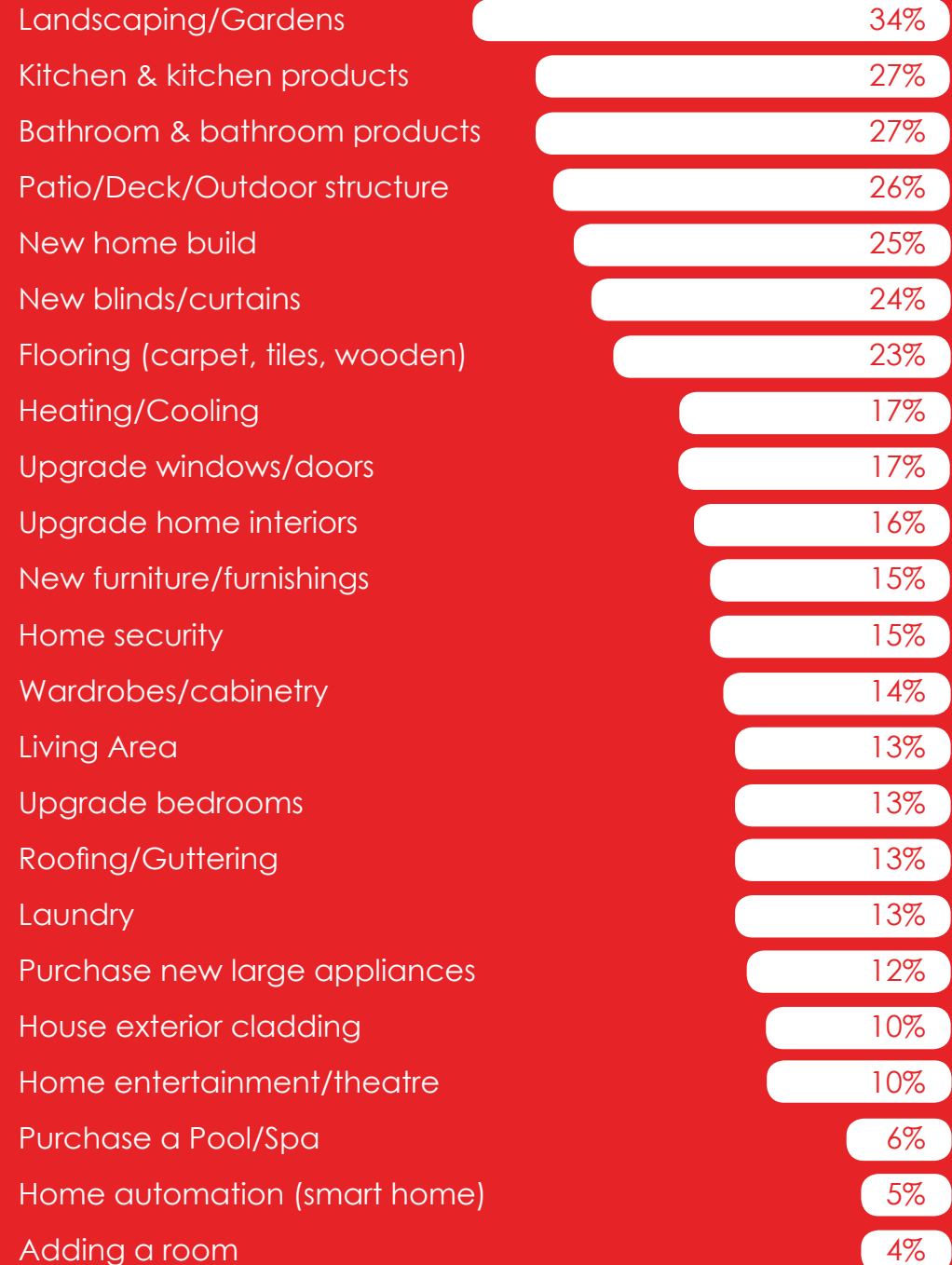
10,000
quality visitors
attend
over 3-days



We deliver motivated, targeted customers...



HOME IMPROVEMENT PROJECTS PLANNED:

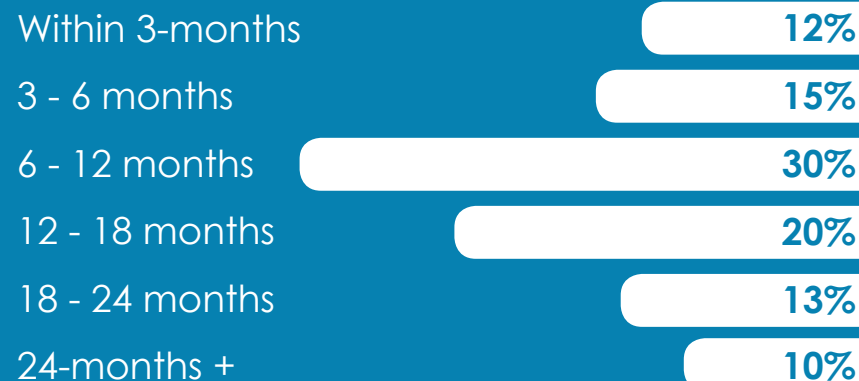


Targeted buyers attend - Why your brand & products need to be here

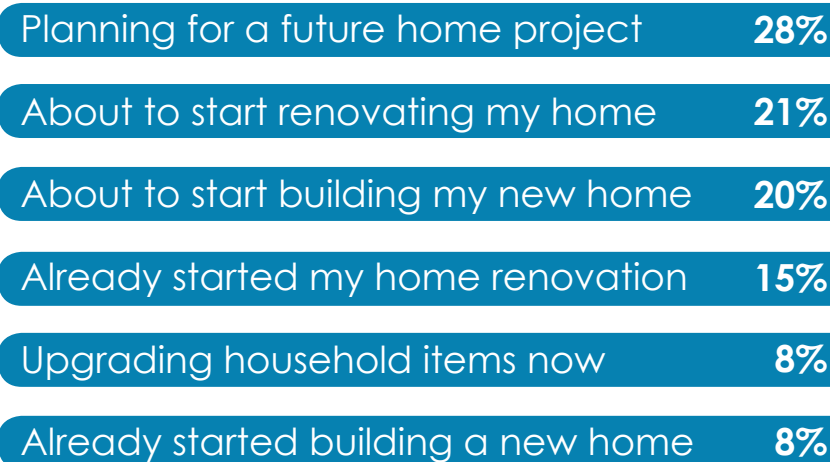
44% of visitors intend to spend
over \$50,000
on their next home
improvement project.

While **34%** intend to spend
over \$200,000!

HOME IMPROVEMENT PROJECT COMPLETION TIMEFRAME:



VISITORS HOME IMPROVEMENT PROJECT STATUS:



Delivering ROI for your business



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

EXHIBITOR SATISFACTION

"Very satisfied"
to "Satisfied"

Generating brand or product awareness	100%
Quality of visitors	94%
Generating high value leads	93%
Launching a new product	91%
Making sales at the Show	83%
Total number of visitors	82%
Generating large volume of leads	79%

86% of
exhibitors estimate
they generated
up to 6-months
worth of work from
exhibiting at the
2018 Christchurch
Home Show

86% of
exhibitors who
attended both the
2018 and 2017
Christchurch Home
Shows said the 2018
Show was 'more
successful' or 'as
successful for their
business'.

Why exhibit?

Whether you're looking to increase awareness of your product range or brand, launch a new product, sell direct to a targeted audience or source new customers, the Christchurch Home Show can help your business achieve your objectives... in only 3-days!

Our extensive, targeted marketing campaign comprises of a combination of print, radio, outdoor, database marketing (25,000+ local subscribers), digital, website and social media.

3-days of retail sales & branding

10,000+ target consumers

What do our exhibitors say?

"It was a crazy busy show with a lot of leads. Most I have ever seen come out of this Home Show".

APL | Window Solutions

"This is a wonderful way of promoting our brand and product. We are more than delighted with the reaction and response."

"The Christchurch Home Show was a winner for us! The timing just prior to Winter is great for our Retrofit Double Glazing product. We'll be back!"

"Thank you for another successful, well organised and professionally managed Home Show."

ENQUIRE NOW TO SECURE YOUR SPACE FOR 2019

Christchurch 
HOME SHOW

Friday 22 - Sunday 24 March 2019

Horncastle Arena | 10am - 5pm

christchurchhomeshow.co.nz

CONTACT:

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EXHIBITION SALES MANAGER

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