

2009 POST SHOW REPORT



Melbourne Exhibition Centre
Friday 26 - Sunday 28 June 2009

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Australian
EXHIBITIONS
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Australian
EXHIBITIONS
& Conferences

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EXPO OVERVIEW

Dates & Venue

Friday 26 June	10am – 9pm
Saturday 27 June	10am – 9pm
Sunday 28 June	10am – 5pm

Melbourne Exhibition Centre, Southbank

Occupied Space

Melbourne Exhibition Centre	Bays 1 - 6
Total Gross Floorspace	9,000 sqm
Total Net Floorspace	3,900 sqm

Features & Sub-Events

Sustainability on Show – Sustainable Building Feature
Master Builders Winning Homes
Kids under Cover Cubby House Challenge
Master Builders Green Living Seminar Stage
RenoBrothers DIY Stage
Sustainability on Show Seminar Stage
Colour & Paints Showcase
Renovation Rescue Coupon Booklet
Tape Measure Giveaway

KEY FINDINGS

- **19,837** visitors attended the Expo over the 3 days
- **1,931** attendees were trade visitors
- **17,906** attendees were public visitors
- Sunday was the busiest day of the expo, attracting **8,509** visitors, followed by Saturday and then Friday
- **89%** of public visitors were from Metro Melbourne, **4%** from Geelong & surrounding area and **7%** from regional Victoria



VISITOR SUMMARY

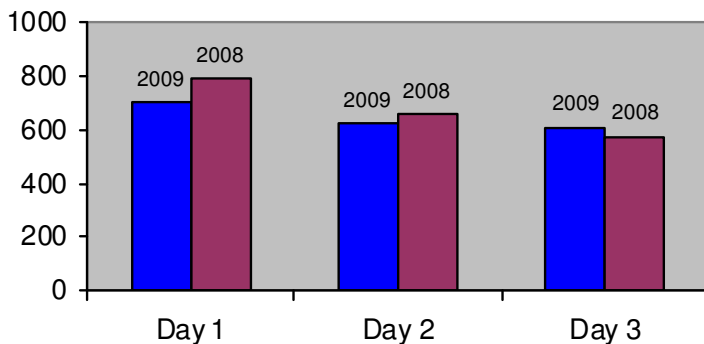
The third Master Builders **BUILDING & HOME IMPROVEMENT EXPO** was again a huge success with strong support from consumers interested in home renovation or building projects

3 Days = 19,837 Visitors

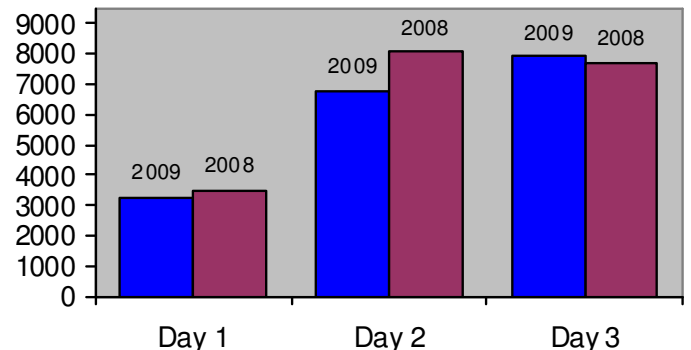
Despite uncertain economic conditions the attendance at this year's Expo was only marginally down on 2008. Trade Visitors attendance for 2009 was 1,931 compared to 2,108 in 2008 whilst Public attendance was 17,906 compared to 18,296 in 2008. Therefore total attendance for 2009 was down by only 2.8%. More importantly feedback from many exhibitors reinforced the quality of the vast majority of visitors – people looking to build or renovate within the next six to twelve months.

The following graphs indicate the visitor attendance broken down by each day of the Expo for 2009 compared to 2008.

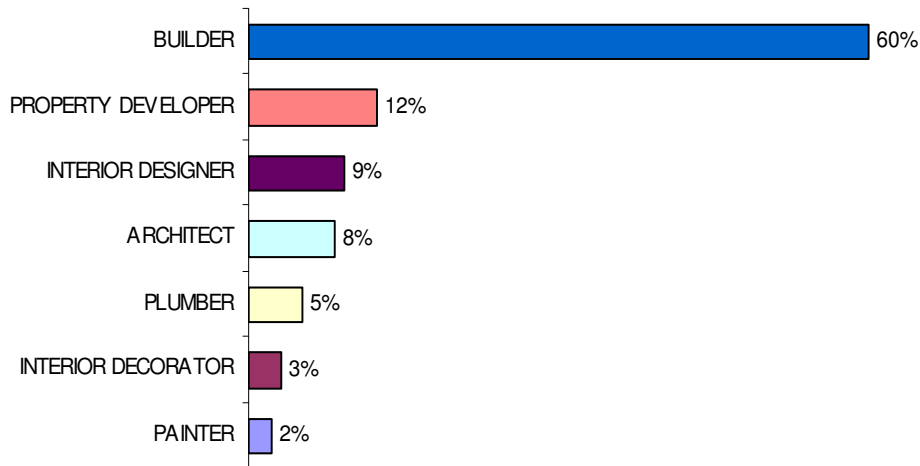
Trade Visitors



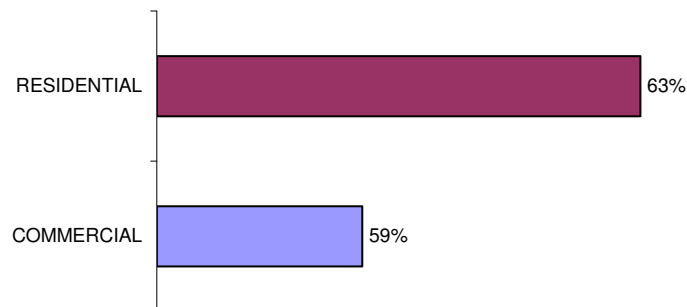
Public Visitors



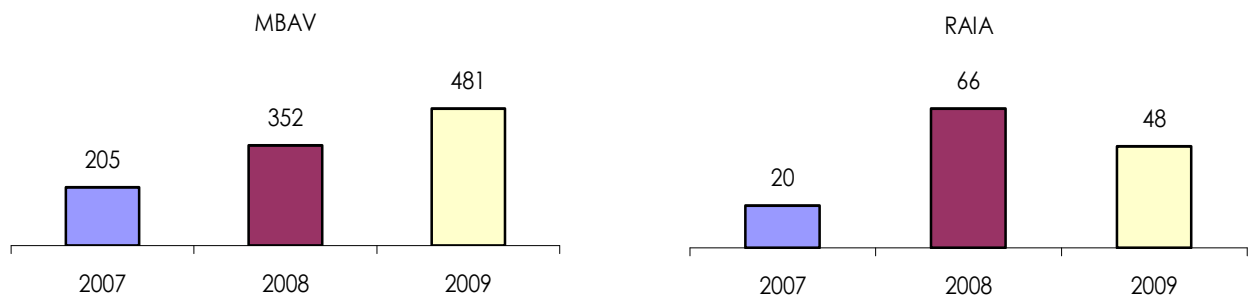
TRADE VISITOR BREAKDOWN



MARKET BREAKDOWN



MEMBER BREAKDOWN





FEATURES / SUB EVENTS / GIVEAWAYS

Sustainability on Show

Sustainability on Show brand name was launched at this year's Expo and featured the SMALLisSMART House, a cleverly designed 'container house'. Visitors also discovered the 'Sustainable Aussie Backyard' with drought proof plants and raised vegetable garden beds. The savewater!® Alliance was again the major sponsor of the Sustainability Feature to be Sustainability on Show going forward.

The savewater!® site was made up of various water saving technologies and products on display. In addition to showcasing these products savewater!® conducted a competition for a new Bosch Dishwasher and Front Loading Washing Machine valued at over \$4,000.

Master Builders Winning Homes

A new feature at this year's Expo, the Master Builders Winning Home Award Winners included: Latitude 37 Homes - Hille's Home Extensions - Winchester Homes - Modcon Developments - Focus Building - Costas Constructions - Hedger Constructions - Edgebuild.

Kids under Cover Cubby House Challenge

This initiative presented by the Master Builders and supported by Australian Exhibitions & Conferences Pty Ltd was a huge success with over \$12,000 raised through the sale of raffle tickets onsite.

Seminar Stages

Comprising of 3 separate stages: the Master Builders Green Living Seminar Stage, RenoBrothers DIY Stage and Sustainability on Show Seminar Stage. All three stages were a buzz of activity during the Expo, with hundreds of visitors participating in informative seminars on sustainability, fire proofing your home and tips and advice on building & renovating.

Colour & Paints Showcase

Featuring leading paint suppliers Wattyl & Resene, this new showcase offered visitors the opportunity to learn about new colour trends and eco friendly paints.

Renovation Rescue Coupon Booklet

New for 2009 the Renovation Rescue Coupon booklet featured over 20 exhibitors offering over \$35,000 worth of savings for each visitor to the show.

Tape Measure Giveaway

Valued at \$15, the tape measure was free for readers of the Herald Sun (with their coupon.) The coupon was featured 3 times in the Herald Sun in the week leading up to the Expo.





ADVERTISING SUMMARY

Throughout the lead-up to the **BUILDING & HOME IMPROVEMENT EXPO** there was an extensive public advertising campaign targeting the broadest possible audience of likely building and home renovators. This program included:

Television

- Spots aired during the period of the on
 - Channel 7 & 9 in Metropolitan Melbourne
 - Prime TV in Regional Victoria
- Advertisements commenced in the key advertising spots from Sunday prior to the Expo and continued for a week

Radio

- Radio advertisements aired during prime time in the week leading up to the Expo
- These spots were featured across the following stations: Gold FM, Mix FM, SEN, FOX FM, Triple M, 3AW, Vega

Press

- Herald Sun were appointed major media partner for the event ensuring that the Expo had maximum press coverage. This coverage included:
 - o Print advertisements & promotional coupons, most positioned within the Early General News section of the paper
 - o Liftout dedicated to the Expo was featured on Wednesday prior to the event which featured participating companies and features being held at the event

Online

- The Herald Sun News Pages featured a Building & Home Improvement Advertisement on their home page from the Tuesday prior to the Expo and continued through until the Saturday of the Expo.





EXHIBITOR TESTIMONIALS

"As a first time exhibitor at the Expo we found it an invaluable gauge of audience response to our sustainable hardwood flooring products. There was plenty of interest and a high traffic flow through the stand." **Vicky Udall, Brand Manager ITC Limited**

"Thank you for a most wonderful Master Builders Building & Home Improvement Expo. What a response." **Simon Dickson, Director, Exopest Control.**

"Great show lots of good quality feedback right demographics people were there to buy not tyre kickers and very interested specifically in building products. Not pots and pans". **Hugh Gilchrist, Managing Director, Australian Moulding Company**

"Future Technix has been established for over 10 years specialising in Security and Home Technology. Careful placement of our marketing dollar has never been so important. The Building and Home Improvement Expo has provided an excellent vehicle to both promote our brand and have our target clientele come to us. Count us in Again and Again." **Frank Melita, Future Technix**

"We are extremely impressed by the outcome of the Building and Home Improvement Expo. We had a great influx of qualified and valuable leads from many facets of the building industry and the general public. The exposure provided by the organizers through the press and other forms of advertising really helped get a great crowd of visitors. Count us in for Next Year! Great job!" **Roger, Director, SVEA Australia**

"Didn't expect the show to be as successful as it was, it was fantastic and exceeded all our expectations." **Kim Do, Airport Doors**

"Outstanding response to our new products lots of interest from designers architects & builders, flat out all through the show. Visitors came along with their house plans exactly the type of show we wanted to kick off with." **Steven Menzie, Director, Green Energy Bricks**

"Extremely busy, did well, great response, lots of interest both during the show and after." **Tammy Vieyra Marketing Manger Granite planet**

"Our first show was very successful, response was great better than expected. Good flow of traffic quality visitors - both trade & consumer, very very good, will do 2010. Still following up leads" **John Lau, Infinity Trading Group**

"Very successful, numbers were sensational show was great." **Don Martin, Veitch Stainless Steel Products.**

"Good quality leads lots of enquires, best show we have done to date." **Claire Banham, Dona Homes**





EXHIBITOR TESTIMONIALS CONT-

"Show was great we were very happy, the amount of visitors was extraordinary, a better quality of visitors at Build than any other show." **Judy Clark, Clark Bros. Tuscan, Renderers**

"We were very happy with the show. Will be taking a bigger stand for 2010."
Lee Freeman, Builders Renovators Warehouse

"This has been my 3rd year in participating in the MBAV Show. I must say, the show in my opinion, is the best of the best, surpassing all others within my industry. The show runs very smoothly and is managed extremely well, with no service issues or difficulties. The audience that is targeted is right for our business and in saying this, we will be part of the show for as long as it reins."
Bob Holden, Everhad Industries

"We enjoy this show as we like the type of exhibitors that are there. All genuine home improvement type of products gets a better type of visitor through the door." **Rhino Fencing & Gates**

"Great staff and great show. - Definitely do it again!!" **Bethy Cassar, Hille's Home Extensions**

"The expo is a great indicator to develop new products. The feedback is invaluable." **Westaflex**

"Extremely happy one of the best shows we have done - good contact good leads no tyre kickers - level of enquiry very good, made good partnerships with new market." **Barry Battiscombe, Astec Paints Melbourne**

