

AUTUMN HOME SHOW 2009 POST SHOW REPORT

Autumn HomeShow



This year we wanted to incorporate some new features relating to current trends and public interest. These were received very well and the results were outstanding. We saw 12,500 people come through the doors over the three days which due to the current economic climate we were very pleased with. The general theme of the visitor survey research indicated that visitors were very pleased with the 2009 Autumn Home Show. Please see below for further information.

► VISITOR DEMOGRAPHICS

Female	59%
Male	38%
Home owner	87%
Visitors aged 25-64	86%

Combined household income

Over \$120,000	21%
\$80,001 - \$120,000	30%
\$40,001 - \$80,000	22%
Under \$40,000	6%

Reasons for visiting the show

Looking for new ideas for the home	50%
To research products and prices	46%
To shop for products and services	33%
To get expert advice	26%
To receive show specials	22%



Occupation

Professional/Office	37%
Managing Director	17%
Self Employed	15%
Retired	8%
Home duties	6%
Trade (related industry)	6%
Other	7%

Projects planned in the next 12 months

Decorating	57%
Landscaping	45%
Renovating	45%
Purchase of a new home appliance	37%
New Bathroom	33%
New Kitchen	33%
Building	27%

*All statistics quoted in this report are delivered from independent research undertaken by Expo services. Note that some participants did not answer all questions which may skew the percentages.

Visitor facts

68%	Bought/ordered something at the show
44%	Organised an appointment or quote
80%	Saw something they would like to buy after the show
66%	Have visited the show before
72%	Would recommend the show to friends and family
86%	Said they would most likely attend the 2010 show



► EXHIBITOR SURVEY

- 77% of exhibitors intend to exhibit at Autumn Home Show 2010
- Average of \$14,702 business made at the show
- Average of \$63,787 business expected to be made in the next 12 months as a direct result of the show

Main objectives of exhibiting, and satisfaction in reaching those objectives:

Launch new products/services	64%
Network	58%
Increase company profile	57%
Gather sales leads	52%
To make sales	47%
Find agent/distributor/reseller	20%

“As a first time exhibitor to the Autumn Home Show we were very pleased with the results, the quality of visitor was outstanding and the dmg team made everything so easy. Making the decision to attend the show was an important business decision for our family business; with the current economic climate we believed that there was no better time to get our product out into the market. The home show was exactly the platform we needed and let us speak directly with our target market in a way that no other medium has allowed us to do.”

Mike Just – Mike Just Kitchens – Owner

► SHOW MARKETING CAMPAIGN

The ‘Delivering you Everything you need to Improve your Home’ creative was used to encourage people wanting to make changes, large or small, to their homes to come along to the show. We reached our target market through an integrated campaign using mediums much as television, newspapers, radio, mail outs, online and email.

Total Marketing campaign value **\$558,500**

Total value of PR coverage **\$262,765**



CONTACTS

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REBOOK NOW for 2010

The Autumn Home Show Team would like to thank you for your support of this years show.

Autumn Home Show 2010 (16 – 18 April) Book now to SECURE your 2009 space rate per m²*! Also go in the draw to WIN \$1,000 off your 2010 stand

Rebook your space for the 2010 Autumn Home Show
before 5pm, FRIDAY 15th MAY 2009.

All signed and deposited contracts received by this date will go in the
draw to WIN \$1,000 off your 2010 stand.

Complete this form and return to
Ginny, Michelle or Judith via fax to **09 358 1997** before 5pm, Friday 15th
MAY 2009

If you have any queries, please contact:

Ginny Bernardo – phone: 09 976 8375, mobile: 021 931 897, email: ginnybernardo@dmgworldmedia.com
Michelle Puru – phone: 09 976 8366, mobile: 021 220 2000, email: michellepuru@dmgworldmedia.com
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Please complete your details below:

Company: _____ Contact Person: _____
Current Stand No. _____ Phone: _____
Fax: _____ E-mail: _____

Please tick the appropriate option(s) below: Home Show Food, Art & Wine Stitches

- We would like to rebook our stand now.
- We would like to book a different stand if available, please call me to discuss options.
- We would like to discuss promotional/sponsorship opportunities for 2010 Autumn Home Show.
- We would like further details on the 2010 Autumn Home Show.
- We would like to express our interest in the **2009 Yellow™ Auckland Home Show** (9 -13 September)